GUILDFORD SHAKESPEARE COMPANY TRUST LTD

England & Wales · Charity number 1139526

Details

Status	Registered
Legal form	Charitable company
Company number	07458841
Registered	2010-12-29
Register	View on the Charity Commission register

Contact

Address	Guildford Shakespeare Co Astolat Pavilion Lido Road Guildford Surrey GU1 1FH
Phone	01483301590
Email	admin@guildford-shakespeare-company.co.uk
Website	www.guildford-shakespeare-company.co.uk

Activities

Objects: TO ADVANCE EDUCATION FOR THE PUBLIC BENEFIT BY THE PROMOTION OF THE ARTS IN PARTICULAR, BUT NOT EXCLUSIVELY, THE ART OF DRAMA AND TO FOSTER AND PROMOTE PUBLIC TASTE IN, THOUGH NOT EXCLUSIVELY, THE WORKS OF WILLIAM SHAKESPEARE THROUGH PRODUCTIONS AND OTHER ASSOCIATED EVENTS AND EDUCATIONAL AND TRAINING ACTIVITIES.

Activities: To advance education for the public benefit by the promotion of the arts in particular, but not exclusively, the art of drama and to foster and promote public taste in, though not exclusively, the works of William Shakespeare through productions and other associated events and educational and training activities.

Downloaded from opencharities.uk/ew/1139526

Classification

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

Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE, LOCAL
- Hampshire
- Surrey
- West Sussex

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£786,312	£649,629	£390,704	7
2023-12-31	£716,490	£593,007	£254,021	7
2022-12-31	£472,302	£754,904	-	-
2021-12-31	£498,898	£537,859	-	-
2020-12-31	£467,436	£359,275	-	-

Trustees

Name	Role	Appointed
Jane Alison Carr Shepperd	Chair	
Amy Cooper		2026-05-01
CJ Mitchell		2022-08-31
Gavin Thomas		2023-02-01
Jaz Blake		2023-02-01
KARIN GABRIELLA ANN WALKER		2012-10-24
Peter Gordon		2015-04-28

Downloaded from opencharities.uk/ew/1139526

GUILDFORD SHAKESPEARE COMPANY TRUST LTD

England & Wales - Charity number 1139526

Accounts

REGISTERED COMPANY NUMBER: 07458841 (England and Wales)
REGISTERED CHARITY NUMBER: 1139526

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31 December 2024

for

Guildford Shakespeare Company Trust Limited

Bennewith 2018 Limited
t/a A J Bennewith & Co
Upper Ground Floor
18 Farnham Road
Guildford
Surrey
GU1 4XA

Contents of the Financial Statements for the Year Ended 31 December 2024

	Page
Report of the Trustees	1 to 8
Statement of Financial Activities	9
Balance Sheet	10
Cash Flow Statement	11
Notes to the Cash Flow Statement	12
Notes to the Financial Statements	13 to 19
Independent Examiner's Report	20

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Trustees' Annual Report

Year Ended December 2024

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and financial statements of the charity for the year ended 31 December 2024.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity name	Guildford Shakespeare Company Trust Ltd (hereafter GSC)
Charity Registration No	1139526
Registered Office	18 Farnham Rd, Guildford GU1 4XA

THE TRUSTEES

The trustees who served the charity during the period were as follows:

Ms Jaz Blake
Mr Peter Gordon
Ms C J Mitchell (vice chair)
Ms Jane Shepperd (chair)
Mr Gavin Thomas
Ms Karin Walker

Independent Examiners Report AJ Bennewith

STRUCTURE, GOVERNANCE AND MANAGEMENT

GSC is governed by its Memorandum and Articles of Association dated 2 December 2010.

None of the Trustees receive remuneration from their work on behalf of the charity. All Trustees are aware of their legal obligations under charity and company law, the Charity Commission guidance on Public Benefit and have received the Memorandum and Articles of Association. They have received the current Business Plan, Memorandum and Articles and this year's Addendum. They keep the financial performance of the charity under constant review.

The Trustees meet on a regular basis. During the year the day to day running and management of the company is delegated to the Joint Artistic and Executive Producers Sarah Gobran and Matt Pinches.

The Trustees take into account the charity commission guidance on public benefit and believe the activities of GSC are in line with that guidance.

Alongside the Joint Artistic & Executive Producers, GSC employed on a full-time basis a Creative Learning Producer, Company Stage Manager, Education Manager, Marketing Officer, and part-time Administrator.

OBJECTIVES AND ACTIVITIES

To advance education for the public benefit by the promotion of the arts in particular, but not exclusively, the art of drama and to foster and promote public taste in, though not exclusively, the works of William Shakespeare through productions and other associated events and educational and training activities.

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

STAGE PERFORMANCES January 2024 - December 2024

January/February	*Pride and Prejudice* - Holy Trinity Church
April	*Sonnet walks* in Cranleigh
April	Young Company's performance performed in Guildford Baptist Church
June/July	*Romeo and Juliet* – Guildford Town Centre
August	*Pride and Prejudice* - Jermyn Street Theatre, London
Sept	*Wild Walks* – Surrey County Council/West Horsley Place
Oct	*Macbeth & Romeo and Juliet Tour*
Dec	*The Housetrap* – West Horsley Place

THEATRE IN EDUCATION TOURS :

January/Feb	Delight in Shakespeare – *The Tempest* tour to less advantaged Primary Schools in Surrey
Oct/November	Secondary Schools' Tour of *Macbeth* and *Romeo and Juliet – returning to schools for live performances and workshops*. This continued the relationships developed in 2023 touring to Reading, Village Halls and the Orange Tree in Richmond, who were co-producers. Funded by Geoff Herrington Foundation.

ATTRACTING AND RETAINING TALENT

Auditions are held for each production but a number of actors, directors, designers and stage managers return to work for GSC at regular intervals. 121 employed and freelance jobs were created in 2024 employing 71 females, 50 males, continuing our mission to create equal opportunities.

We are proud to have welcomed back some actors that have worked for us before, that are popular with our audiences, but also some fresh new talent too.

ARTISTIC VALUES

GSC is a professional site-specific theatre company, specialising in Shakespeare. Our approach places the audience right at the heart of the action, immersing them in the world of the play, thereby demystifying the legend that Shakespeare is for an elite, educated few but rather is immediate and accessible to everyone.

At GSC we use diverse and unusual non-theatre venues to create dynamic and challenging productions. From castles to lakes, churches to pubs, our approach merges the audience and acting space so that you're given a visceral, stimulating and, above all, unique theatre experience.

GSC productions are fresh, fast and modern in their interpretation of Shakespeare, but always in the original text and never dumbed down.

Making the arts, and more specifically theatre and Shakespeare, accessible to a wider community, is key to the work that we do and reaching socially isolated members of our community with especially tailored programmes of work, drawing on the skill base of especially selected practitioners and experts.

To celebrate our 18th Anniversary, cementing and celebrating our work both in and of the community was vital. Choosing the commentary theme of Coming of Age for the year's work, we started by creating a brand-new adaptation of Pride & Prejudice performed by just three actors. This decision was necessitated by reduced funding and audience figures from 2023, requiring us to reduce production budgets. The result, however, was a slick, fun, quirky adaptation which was so popular that it received its own run in London and will have a follow up international and UK tour in 2025.

Our summer season was condensed to one show, rather than two, because of the large scale of the project that we produced. Romeo & Juliet, became a multi-location, promenade theatre piece that involved four weeks of road closures in order to use Guildford's iconic High Street as our main location, but also encompassed Abbott's Hospital, Holy Trinity Church, Tunsgate Arch, Tunsgate Quarter, the

Guildhall Balcony and the Castle Grounds. This show also involved both an adult and a school's community chorus, with four schools and our Saturday and Young Carers clubs. An associated Knife Crime Awareness Project was taken to all the schools and clubs involved in the project and an event was staged at Guildford Cathedral and included partners such as University of Surrey, Surrey Police, Crime Stoppers, Charlie's Promise, Street Angels, Pub Watch and Experience Guildford.

Our final show of the year, was a very popular Murder Mystery at the famous West Horsley Place, which sold out very quickly.

FRIENDS & PATRONS OF GSC

Our Friends scheme has continued to be well supported.

At the end of the year 8 new Friends had joined the scheme, making a total of 40 Joint Friends and 28 Single.

This total of 68 names in the scheme is a decrease of 2 on 2023.

However, 3 Friends upgraded their support to Patrons, which at the end of 2024 stood at 6 names.

VOLUNTEERS

GSC greatly benefits from our volunteer supporters, young and old, who help us in a variety of ways but chiefly at Front of House for our productions. We are incredibly grateful to them and would not be able to survive without their help and support.

ACCESSIBILITY AND PUBLIC BENEFIT

GSC are dedicated to making theatre accessible and affordable to all. We therefore aim to keep ticket prices as low as possible and additionally offer cut price tickets for jobseekers, students and families. We provided significantly reduced preview tickets for the first performance in every season.

Our Pay What You Can scheme for every Monday performance throughout the year continued to extend our offering to those less able to afford our standard prices and to encourage new customers.

Audio Described and BSL performances were offered for all productions.

Subtitles were also added to trailers and teasers.

Despite using a system of unallocated seating, we do offer a service to disabled audience members including those who are hard of hearing or visually impaired, whereby they request front row or aisle seating in advance. Large print copies of the synopsis are also available from the Box Office on site.

Relaxed Performances Nights were included for all main house shows.

Visual guides for all venues were created so patrons could get an idea of what to expect before they arrived. This can help to relieve anxiety and promote an inclusive atmosphere.

GSC continued to offer complimentary tickets to a number of local charities..

Our school's tours in partnership with Delight and Geoff Herrington, toured to twenty disadvantaged schools in Surrey, providing children with their first experience of Shakespeare and for the majority also their first experience of theatre.

EDUCATIONAL & OUTREACH PROGRAMME

Our Education and Outreach Department was run by Creative Learning Producer, Kerrie Driscoll, and our Education Manager was Rob Cann. A range of freelancers facilitated our clubs, classes, tours and

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

outreach projects. This year Eli Murton joined the team as part of her role Learning and Development Coordinator, primarily looking after exsisting project In Our Stars and building the schools workshops. Some 26,000 participation opportunities were created through our Education and Outreach classes. 7000 of those were fee paying, attending weekly clubs, classes and workshops. A further 19000 participants engaged with our free to access outreach programmes.

GSC Saturdays is for children aged 8-18 and takes place at GSC HQ between 10am and 12md on a Saturday morning.

GSC Wednesday is a mid-week drama group for children aged 7-12 and takes place at GSC HQ between 6pm-7pm.

GSC Mondays is a more intimate drama group for autistic young people, taking place at GSC HQ 6pm-7pm. It is limited to 8 participants and is providing a relaxed space to enjoy drama and make social connections.

GSC Sprites The two regular weekly Sprites classes at Queen Eleanor's Junior School, and the one at Godalming Junior School on Wednesdays Sprites continues to sell out to full capacity. Sprites at Boxgrove Primary School continues on a Monday.

Holiday Drama Clubs We now run 4 Play-in-a-Week summer schools for paying participants: two for 12-18yr olds, and two for 7-13yr olds. Alongside these holiday clubs, we also ran three further free to access, week-long clubs for Young Carers, *Together* – a club for children with disabilities, and a further two age groups for *Club4* – a government funded club for children from household's struggling financially.

Adult Classes *The Bard's Not That Hard* is GSC's practical Shakespeare classes for adults continues in its popularity, consistently this group has been full for the last 12 months. We piloted a dance class for adults called Shake it with Shakespeare, off the back of our Community Chorus participant in the summer production of Romeo and Juliet. We introduced this as a 6-week course and will continue building this in 2025.

GSC's Young Company Thursday evening class for teenagers who have an active interest in entering the profession, with dedicated mentoring schemes and streams of work that focus on directing and writing as well as acting. The students are treated as young professionals in training and a significant part of their studies is focused on site-responsive work. In September they began preparations for their tenth play.

In-School Workshops In 2024, GSC held 41 paid in-school workshops at 17 different schools.

Brave New World
GSC continued *Brave New World*, an ongoing programme of outreach projects to affect social change within our communities, which began in September 2018. These projects assist less advantaged schools and reduce social isolation in the community, using the transformative power of live theatre.

Funding was secured from various sources, including; The National Lottery, The Community Foundation for Surrey, The High Sheriff Youth Awards, Surrey County Council (Club4), Guildford Lions, Delight Charity, Guildford Poyle Charities, Geoff Herrington Foundation, and The Wrentham Trust, Tesco Grants, David Williamson Trust.

Delight in Shakespeare
Working with another Surrey based charity Delight, we toured A Midsummer Night's Dream to primary schools, with follow-on workshops helping them to create their own productions of the play to perform to family and friends.

Speak The Speech

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

With the help of a grant from The Wrentham Trust we have been able to work with every student in Years 4-6 at Guildford Grove School and Weyfield Primary academy. Both schools have above the average number of students eligible for Pupil Premium.

The Play's the Thing
Funding from The Geoff Herrington Foundation enabled GSC to tour to disadvantaged GCSE students in Surrey, providing 16 schools with professional insight at a crucial point of their academic life. The project delivered the two most popular Shakespeare plays studied at GCSE, *Macbeth* and *Romeo and Juliet*. We continued the relationship with the Orange Tree as co-producer with an extension to the Orange Tree Theatre and surrounding schools in the area. As well as a week's tour to Village Halls in Surrey, a week in Reading working with Reading Rep Theatre.

Spirit of Youth
Has continued at Queen Elizabeth Park Care Home and Weyfield Primary Academy where the project originated. It has been incredibly successful with funding provided by the Community Foundation for Surrey. We continued the project in Redhill with Greensands Care home and Salfords Junior School for the Spring term, but due to school staffing restrictions the programme finished in the summer.

A Time For All Things
We continued our year-long residencies providing workshops for Christ College and Kings College Guildford, with the support from The Wrentham Trust. The programme is created in close collaboration with members of the teaching staff making sure Shakespeare is heard and never just read.

In Our Stars
We began a new programme of weekly sessions for young carers at Kings College. We also ran a summer club with young carers from all Guildford schools invited to attend. Funded by The Archbishop of York Trust and Guildford Poyle Foundation.

With my Eyes
Our dramatherapy sessions returned for its fifth year. Funded by the National Lottery Community Fund, and The High Sheriff. Working with 8 families, we have seen great success with reports of better communication and understanding, less judgment from peers and starting to feel more comfortable with who they are.

Play On
We continued for the Autumn Term, for past participants of With My Eyes. The sessions allowed the children to continue their relationship with GSC and other participants, while gaining continued support. Funded by The Wrentham Trust. This class stopped in Spring as we saw many of the participants take up places in our mainstream drama clubs, such as Young Company and Monday's.

Festival of Revels
Our third year collaborating with West Horsley Place, on the Festival of Revels. Joining GSC and the Raleigh school for a week intensive to create a sonnet walk around the beautiful grounds and house, performed to family and friends.

RAISING PROFILE AND MARKETING

The charity's profile continued to be raised through our main house productions, events and online interaction.

Social media was by far the charity's main source of raising profile, with the following results.

Facebook
Followers - Up 224 followers (up 26% compared with 2023)
Net Followers – up 153 (down 1% compared with 2023)
Reach – 458K (up 133% compared with 2023)

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Instagram
Followers – 358 (up 6% compared with 2023)
Reach – 107.5K (up 876% compared with 2023)

You Tube
Subscribers – 413 (up 67)
Views – 36K (24k 2023)
Impressions - 394K (271k 2023)

TikTok*
Followers – 512
Likes – 2206

*No previous data or deeper insights due to not being set up as a business account. This has since been remedied.

Good relations continued with BBC Surrey with numerous interviews throughout the year.

National profile continued to be raised with reviews from The Guardian, The Daily Telegraph and The Daily Mail. For Romeo & Juliet an outside PR company was engaged who also generated coverage on Greatest Hits Radio for GSC.

In 2024, the Co-Founders continued to seek opportunities to maximise their own profiles to further the message of the theatre company and charity's objectives. These included:

- Talks with local groups, including the Cobham Literary Festival
- Hosting the Surrey Property Awards.
- Matt returned to the Yvonne Arnaud panto for the second year, seen by over 29,000 people.

One of the largest developments was the appointment of a specialist Digital Marketing & Communications Officer. Briony is now looking after all digital comms and asset creation, as well as supporting the development of marketing campaigns. This includes the making of videos and in-house design.

New Box Office & comms

2024 saw our first full calendar year using the new Box Office system, TicketSolve. This development has improved communications with our audiences/participants in the lead up to their experiences with us, as well as stream-lining the customer experience whilst purchasing tickets. In time it will also enable us to monitor and understand our audiences better.

10722 tickets were sold through the system, including for the first time, all our Drama Clubs. These transactions totalled £293,002.

It was anticipated that the new Box Office system would cost more than previous to run, and the first two years at least has been covered by a generous donation and funding (£33K). Breakdown as follows:

Ticketsolve commission	£8,647.60
SplitPixel (web hosts)	£3,474
Global (Payment Gateway)	£566.03
Total	**£12,862.91**

A Box Office iPad was also purchased. This leaves £14,741 of the Box Office fund still to be used for future years

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

SUSTAINABILITY

Whilst GSC has always sought to be environmentally aware it was agreed in 2022 that the charity needed to create a Sustainability Policy. This policy will help GSC make crucial future planning decisions, become a leader in our industry and ensure the charity is doing all it can to be sustainable.

The first stage of this was to conduct an audit of what we currently do that is sustainable, and what is not.

The team identified some 'easy wins' to further boost such as printing in draft and only turning on the water heaters as necessary. We also need to promote more what we are doing, as audiences, partners and funders are becoming increasingly more aware and are looking at how those they interact with are being sustainably conscious.

This will be a longer project and more research is to be done on sustainable practices within our industry; and how we can turn those into practical applications given our operation. Co-Founder Matt Pinches and Creative Learning Producer Kerrie Driscoll are leading on this.

FINANCIAL REVIEW

We operated our bank account with a positive balance throughout the year. We continued operating both current and deposit accounts. We paid all our creditors within their terms and conditions.

A grant of £44,458 from Arts Council towards Romeo and Juliet was awarded this year.

Our Education Department received several grants for Brave New World, a series of outreach projects within local schools and the community:

- *The Play's The Thing* (*Macbeth* and *Romeo and Juliet* to GSCE students in 15 Disadvantaged Secondary Schools, Autumn 2022)
    - £ 29,566 received from The Geoff Herrington Foundation
- *With My Eyes* (a programme of therapeutic sessions for excluded youth and their parents – to take place in Summer Term 2023)
    - £5,000 received from High Sherrif Youth Awards, £4,000 Poyle Charities Guildford, £2,500 anonymous donation, £1,000 from Guildford Lions, David Williamson Trust, and Tesco Grants,
- *Together* (holiday clubs for S.E.N.D children and young adults)
    - £4,050 from Surrey County Council
- *Club 4* (holiday club for less advantaged children)
    - £7040 from Surrey County Council
- *In Our Stars (Free drama club for young carers)*
    - *£4,700 from Community Foundation for Surrey*
- *Spirit of Youth*
    - *£7,500 Community Foundation for Surrey*
- *Speak The Speech, A Time for All Things, Play On and In Our Stars*
    - £31,004 from Wrentham Trust

Funding granted in 2024, carried into 2025:

- Spirit of Youth - £2500
- With My Eyes - £7500 National Lottery Community Fund

Corporate Sponsorship from local and national business is a vital source of GSC's income. Though on average a comparatively low amount compared to ticket sales, it is often the difference between breaking even and not.

Returning Principals included Whittingtons, experienceGuildford, Charles Stanley and Chapters Financial.

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Nine other Performance Sponsors returned along with 5 new ones. One of these was a previous Principal Sponsor who supported PnP Press Night, whilst another supported in-kind by purchasing a large number of tickets.

Combined with programme advertising, sponsorship generated £26,430, a small increase of £443 on 2023. Although sponsorship for most of 2024 hit above target, that for Pride & Prejudice the start of the year was below the usual amount sought. Feedback from GSC's Corporate Fundraiser included that a number of sponsors were still pulling back on budgets and changes in personnel (thus taking sponsorship elsewhere). The inclusion of the Murder Mystery in December 2023, so close to the start of 2024, split both generation time and sponsors' attention.

Support in kind from Yvonne Arnaud Theatre, Bennewith & Co and Surrey Chambers of Commerce continued.

We continued our close relationship with Hogs Back Brewery as interval Bar Partners.

DONATIONS
Donations continued to be collected through standing orders, bequests, PayPal Giving Fund and being added to ticket bookings.

Total donations made to the charity were £19,819.96 (£3303.45 more than 2023)

This was made up in the following ways:

• With ticket/class purchases	£3258.51	
• Through the Box Office	£12,208.00	(3 large donations incl. £6000, £2181, £1500)
• Directly to the charity	£3772.00	(Standing Orders, cheques, etc)
• Put Up Swords	£209.00	(made through Box Office)
• Festival of Revels	£500.00	

New for this year was the ability for class bookers to donate when booking class (£453), though this does mean that donations made with tickets was slightly less than 2023.

A further £6303.88 was claimed in Gift Aid from donations and Friends/Patrons memberships.

SECURITY
Project Five was purchased by FluidOne who are now the charity's IT support provider, who also maintain the cyber security of GSC.

The enhanced protection provided by SplitPixel ensures our website remains compliant and secure.

GSC continue to comply with GDPR privacy rules, and which is continually reviewed across the year.

HR
GSC employed freelance HR support from Rosemary Hedgecock at 271HR.

Statement of Financial Activities
for the Year Ended 31 December 2024

	Notes	Unrestricted fund £	Restricted fund £	31.12.24 Total funds £	31.12.23 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	138,549	126,337	264,886	221,352
Other trading activities	3	441,704	-	441,704	396,465
Investment income	4	713	-	713	676
Other income		79,009	-	79,009	97,997
Total		659,975	126,337	786,312	716,490
EXPENDITURE ON					
Raising funds	5	384,268	156,774	541,042	519,186
Charitable activities	6				
Charitable activities		108,587	-	108,587	73,821
Total		492,855	156,774	649,629	593,007
NET INCOME/(EXPENDITURE)		167,120	(30,437)	136,683	123,483
RECONCILIATION OF FUNDS					
Total funds brought forward		193,725	60,296	254,021	130,538
TOTAL FUNDS CARRIED FORWARD		360,845	29,859	390,704	254,021

The notes form part of these financial statements

Balance Sheet
31 December 2024

	Notes	Unrestricted fund £	Restricted fund £	31.12.24 Total funds £	31.12.23 Total funds £
FIXED ASSETS					
Tangible assets	12	49,770	-	49,770	61,386
CURRENT ASSETS					
Debtors	13	92,413	-	92,413	16,643
Cash at bank		332,952	29,859	362,811	318,294
		425,365	29,859	455,224	334,937
CREDITORS					
Amounts falling due within one year	14	(114,290)	-	(114,290)	(142,302)
NET CURRENT ASSETS		311,075	29,859	340,934	192,635
TOTAL ASSETS LESS CURRENT LIABILITIES		360,845	29,859	390,704	254,021
NET ASSETS		360,845	29,859	390,704	254,021
FUNDS	15				
Unrestricted funds				360,845	193,725
Restricted funds				29,859	60,296
TOTAL FUNDS				390,704	254,021

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

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

The financial statements were approved by the Board of Trustees and authorised for issue on ..16/4/25.. and were signed on its behalf by:

JANE A C SHEPPERD

.....
Trustee

The notes form part of these financial statements

continued...

Cash Flow Statement
for the Year Ended 31 December 2024

	Notes	31.12.24 £	31.12.23 £
Cash flows from operating activities			
Cash generated from operations	1	45,411	121,755
Net cash provided by operating activities		45,411	121,755
Cash flows from investing activities			
Purchase of tangible fixed assets		(1,607)	(19,915)
Interest received		713	676
Net cash used in investing activities		(894)	(19,239)
Change in cash and cash equivalents in the reporting period		44,517	102,516
Cash and cash equivalents at the beginning of the reporting period		318,294	215,778
Cash and cash equivalents at the end of the reporting period		362,811	318,294

The notes form part of these financial statements

Notes to the Cash Flow Statement for the Year Ended 31 December 2024

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	31.12.24 £	31.12.23 £
Net income for the reporting period (as per the Statement of Financial Activities)	136,683	123,483
Adjustments for:		
Depreciation charges	13,223	12,886
Interest received	(713)	(676)
Increase in debtors	(75,770)	(3,816)
Decrease in creditors	(28,012)	(10,122)
Net cash provided by operations	45,411	121,755

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.1.24 £	Cash flow £	At 31.12.24 £
Net cash			
Cash at bank	318,294	44,517	362,811
	318,294	44,517	362,811
Total	318,294	44,517	362,811

The notes form part of these financial statements

Notes to the Financial Statements for the Year Ended 31 December 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 to write off the cost of tangible fixed assets over their useful life:

Computer equipment	33.3% straight line
Land & buildings	10% straight line
Furniture, fittings and equipment	33.3% straight line
Motor vehicles	25% straight line

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.

continued...

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

2. DONATIONS AND LEGACIES

	31.12.24	31.12.23
	£	£
Sponsorship	23,125	23,250
Donations	27,018	22,290
Grants	212,713	169,218
Subscriptions	2,030	6,594
	264,886	221,352

Grants received, included in the above, are as follows:

	31.12.24	31.12.23
	£	£
Other grants	212,713	169,218

3. OTHER TRADING ACTIVITIES

	31.12.24	31.12.23
	£	£
Ticket sales	271,678	220,987
Workshops / schools	116,550	97,893
Advertising	3,620	6,921
Refreshment sales	30,432	23,794
Other fundraising income	6,127	11,863
Special performances	13,297	35,007
	441,704	396,465

4. INVESTMENT INCOME

	31.12.24	31.12.23
	£	£
Deposit account interest	713	676

continued...

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

5. RAISING FUNDS

Other trading activities

	31.12.24	31.12.23
	£	£
Staff costs	218,593	209,742
Props, costumes / stage	33,231	32,737
Subcontractors	245,745	235,300
Equipment & site hire	34,624	33,609
Storage	985	1,017
Refreshments	7,864	6,781
	541,042	519,186

6. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 7)	Totals
	£	£	£
Charitable activities	103,306	5,281	108,587

7. SUPPORT COSTS

	Finance
	£
Charitable activities	5,281

8. NET INCOME/(EXPENDITURE)

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

	31.12.24	31.12.23
	£	£
Depreciation - owned assets	13,223	12,886

9. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2024 nor for the year ended 31 December 2023.

continued...

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

10. STAFF COSTS

	31.12.24	31.12.23
	£	£
Wages and salaries	218,593	209,742
	218,593	209,742

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

	31.12.24	31.12.23
Employees	7	7

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

11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund	Restricted fund	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Donations and legacies	178,250	43,102	221,352
Other trading activities	396,465	-	396,465
Investment income	676	-	676
Other income	97,997	-	97,997
Total	673,388	43,102	716,490
EXPENDITURE ON			
Raising funds	458,540	60,646	519,186
Charitable activities			
CHARITABLE	73,821	-	73,821
Total	532,361	60,646	593,007
NET INCOME/(EXPENDITURE)	141,027	(17,544)	123,483
RECONCILIATION OF FUNDS			
Total funds brought forward	52,698	77,840	130,538
TOTAL FUNDS CARRIED FORWARD	193,725	60,296	254,021

continued...

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

12. TANGIBLE FIXED ASSETS

	Freehold property £	Fixtures and fittings £	Motor vehicles £	Totals £
COST				
At 1 January 2024	77,199	8,226	19,915	105,340
Additions	-	1,607	-	1,607
At 31 December 2024	77,199	9,833	19,915	106,947
DEPRECIATION				
At 1 January 2024	30,876	8,099	4,979	43,954
Charge for year	7,720	524	4,979	13,223
At 31 December 2024	38,596	8,623	9,958	57,177
NET BOOK VALUE				
At 31 December 2024	38,603	1,210	9,957	49,770
At 31 December 2023	46,323	127	14,936	61,386

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.24 £	31.12.23 £
Trade debtors	12,042	5,869
Other debtors	80,371	975
Prepayments	-	9,799
	92,413	16,643

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.24 £	31.12.23 £
Trade creditors	43,397	13,248
Social security and other taxes	4,072	4,286
Other creditors	1,938	951
Accruals and deferred income	48,982	81,586
Accrued expenses	15,901	42,231
	114,290	142,302

continued...

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

15. MOVEMENT IN FUNDS

	At 1.1.24 £	Net movement in funds £	At 31.12.24 £
Unrestricted funds			
General fund	193,725	167,120	360,845
Restricted funds			
Other Funding (restricted Grants)	60,296	(30,437)	29,859
TOTAL FUNDS	254,021	136,683	390,704

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	659,975	(492,855)	167,120
Restricted funds			
Other Funding (restricted Grants)	126,337	(156,774)	(30,437)
TOTAL FUNDS	786,312	(649,629)	136,683

Comparatives for movement in funds

	At 1.1.23 £	Net movement in funds £	At 31.12.23 £
Unrestricted funds			
General fund	52,698	141,027	193,725
Restricted funds			
Other Funding (restricted Grants)	77,840	(17,544)	60,296
TOTAL FUNDS	130,538	123,483	254,021

continued...

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

15. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	673,388	(532,361)	141,027
Restricted funds			
Other Funding (restricted Grants)	43,102	(60,646)	(17,544)
TOTAL FUNDS	716,490	(593,007)	123,483

Restricted Funds:

Other Funding:
Community Foundation for Surrey, Geoff Herrington Foundation, Poyle Charities Guildford, Surrey County Council, National Lottery Community Fund, The Arts Council, High Sheriff Youth Awards and the Wrentham Trust have all given grants to support our Charity in 2024. Further information can be seen in the Trustees Annual Report.

16. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2024.

Independent Examiner's Report to the Trustees of Guildford Shakespeare Company Trust Limited

Independent examiner's report to the trustees of Guildford Shakespeare Company Trust Limited ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2024.

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

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

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

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

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

A J Bennewith FCA, FCPA, FFA, FFTA, DChA, FRSA
Upper Ground Floor
18 Farnham Road
Guildford
Surrey
GU1 4XA

A. J. Bennewith

Date: 16 September 2025

GUILDFORD SHAKESPEARE COMPANY TRUST LTD

England & Wales - Charity number 1139526

Accounts

REGISTERED COMPANY NUMBER: 07458841 (England and Wales)
REGISTERED CHARITY NUMBER: 1139526

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31 December 2023

for

Guildford Shakespeare Company Trust Limited

Bennewith 2018 Limited
t/a A J Bennewith & Co
Upper Ground Floor
18 Farnham Road
Guildford
Surrey
GU1 4XA

Guildford Shakespeare Company Trust
Limited

Contents of the Financial Statements for the Year Ended 31 December 2023

	Page
Report of the Trustees	1 to 8
Statement of Financial Activities	9
Balance Sheet	10 to 11
Notes to the Financial Statements	12 to 16
Report of the Independent Examiner	17

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Trustees' Annual Report

Year Ended December 2023

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and financial statements of the charity for the year ended 31 December 2023.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity name	Guildford Shakespeare Company Trust Ltd (hereafter GSC)
Charity Registration No	1139526
Registered Office	Upper Ground Floor, 18 Farnham Road, Guildford, Surrey, GU1 4XA

THE TRUSTEES

The trustees who served the charity during the period were as follows:

Ms Jaz Blake
Mr Peter Gordon
Ms C J Mitchell
Ms Jane Shepperd (vice chair)
Ms Dana-Leigh Strauss (chair)
Mr Gavin Thomas
Ms Karin Walker

Independent Examiners Report AJ Bennewith

STRUCTURE, GOVERNANCE AND MANAGEMENT

GSC is governed by its Memorandum and Articles of Association dated 2 December 2010.

None of the Trustees receive remuneration from their work on behalf of the charity. All Trustees are aware of their legal obligations under charity and company law, the Charity Commission guidance on Public Benefit and have received the Memorandum and Articles of Association. They have received the current Business Plan, Memorandum and Articles and this year's Addendum. They keep the financial performance of the charity under constant review.

The Trustees meet on a regular basis. During the year the day to day running and management of the company is delegated to the Joint Artistic and Executive Producers Sarah Gobran and Matt Pinches.

The Trustees take into account the charity commission guidance on public benefit and believe the activities of GSC are in line with that guidance.

Alongside the Joint Artistic & Executive Producers, GSC employed on a full-time basis a Creative Learning Producer, Company Stage Manager, Education Manager, Marketing Officer, and part-time Administrator.

OBJECTIVES AND ACTIVITIES

To advance education for the public benefit by the promotion of the arts in particular, but not exclusively, the art of drama and to foster and promote public taste in, though not exclusively, the works of William Shakespeare through productions and other associated events and educational and training activities.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

STAGE PERFORMANCES January 2023 - December 2023

January	*Sonnet Walks* on the Queen Mary 2 for Cunard Cruises
January/February	*Richard II* - Holy Trinity Church
April	*Sonnet walks* in Guildford
April	Talk
April	Young Company's performance performed in Guildford Baptist Church
June	*Henry V* – Guildford Cathedral, Guildford
July	*The Cantebury Tales* – Stoke Park, Guildford
Oct	*Hedgerows Festival* – West Horsley Place
Oct	*Macbeth & Romeo and Juliet Tour*
Dec	*Boeing Boeing Gone* – Boeing 747, Dunsfold Aerodrome

This year, alongside our usual seasons and production, GSC were commissioned by Cunard to create a Sonnet Walk especially for the Queen Mary 2, and were commissioned by the Surrey Wildlife Trust to create an interactive 45 minute play, including Shakespeare's scenes and sonnets to raise awareness of the importance of Hedgerows. This performed at West Horsley Place.

THEATRE IN EDUCATION TOURS :

January/Feb	Delight in Shakespeare – Macbeth tour to less advantaged Primary Schools in Surrey
Oct/November	Secondary Schools' Tour of *Macbeth* and *Romeo and Juliet – returning to schools for live performances and workshops*. This further developed to tour to Reading, The Netherlands, Village Halls and the Orange Tree in Richmond, who were co-producers. Funded by Geoff Herrington Foundation.

ATTRACTING AND RETAINING TALENT

Auditions are held for each production but a number of actors, directors, designers and stage managers return to work for GSC at regular intervals. 114 employed and freelance jobs were created in 2023 employing 70 females, 44 males, continuing our mission to create equal opportunities.

We are proud to have welcomed back some actors that have worked for us before, that are popular with our audiences, but also some fresh new talent too.

ARTISTIC VALUES

GSC is a professional site-specific theatre company, specialising in Shakespeare. Our approach places the audience right at the heart of the action, immersing them in the world of the play, thereby demystifying the legend that Shakespeare is for an elite, educated few but rather is immediate and accessible to everyone.

At GSC we use diverse and unusual non-theatre venues to create dynamic and challenging productions. From castles to lakes, churches to pubs, our approach merges the audience and acting space so that you're given a visceral, stimulating and, above all, unique theatre experience.

GSC productions are fresh, fast and modern in their interpretation of Shakespeare, but always in the original text and never dumbed down.

Making the arts, and more specifically theatre and Shakespeare, accessible to a wider community, is key to the work that we do and reaching socially isolated members of our community with especially tailored programmes of work, drawing on the skill base of especially selected practitioners and experts.

Creating theatre that is relevant and making productions of Shakespeare that are reflective of our times is a core aim, and this year's production of Richard II did that, choosing the tale of an ineffectual, corrupt political leader who was more interested in ego and parties gave us the opportunity to reflect on modern politics.

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Our remit to perform shows in extraordinary spaces was pushed to new heights this year; starting the year being employed to perform on the Queen Mary 2 on a Transatlantic voyage and finished the year performing a home written murder mystery on a grounded Boeing 747.

FRIENDS & PATRONS OF GSC

Our Friends scheme has continued to be well supported.

At the end of the year 8 new Friends had joined the scheme, making a total of 45 Joint Friends and 25 Single.

This total of 70 names in the scheme is a decrease of 5 on 2022.

However, we did increase the membership fees from £60 to £65 (single) and £90 to £100 (joint)

The Patrons scheme retained all three Patrons from 2022.

VOLUNTEERS

GSC greatly benefits from our volunteer supporters, young and old, who help us in a variety of ways but chiefly at Front of House for our productions. We are incredibly grateful to them and would not be able to survive without their help and support.

ACCESSIBILITY AND PUBLIC BENEFIT

GSC are dedicated to making theatre accessible and affordable to all. We therefore aim to keep ticket prices as low as possible and additionally offer cut price tickets for over 65's, jobseekers, students and families. We provided significantly reduced preview tickets for the first performance in every season.

We introduced a Pay What You Can scheme for every Monday performance throughout the year to extend our offering to those less able to afford our standard prices and to encourage new customers.

Audio Described performances were provided for *Richard II, The Canterbury Tales and Boeing Boeing Gone.* Touch Tours were re-introduced for the first time since the pandemic.

British Sign Language interpreted performances were available for Richard II.

Subtitles were also added to trailers and teasers.

Despite using a system of unallocated seating, we do offer a service to disabled audience members including those who are hard of hearing or visually impaired, whereby they request front row or aisle seating in advance. Large print copies of the synopsis are also available from the Box Office on site.

Relaxed Performances and Buddy Nights were included for all main house shows.

Visual guides for all venues were created so patrons could get an idea of what to expect before they arrived. This can help to relieve anxiety and promote an inclusive atmosphere.

GSC continued to offer complimentary tickets to a number of local charities, as well as for NHS workers.

Our school's tours in partnership with Delight and Geoff Herrington, toured to twenty disadvantaged schools in Surrey, providing children with their first experience of Shakespeare and for the majority also their first experience of theatre.

EDUCATIONAL & OUTREACH PROGRAMME

Our Education and Outreach Department was run by Creative Learning Producer, Kerrie Driscoll, and our Education Manager was Rob Cann. A range of freelancers facilitated our clubs, classes, tours and outreach projects.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Some 24,000 participation opportunities were created through our Education and Outreach classes. 5,761 of those were fee paying, attending weekly clubs, classes and workshops. A further 18,273 participants engaged with our free to access outreach programmes.

GSC Saturdays is for children aged 8-18 and takes place at GSC HQ between 10am and 12md on a Saturday morning.

GSC Wednesday is a **new** mid-week drama group for children aged 7-12 and takes place at GSC HQ between 6pm-7pm.

GSC Mondays is a more intimate drama group for autistic young people, taking place at GSC HQ 6pm-7pm. It is limited to 8 participants and is providing a relaxed space to enjoy drama and make social connections.

GSC Sprites Two weekly Sprites classes at Queen Eleanor's Junior School resumed and Godalming Junior School maintaining 2 a week! We have also started another Sprites at Boxgrove Primary School.

Holiday Drama Clubs Grew to four Play-in-a-Week summer schools this year for paying participants: two for 12-18 year olds, and two for 7-13yr olds. Alongside these holiday clubs, we also ran three further free to access, week-long clubs for Young Carers, *Together* – a club for children with disabilities, and a further two age groups for *Club4* – a government funded club for children from household's struggling financially.

Adult Classes *The Bard's Not That Hard* is GSC's practical Shakespeare classes for adults continues in its popularity, consistently this group has been full for the last 12 months.

GSC's Young Company Thursday evening class for teenagers who have an active interest in entering the profession, with dedicated mentoring schemes and streams of work that focus on directing and writing as well as acting. The students are treated as young professionals in training and a significant part of their studies is focused on site-responsive work. Their annual performance was live for the first time since the pandemic started. In September they began preparations for their nineth play.

In-School Workshops
In 2023, GSC held 36 paid in-school workshops at 14 different schools.

Brave New World
GSC continued *Brave New World*, an ongoing programme of outreach projects to affect social change within our communities, which began in September 2018. These projects assist less advantaged schools and reduce social isolation in the community, using the transformative power of live theatre.

Funding was secured from various sources, including; The National Lottery, The Community Foundation for Surrey, Gatwick Community Fund, The High Sheriff Youth Awards, Surrey County Council (Club4), Guildford Lions, Delight, Archbishop of York, Guildford Poyle Charities, Geoff Herrington Foundation, and The Wrentham Trust.

Delight in Shakespeare
Working with another Surrey based charity Delight, we toured *The Tempest* to schools, with follow-on workshops helping them to create their own productions of the play to perform to family and friends.

Speak The Speech
With the help of a grant from The Wrentham Trust we have been able to work with every student in Years 4-6 at Guildford Grove School and Weyfield Primary academy. Both schools have above the average number of students eligible for Pupil Premium.

The Play's the Thing
Funding from The Geoff Herrington Foundation enabled GSC to tour to disadvantaged GCSE students in Surrey, providing 15 schools with professional insight at a crucial point of their academic life. The project delivered the two most popular Shakespeare plays studied at GCSE, *Macbeth* and *Romeo and Juliet*. For the first time this tour extended from three weeks performing in Surrey to nine weeks, which

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

included a week in the Netherlands, a week touring to Village Halls in Surrey, a week in Reading working with Reading Rep Theatre and three weeks in Richmond in co-production with the Orange Tree Theatre.

Spirit of Youth
Has returned to Queen Elizabeth Park Care Home and Weyfield Primary Academy where the project originated. It has been incredibly successful and has a further year of funding starting in summer 2024 from the Community Foundation for Surrey. We also received funding from Gatwick Community Fund and started a project in Redhill with Greensands Care home and Salfords Junior School.

A Time For All Things
We continued our year-long residency at Kings College Guildford, with the support from The Wrentham Trust. The programme is created in close collaboration with members of the teaching staff making sure Shakespeare is heard and never just read.

In Our Stars
We began a new programme of weekly sessions for young carers at Kings College. We also ran a summer club with young carers from all Guildford schools invited to attend. Funded by The Archbishop of York Trust and Guildford Poyle Foundation.

With my Eyes
Our dramatherapy sessions returned for its fifth year. Funded by the National Lottery Community Fund, and The High Sheriff. Working with 8 families, we have seen great success with reports of better communication and understanding, less judgment from peers and starting to feel more comfortable with who they are.

Play On
We continued for the Autumn Term, for past participants of With My Eyes. The sessions allowed the children to continue their relationship with GSC and other participants, while gaining continued support. Funded by The Wrentham Trust. This class stopped in Spring as we saw many of the participants take up places in our mainstream drama clubs, such as Young Company and Monday's.

Festival of Revels
Our third year collaborating with West Horsley Place, on the Festival of Revels. Joining GSC and the Raleigh school to for a week intensive to create a sonnet walk around the beautiful grounds and house, performed to family and friends.

RAISING PROFILE AND MARKETING
The charity's profile continued to be raised through our main house productions, events and online interaction.

It was becoming evermore clear that a more user-friendly and robust ticket system was required for GSC. In September/October 2023 the charity moved to a new ticketing platform, Ticketsolve. This platform, an industry leading software, will enable more flexibility in ticket sales, more robust reporting, and infinitely better CRM.

Ticketsolve do not charge for the development and migration of GSC's existing customer base and records. Nor are charges made against donations, supporter purchases (e.g. Friends), merchandise or education classes. A discounted rate of 90p per ticket has been agreed as the commission rate purely against ticket sales alone.

In tandem, this meant the charity also moved to a new web host SplitPixel, who will also manage the website's updates, maintenance and compliance. There is a significant increase in cost here from £120 with Precision Systems to £357 with SplitPixel. However, the services offered from SplitPixel are far outstretch those offered by the current host, including crucially the level of support. They also did a 'clean' of the website to remove bugs and unnecessary cookies.

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Initially, the cost of these developments have been covered by a generous donation from a couple who wish to remain anonymous. The donation, along with a grant from Foyle Foundation, will cover the cost of these new expenses for over 2 years.

It is anticipated that the uplift in revenue through using the new system will cover these costs whilst seeing a significant improvement revenue and donations. As well as crucial customer relations, search statistics and audience monitoring.

This was also timed with Google Universal Analytics moving to Google Analytics 4. SpitPixel were able to set all this up and ensure that Facebook and Google Ads were working in rhythm with our website. However, because of this move we only have data from August 2023, so a comparison of website traffic on the previous year is not thoroughly possible.

From August 2023, the website attracted 47,000 visitors in the 5 months to year end.

Social media was by far the charity's main source of raising profile. Twitter (X) changed their analytics not allowing you to see follower in increases, but engagement from April – December 2023 was 2.8% (anything between 1-3% is considered excellent). Facebook reach was down by 10% on 2022 whilst visits were up by 160%. Instagram increased followers by 358 to 2111. During 2022 YouTube subscribers increased by 67 and views increased by 1.2K.

The favourable agreement that was brokered with Global advertising continued for Richard II, but the execution of the posters on telephone kiosks was appalling with many coming off or being missed altogether. Therefore the agreement was cancelled for the summer.

Good relations continued with BBC Surrey with numerous interviews and throughout the year, and the Co-Founders recording special features about Surrey for Surrey Day in May.

Boeing, Boeing, Gone! secured reviews in The Stage and The Financial Times. Balanced coverage continued in glossy periodicals and GSC increased its print advertising budget for all shows.

In 2023, the Co-Founders sought opportunities to maximise their own profiles to further the message of the theatre company and charity's objectives. These included:

- Talks with WI and Rotary groups.
- Performing with the Cambridge Philharmonic.
- *Lewis Carroll in Guildford* film shown as part of the British Association of Victorian Studies Conference at the University of Surrey.
- *Jekyll & Hyde* film was shown to the Department of English at Surrey University, along with a talk from the adaptor Caroline Devlin.
- Hosting the Surrey Property Awards.
- Matt appeared in the Yvonne Arnaud panto, seen by 29,000 people.

The final 3 months of the year saw the charity without a Marketing Officer. Matt took on these duties aided by freelance designers. This role will be replaced in 2024.

SUSTAINABILITY

Whilst GSC has always sought to be environmentally aware it was agreed in 2022 that the charity needed to create a Sustainability Policy. This policy will help GSC make crucial future planning decisions, become a leader in our industry and ensure the charity is doing all it can to be sustainable.

The first stage of this was to conduct an audit of what we currently do that is sustainable, and what is not.

The team identified some 'easy wins' to further boost such as printing in draft and only turning on the water heaters as necessary. We also need to promote more what we are doing, as audiences, partners and funders are becoming increasingly more aware and are looking at how those they interact with a re being sustainably conscious.

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

This will be longer project and more research is to be done on sustainable practices within our industry; and how we can turn those into practical applications given our operation. Co-Founder Matt Pinches and Creative Learning Producer Kerrie Driscoll are leading on this.

FINANCIAL REVIEW

We operated our bank account with a positive balance throughout the year. We continued operating both current and deposit accounts. We paid all our creditors within their terms and conditions.

No grants were awarded to GSC from the Arts Council this year.

A grant of £20,000 - £12,000 towards a new van and £8000 towards core costs was granted in January by the Foyle Foundation.

A grant of £10,000 from Garfield Weston towards a new van.

Other grants came from the Rice Puds Trust, Chapters Financial and Guildford Lions.

Our Education Department received several grants for Brave New World, a series of outreach projects within local schools and the community:

- *The Play's The Thing* (*Macbeth* and *Romeo and Juliet* to GSCE students in 15 Disadvantaged Secondary Schools, Autumn 2022)
    - £ 29,465 received from The Geoff Herrington Foundation
- *With My Eyes* (a programme of therapeutic sessions for excluded youth and their parents – to take place in Summer Term 2023)
    - £10,000 received from National Lottery Community Fund, £5,000 High Sherrif Youth Awards.
- *Together* (holiday clubs for disabled children)
    - £6724 from Club 4
- *Club 4* (holiday club for less advantaged children)
    - £7245 Surrey County Council
- *In Our Stars (Free drama club for young carers)*
    - *£5,000 Archbishop of York and £5000 Guildford Poyle Foundation*
- *Spirit of Youth*
    - *£5000 Gatwick Community Foundation*

Funding granted in 2021 spent in 2023:

- *Speak The Speech, A Time for All Things* and *Play On*
    - £21,004 from Wrentham Trust

Funding granted in 2022, carried into 2023:

- Spirit of Youth - £3750
- With My Eyes - £5000 private benefactor

Corporate Sponsorship from local and national business is a vital source of GSC's income. Though on average a comparatively low amount compared to ticket sales, it is often the difference between breaking even and not.

Returning Principals included Whittingtons, experienceGuildford, Charles Stanley and Chapters Financial. KJSmith Solicitors increased their sponsorship to Principals.

Seven other Performance sponsors returned along with 3 new ones.

Combined with programme advertising, sponsorship generated £25,987, a drop of £1212 on 2022. Feedback from GSC's Corporate Fundraiser included that a number of sponsors were pulling back on budgets and changes in personnel (thus taking sponsorship elsewhere). A regular Principal Sponsor for over 15 years moved to being a Performance Sponsor, a loss in itself of almost £1500.

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Support in kind from Yvonne Arnaud Theatre, abi Accounting and Surrey Chambers of Commerce continued.

We continued our close relationship with Hogs Back Brewery as interval Bar Partners and The Ivy Castle View as Restaurant Partner. A new relationship was started with Wessex Gin and Taurus Wines who provided complementary bottles of gin for sale and Press Night drinks for Boeing, Boeing, Gone!, respectively.

Donations continued to be collected through standing orders, bequests, PayPal Giving Fund and being added to ticket bookings. Amazon Smile ceased operation.

Direct donations: £50,131 (this includes single donations of £20K, £10K, £5K and £4K)
PayPal Giving Fund £1076.25

Donations made with ticket sales: £1238.50.

This totalled £52445.75.

A further £10,456.60 was claimed in Gift Aid from donations and Friends/Patrons memberships.

SECURITY
Project Five continue to be the charity's IT support provider, who also maintain the cyber security of GSC; whilst Precision Systems continue to host the website and ticketing system.

GSC continue to comply with GDPR privacy rules, and which is continually reviewed across the year.

HR
GSC employed freelance HR support from Rosemary Hedgecock at 271HR.

Statement of Financial Activities
for the Year Ended 31 December 2023

	Notes	Unrestricted fund £	Restricted fund £	31.12.23 Total funds £	31.12.22 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		155,000	43,102	198,102	87,656
Other trading activities	2	419,715	-	419,715	384,090
Investment income	3	676	-	676	1,266
Other income		97,997	-	97,997	28,204
Total		673,388	43,102	716,490	501,216
EXPENDITURE ON					
Raising funds		458,540	60,646	519,186	517,069
Charitable activities					
CHARITABLE		73,821	-	73,821	88,897
Total		532,361	60,646	593,007	605,966
NET INCOME/(EXPENDITURE)		141,027	(17,544)	123,483	(104,750)
RECONCILIATION OF FUNDS					
Total funds brought forward		52,698	77,840	130,538	235,288
TOTAL FUNDS CARRIED FORWARD		193,725	60,296	254,021	130,538

The notes form part of these financial statements

Balance Sheet
31 December 2023

	Notes	Unrestricted fund £	Restricted fund £	31.12.23 Total funds £	31.12.22 Total funds £
FIXED ASSETS					
Tangible assets	7	46,451	14,935	61,386	54,357
CURRENT ASSETS					
Debtors	8	16,643	-	16,643	12,827
Cash at bank		272,933	45,361	318,294	215,778
		289,576	45,361	334,937	228,605
CREDITORS					
Amounts falling due within one year	9	(142,302)	-	(142,302)	(152,424)
NET CURRENT ASSETS		147,274	45,361	192,635	76,181
TOTAL ASSETS LESS CURRENT LIABILITIES		193,725	60,296	254,021	130,538
NET ASSETS		193,725	60,296	254,021	130,538
FUNDS	10				
Unrestricted funds				193,725	52,698
Restricted funds				60,296	77,840
TOTAL FUNDS				254,021	130,538

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

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

The notes form part of these financial statements

continued...

Balance Sheet - continued
31 December 2023

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 18th Sept 2024 and were signed on its behalf by:

.....
Trustee

JANE A.C. SHEPPERD

Notes to the Financial Statements for the Year Ended 31 December 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 to write off the cost of tangible fixed assets over their useful life:

Computer equipment	33.3% straight line
Land & buildings	10% straight line
Furniture, fittings and equipment	33.3% straight line
Motor vehicles	25% straight line

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.

continued...

2. OTHER TRADING ACTIVITIES

	31.12.23	31.12.22
	£	£
Sponsorships	23,250	28,298
Ticket sales	220,987	218,022
Workshops / schools	97,893	87,565
Advertising	6,921	8,015
Refreshment sales	23,794	30,482
Other fundraising income	11,863	1,700
Special performances	35,007	10,008
	419,715	384,090

3. INVESTMENT INCOME

	31.12.23	31.12.22
	£	£
Deposit account interest	676	1,266

4. NET INCOME/(EXPENDITURE)

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

	31.12.23	31.12.22
	£	£
Depreciation - owned assets	12,886	9,825

5. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2023 nor for the year ended 31 December 2022.

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund	Restricted fund	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Donations and legacies	38,886	48,770	87,656
Other trading activities	384,090	-	384,090
Investment income	1,266	-	1,266
Other income	28,204	-	28,204
Total	452,446	48,770	501,216
EXPENDITURE ON			
Raising funds	492,307	24,762	517,069

continued...

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

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted fund £	Total funds £
Charitable activities			
CHARITABLE	88,897	-	88,897
Total	581,204	24,762	605,966
NET INCOME/(EXPENDITURE)	(128,758)	24,008	(104,750)
RECONCILIATION OF FUNDS			
Total funds brought forward	181,456	53,832	235,288
TOTAL FUNDS CARRIED FORWARD	52,698	77,840	130,538

7. TANGIBLE FIXED ASSETS

	Freehold property £	Fixtures and fittings £	Motor vehicles £	Totals £
COST				
At 1 January 2023	77,199	8,226	-	85,425
Additions	-	-	19,915	19,915
At 31 December 2023	77,199	8,226	19,915	105,340
DEPRECIATION				
At 1 January 2023	23,156	7,912	-	31,068
Charge for year	7,720	187	4,979	12,886
At 31 December 2023	30,876	8,099	4,979	43,954
NET BOOK VALUE				
At 31 December 2023	46,323	127	14,936	61,386
At 31 December 2022	54,043	314	-	54,357

continued...

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

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.23	31.12.22
	£	£
Trade debtors	5,869	12,043
Other debtors	975	784
Prepayments	9,799	-
	16,643	12,827

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.23	31.12.22
	£	£
Trade creditors	13,248	37,108
Social security and other taxes	4,286	3,439
Other creditors	951	882
Accruals and deferred income	81,586	109,957
Accrued expenses	42,231	1,038
	142,302	152,424

10. MOVEMENT IN FUNDS

	At 1.1.23	Net movement in funds	At 31.12.23
	£	£	£
Unrestricted funds			
General fund	52,698	141,027	193,725
Restricted funds			
Other Funding (restricted Grants)	77,840	(17,544)	60,296
TOTAL FUNDS	130,538	123,483	254,021

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	673,388	(532,361)	141,027
Restricted funds			
Other Funding (restricted Grants)	43,102	(60,646)	(17,544)
TOTAL FUNDS	716,490	(593,007)	123,483

continued...

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

10. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.22 £	Net movement in funds £	At 31.12.22 £
Unrestricted funds			
General fund	181,456	(128,758)	52,698
Restricted funds			
Other Funding (restricted Grants)	53,832	24,008	77,840
TOTAL FUNDS	235,288	(104,750)	130,538

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	452,446	(581,204)	(128,758)
Restricted funds			
Other Funding (restricted Grants)	48,770	(24,762)	24,008
TOTAL FUNDS	501,216	(605,966)	(104,750)

Restricted Funds:

Other Funding:
Community Foundation, Delight, Poyle, Outreach, High Sheriff and the Wrentham Trust have all given grants to support various parts of the local community as shown in the TAR. This support has been carried into 2024.

11. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2023.

Independent Examiner's Report to the Trustees of Guildford Shakespeare Company Trust Limited

Independent examiner's report to the trustees of Guildford Shakespeare Company Trust Limited

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 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:

- accounting records were not kept in respect of the Company as required by section 386 of the Act; or
- the accounts do not accord with those records; or
- 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
- 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.

A J Bennewith FCA, FCPA, FFA, FFTA, FIPA, DChA, FRSA
Upper Ground Floor
18 Farnham Road
Guildford
Surrey
GU1 4XA

A. J. Bennewith

Dated: 20 September 2024

GUILDFORD SHAKESPEARE COMPANY TRUST LTD

England & Wales - Charity number 1139526

Accounts

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Trustees' Annual Report

Year Ended December 2022

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and financial statements of the charity for the year ended 31 December 2022.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity name	Guildford Shakespeare Company Trust Ltd (hereafter GSC)
Charity Registration No	1139526
Registered Office	Suite 3, The Oast House, 5 Mead Lane, Farnham, GU9 7DL

THE TRUSTEES

The trustees who served the charity during the period were as follows:

Mr A Brayshaw resigned November 2022
Mr P Gordon
Ms C J Mitchell joined August 2022
Ms K Nathoo (vice chair) resigned August 2022
Ms J Shepperd (vice chair from August 2022)
Ms Dana-Leigh Strauss (chair)
Ms K Walker

Independent Examiners Report abi Ltd

STRUCTURE, GOVERNANCE AND MANAGEMENT

GSC is governed by its Memorandum and Articles of Association dated 2 December 2010.

None of the Trustees receive remuneration from their work on behalf of the charity. All Trustees are aware of their legal obligations under charity and company law, the Charity Commission guidance on Public Benefit and have received the Memorandum and Articles of Association. They have received the current Business Plan, Memorandum and Articles and this year's Addendum. They keep the financial performance of the charity under constant review.

The Trustees meet on a regular basis. During the year the day to day running and management of the company is delegated to the Joint Artistic and Executive Producers Sarah Gobran and Matt Pinches.

The Trustees take into account the charity commission guidance on public benefit and believe the activities of GSC are in line with that guidance.

Alongside the Joint Artistic & Executive Producers, GSC employed on a full-time basis a Creative Learning Producer, Company Stage Manager, Education Manager, Marketing Officer, and part-time Administrator.

OBJECTIVES AND ACTIVITIES

To advance education for the public benefit by the promotion of the arts in particular, but not exclusively, the art of drama and to foster and promote public taste in, though not exclusively, the works of William Shakespeare through productions and other associated events and educational and training activities.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

STAGE PERFORMANCES January 2022 - December 20212

January/February	*Hamlet* - Holy Trinity Church – starring Freddie Fox
March	Sonnet Walks in Farnham
April	*Sonnet walks* in Godalming
April	Rehearsed Reading of *Troilus and Cressida*
April	Young Company's performance performed in Guildford Baptist Church
June	*A Midsummer Night's Dream* – Racks Close, Guildford
July	*The Tempest* – Stoke Park, Guildford
Oct	*Macbeth* – Peaslake Memorial Hall, Peaslake
Oct/Nov	*Jekyll and Hyde* – St Nicolas Church, Guildford

All shows were also filmed for the first time with multi-camera angles and edited for screening. This gave GSC a back-up should government closure of theatres be enforced, but also enabled the charity to continue engaging a wider audience.

THEATRE IN EDUCATION TOURS :

January/Feb	Primary Schools' film of *A Midsummer Night's Dream* in partnership with Delight Charity – filmed pre-lock down in a social distanced manner.
Oct/November	Secondary Schools' Tour of *Macbeth* and *Romeo and Juliet – returning to schools for live performances and workshops.* Key scenes were also filmed for further classroom study. Funded by Geoff Herrington Foundation.

ATTRACTING AND RETAINING TALENT

Auditions are held for each production but a number of actors, directors, designers and stage managers return to work for GSC at regular intervals. 125 employed and freelance jobs were created in 2022 employing 76 females, 49 males, continuing our mission to create equal opportunities.

We are proud to have welcomed back some actors that have worked for us before, that are popular with our audiences, but also some fresh new talent too.

In May, we employed our first full-time Marketing Officer.

Since the pandemic, there has been large departmental change in Education/Outreach and for the first time we have employed a Creative Learning Producer. New staff in the Education and Outreach department mean that new expertise and experience from different theatres and charities can be brought to the table; with this brings new models and new ways of working as well as opportunities to bring in new creative ideas and projects.

Co-Founder Matt Pinches returned from a short sabbatical in February 2022. To cover his portfolio of work Meg Eyre was engaged as an Interim Marketing Manager bringing a wealth of experience from roles at Shakespeare's Globe and Theatre by the Lake, Keswick. Eli Murton looked after sponsorship and advertising for the forthcoming year whilst other jobs were shared around the existing staff. Eli Murton has remained as Corporate Fundraiser.

ARTISTIC VALUES

GSC is a professional site-specific theatre company, specialising in Shakespeare. Our approach places the audience right at the heart of the action, immersing them in the world of the play, thereby demystifying the legend that Shakespeare is for an elite, educated few but rather is immediate and accessible to everyone.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

At GSC we use diverse and unusual non-theatre venues to create dynamic and challenging productions. From castles to lakes, churches to pubs, our approach merges the audience and acting space so that you're given a visceral, stimulating and, above all, unique theatre experience.

GSC productions are fresh, fast and modern in their interpretation of Shakespeare, but always in the original text and never dumbed down.

Making the arts, and more specifically theatre and Shakespeare, accessible to a wider community, is key to the work that we do and reaching socially isolated members of our community with especially tailored programmes of work, drawing on the skill base of especially selected practitioners and experts.

Spectacular theatre by bringing named talent to our town, with Freddie Fox in the title role of Hamlet, garnering reviews from 5 National Press – The Guardian, The Daily Mail, The Telegraph, The Financial Times and The Times, and an epic promenade production which involved six different sets around Stoke Park, ensured a bold return to producing theatre following the pandemic.

EDUCATIONAL & OUTREACH PROGRAMME

Our Education and Outreach Department was run by Creative Learning Producer, Kerrie Driscoll, and our Education Manager was Rob Cann joining. A range of freelancers facilitated our clubs, classes, tours and outreach projects.

Nearly 17,000 participants attended our Education and Outreach classes. 4,930 of those were fee paying, attending weekly clubs, classes and workshops. A further 11,985 participants engaged with our free to access outreach programmes.

GSC Saturdays is for children aged 8-18 and takes place at GSC HQ between 10am and 12md on a Saturday morning.

GSC Sprites Two weekly Sprites classes at Queen Eleanor's Junior School resumed and Godalming Junior School grew from one club per week to two!

Holiday Drama Clubs Two Play-in-a-Week summer schools took place for paying participants: one for 12-18 year olds, and one for 7-13yr olds. Alongside these holiday clubs, we also ran three further free to access, week-long clubs for Young Carers at King's College, *Together* – a club for children with disabilities, and *Club4* – a government funded club for children from household's struggling financially.

Adult Classes *The Bard's Not That Hard* is GSC's practical Shakespeare classes for adults continues in its popularity.

GSC's Young Company Thursday evening class for teenagers who have an active interest in entering the profession, with dedicated mentoring schemes and streams of work that focus on directing and writing as well as acting. The students are treated as young professionals in training and a significant part of their studies is focused on site-responsive work. Their annual performance was live for the first time since the pandemic started. In September they began preparations for their eighth play.

In-School Workshops

In 2022, GSC held 32 paid in-school workshops at 15 different schools.

Brave New World

GSC continued *Brave New World*, an ongoing programme of outreach projects to affect social change within our communities, which began in September 2018. These projects assist less advantaged schools and reduce social isolation in the community, using the transformative power of live theatre.

Funding was secured from various sources, including; The National Lottery, The Community Foundation for Surrey, The High Sheriff Youth Awards, Surrey County Council (Club4), Guildford Lions, Delight, Archbishop of York, Guildford Poyle Charities, Geoff Herrington Foundation, and The Wrentham Trust.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Delight in Shakespeare
Working with another Surrey based charity Delight, we toured *A Midsummer Night's Dream* to schools, with follow-on workshops helping them to create their own productions of the play to perform to family and friends.

Speak The Speech
With the help of a grant from The Wrentham Trust we have been able to work with every student in Years 4-6 at Guildford Grove School and Weyfield Primary academy. Both schools have above the average number of students eligible for Pupil Premium. Online content was provided for the Spring term, with in-school sessions restarting in the Summer term.

The Play's the Thing
Funding from The Geoff Herrington Foundation enabled GSC to tour to disadvantaged GCSE students in Surrey, providing 10 schools with professional insight at a crucial point of their academic life. The project delivered the two most popular Shakespeare plays studied at GCSE, *Macbeth* and *Romeo and Juliet*. Featuring four actors in each cast, each performance was supported by a series of follow-up live workshops, with filmed Q&A content and interviews for extra support. After reaching out to a number of schools to replace a space in the tour calendar we were overwhelmed with uptake. GSC decided to use £3,500 from the reserves to support an additional week of touring. We also used this opportunity to raise our profile in rural communities and tour the show to village halls. We had our first performance at Peaslake Memorial Hall to a full house of 200 patrons.

Spirit of Youth
This project has been the hardest to restart after the pandemic as it involves taking a group of young children into the homes of the most vulnerable. However, we finally managed to restart in January, taking Bushy Hill Primary School into Sunset Homes for two terms, working on a performance of Midsummer Night's Dream in spring and The Tempest in the summer.

A Time For All Things
We continued our year-long residency at Kings College Guildford, with the support from The Wrentham Trust. The programme is created in close collaboration with members of the teaching staff making sure Shakespeare is heard and never just read.

In Our Stars
We began a new programme of weekly sessions for young carers at Kings College. We also ran a summer club with young carers from all Guildford schools invited to attend. Funded by The Archbishop of York Trust and Guildford Poyle Foundation.

With my Eyes
Our dramatherapy sessions returned for its fourth year. Funded by the National Lottery Community Fund, The High Sheriff and Guildford Lions. Working with 6 families, we have seen great success with reports of better communication and understanding, less judgment from peers and starting to feel more comfortable with who they are.

Play On
In the Autumn Term, we began a new follow-up programme for past participants of our other outreach projects. The sessions allowed the children to continue their relationship with GSC and other participants, while gaining continued support. Funded by The Wrentham Trust.

Festival of Revels
Our first year collaborating with West Horsley Place, on the Festival of Revels. Joining GSC and the Raleigh school to for a week intensive to create a sonnet walk around the beautiful grounds and house, performed to family and friends.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

FRIENDS & PATRONS OF GSC

Our Friends scheme has continued to be well supported.

At the end of the year 5 new Friends had joined the scheme, making a total of 47 Joint Friends and 28 Single.

This total of 75 names in the scheme is an increase of 6 on 2021.

The Patrons scheme retained all three Patrons from 2020.

VOLUNTEERS

GSC greatly benefits from our volunteer supporters, young and old, who help us in a variety of ways but chiefly at Front of House for our productions. We are incredibly grateful to them and would not be able to survive without their help and support.

ACCESSIBILITY AND PUBLIC BENEFIT

GSC are dedicated to making theatre accessible and affordable to all. We therefore aim to keep ticket prices as low as possible and additionally offer cut price tickets for over 65's, jobseekers, students and families. We provided significantly reduced preview tickets for the first performance in every season.

We introduced a scheme for those aged 16-25 to access £10 tickets. For every main house show, 10 tickets priced at £10 were reserved on Mondays, Tuesdays and Wednesdays. Initially individuals had to call the Box Office to purchase these, but by Jekyll & Hyde we had found a way to sell them online.

Audio Described performances were provided for *Hamlet, The Tempest* and *Jekyll & Hyde.* Touch Tours were still prohibited due to covid restrictions.

For the first time we offered British Sign Language interpreted performances; for Hamlet and Jekyll & Hyde. The latter was an integrated performance which saw the interpreter included in the on stage action, making a it much more cohesive experience for the BSL patrons.

Subtitles were also added to trailers, teasers, and many of the films made in 2022.

Despite using a system of unallocated seating, we do offer a service to disabled audience members including those who are hard of hearing or visually impaired, whereby they request front row or aisle seating in advance. Large print copies of the synopsis are also available from the Box Office on site.

Relaxed Performances and Buddy Nights were included for all main house shows.

Visual guides for all venues were created so patrons could get an idea of what to expect before they arrived. This can help to relieve anxiety and promote an inclusive atmosphere.

GSC continued to offer complimentary tickets to a number of local charities, as well as for NHS workers. In the summer we hosted a large party of displaced mothers and their children from Ukraine.

Our school's tours in partnership with Delight and Geoff Herrington, toured to twenty disadvantaged schools in Surrey, providing children with their first experience of Shakespeare and for the majority also their first experience of theatre. The secondary tour also had a public performance in a village hall, which has acted as a 'test' for the development of a rural tour in the future.

RAISING PROFILE AND MARKETING

The charity's profile continued to be raised through our main house productions, events and online interaction.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

The website is the charity's greatest resource, which saw 120,000 more views (362K) than in 2021, with a bounce rate reduced from 7.2% last year to 6.75% in 2022.

Social media was by far the charity's main source of raising profile. Twitter following has increased by 138 to 5511, with Facebook seeing an increase of 158 to 3302; Instagram of 191 to 1753. During 2022 YouTube subscribers increased by 65 and views increased by 43% on 2021.

Following on from the two podcasts GSC did with Shakespeare [illegible] Shakespeare Alive in 2021, a new podcast was recorded with Freddie Fox about his experience of playing Hamlet.

The favourable agreement that was brokered with Global advertising continued, ensuring an impactful presence for the charity in the town centre and local transport hubs.

Good relations continued with BBC Surrey with numerous interviews and throughout the year, and the Co-Founders recording special features about Surrey for Surrey Day in May.

The profile of having Freddie Fox in Hamlet ensured GSC received national press coverage including reviews in Daily Telegraph, Daily Mail, Times, and 4 stars in The Guardian. The Guardian also ran an online article about Rosalind Blessed playing Bottom in June. Balanced coverage continued in glossy periodicals, though the loss of Surrey Life Magazine in July will be a loss going forward.

The streaming of the recorded live shows of *Hamlet* and *A Midsummer Night's Dream*, increased GSC's national and international audience. Hamlet in particular was very popular with viewers in Japan and South Korea.

Postponed from 2019, GSC finally staged the first Farnham Shakespeare Walk as part of the town's first Literary Festival. It was a great success and continued to raise the theatre company's profile in an artistic town 10 miles from Guildford.

SUSTAINABILITY

Whilst GSC has always sought to be environmentally aware it was agreed in 2022 that the charity needed to create a Sustainability Policy. This policy will help GSC make crucial future planning decisions, become a leader in our industry and ensure the charity is doing all it can to be sustainable.

The first stage of this was to conduct an audit of what we currently do that is sustainable, and what is not.

The team identified some 'easy wins' to further boost such as printing in draft and only turning on the water heaters as necessary. We also need to promote more what we are doing, as audiences, partners and funders are becoming increasingly more aware and are looking at how those they interact with a re being sustainably conscious.

This will be longer project and more research is to be done on sustainable practices within our industry; and how we can turn those into practical applications given our operation. Co-Founder Matt Pinches and Creative Learning Producer Kerrie Driscoll are leading on this.

FINANCIAL REVIEW

We operated our bank account with a positive balance throughout the year. We continued operating both current and deposit accounts. We paid all our creditors within their terms and conditions.

No grants were awarded to GSC from the Arts Council this year for the first year since 2011. GSC were unsuccessful in 7 applications and this has been a big part of the losses made this year.

An unrestricted grant of £5000 was given by the Rice Puds Trust in November 2022.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Our Education Department received several grants for Brave New World, a series of outreach projects within local schools and the community:

- *The Play's The Thing* (*Macbeth* and *Romeo and Juliet* to GSCE students in 10 Disadvantaged Secondary Schools, Autumn 2022)
  - £23,414 received from The Geoff Herrington Foundation
- *With My Eyes* (a programme of therapeutic sessions for excluded youth and their parents – to take place in Summer Term 2022)
  - £10,000 received from National Lottery Community Fund, £5,000 High Sherrif Youth Awards, and £1,000 from Guildford Lions.
- *Together* (holiday clubs for disabled children)
  - £5,000 Community Foundation and £4,191 from Club 4
- *Club 4* (holiday club for less advantaged children)
  - £4023 Surrey County Council
- *In Our Stars (Free drama club for young carers)*
  - *£5,000 Archbishop of York and £6250 Guildford Poyle Foundation*
- *Spirit of Youth*
  - *£4500 Community Foundation*

Funding granted in 2021 spent in 2022:

- *Speak The Speech, A Time for All Things* and *Play On*
  - £21,004 from Wrentham Trust

Funding granted in 2022, carried into 2023:

- The Hive for Spirit of Youth - £1250

Corporate Sponsorship from local and national business is a vital source of GSC's income. Though on average a comparatively low amount compared to ticket sales, it is often the difference between breaking even and not.

We are delighted that Charles Russell Speechlys, Whittingtons and experienceGuildford returned as Principal Sponsors. These were increased with the addition of Charles Stanley, Chapters Financial and Tunsgate Quarter.

Returning Performance Sponsors included KJSmith Solicitors, KGW Family Law, Bullimores, HJP, and Project 5.

Along with the new Principal Sponsors, a further four businesses either returned or were sponsoring for the first time.

Combined with programme advertising, sponsorship generated £27,199 in 2022; significantly more than 2021 and only £1000 less than in 2019.

Support in kind from Yvonne Arnaud Theatre, abi Accounting and Surrey Chambers of Commerce continued.

Donations continued to be collected through standing orders, bequests, legacies, Amazon Smile, EveryClick and being added to ticket bookings. This totalled £15,884.12. Seven individuals gave over £1000.

A further £4676.25 was claimed in Gift Aid from donations and Friends memberships.

SECURITY

Project Five continue to be the charity's IT support provider, who also maintain the cyber security of GSC; whilst Precision Systems continue to host the website and ticketing system.

GSC continue to comply with GDPR privacy rules, and which is continually reviewed across the year.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

HR

GSC employed freelance HR support from Rosemary Hedgecock at 271HR.

In May 2022, GSC engaged a full-time Marketing Officer to support the growing need for raising the company's profile, and enable Co-Founder Matt Pinches to offload much of his work to free up time for organisational development. The new MO is a recent graduate with an excellent grasp of social media and will bring a fresh energy to the charities comms. With photoshop and InDesign experience, The MO has already been able to inject new life into GSC's digital assets and has enabled us to bring a lot of the design work inhouse, thus reducing costs. Their role will continue to not only raise GSC's profile but also to build new and stronger relationships locally and reinforce messaging.

Independent examiners report to the Trustees of the Guildford Shakespeare Company Trust Limited

I report on the statement of Financial Activities (comprising of the Income and Expenditure) of the Trust for the period 1 January 2022 to 31 December 2022.

RESPECTIVE RESPONSIBILITES OF THE TRUSTEES AND EXAMINER

As the Charity's trustees you are responsible for the preparation of the accounts; you consider that the audit requirement of section 144(2) of the Charities Act 2011 (the Act) does not apply. It is my responsibility to state, on the basis of the procedures specified in the General Directions given by the Charity Commissioners under section 154 of the Act, whether particular matters come to my attention.

BASIS OF INDEPENDENT EXAMINERS REPORT

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of accounting records kept by the Charity and a comparison of the accounts with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently do not express an audit opinion on the view given by the accounts.

INDEPENDENT EXAMINERS STATEMENT

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

1. which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 130 of the Act; and to prepare accounts which accord with the accounting records and comply with the accounting requirements of the act have not been met; or

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



Alan Kirby FCCA

Accountancy & Business Improvement Ltd

Statement of Financial Activities
(Incorporating the Income and Expenditure Account)
The Year Ended 31 December 2022

	Note	Unrestricted funds	Restricted income funds	Total funds 2022	Total funds 2021
		£	£	£	£
Incoming resources					
Donations, legacies and Grants	2	68,174	48,770	116,944	216,698
Interest and dividends	3	1,266		1,266	405
Fundraising events	4	354,092		354,092	250,333
Total incoming resources		423,532	48,770	472,302	467,436
Resources expended					
Cost of fundraising events	5	517,069	-	517,069	461,060
Telephone postage and stationery	6	66,799		66,799	55,597
Insurance		5,600		5,600	5,114
Bank charges and interest		5,684		5,684	2,888
Wages, salaries, pensions and NI		-		-	-
Depreciation		9,824		9,824	11,976
Donations				-	-
Total resources expended		604,976	-	604,976	536,635
resources before transfers		- 181,444	48,770	- 132,674	- 69,199
Tax received		28,204	-	28,204	41,013
Total funds brought forward		211,894	50,000	114,534	142,720
Total funds carried forward		58,654	98,770	10,064	114,534

Statement of Financial Activities includes all gains and losses in the period and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities and unrestricted funds

Balance sheet

The Year Ended 31 December 2022

	Note	2022 £	2021 £
Fixed assets	8	54,357	64,182
Current assets			
Debtors	9	12,043	-
Other debtors	9	784	-
Cash at bank and in hand		215,777	282,784
Total current assets		228,604	282,784
Creditors: amounts falling due within one year	10	152,424	-
Net current assets/(liabilities)		76,180	282,784
Total assets less current liabilities		130,537	346,966
Unrestricted funds	11	58,654	58,842
Designated funds	12	98,770	- 51,158
Total funds		157,424	7,684

For the financial year ended 31 December 2022 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 31 December 2022 in accordance with section 476 of the Companies Act 2006.

The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to the accounting records and for the preparation of the accounts.

the provision applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on and signed on their behalf, by :

Jane Shepperd
Date: 29/7/2024

Notes to the accounts for the Year Ended 31 December 2022

1. ACCOUNTING POLICIES

The Principal accounting policies which have been adopted are set out below:-

a) Accounting Convention

The financial statements have been prepared inder the historical costs convention and in accordance with the FRS 102 (effective 1 January 2016) and the Statement of Recommended Practice, "Accounting and Reporting by Charities" effective January 2015.

The Charity has taken advantage of the exemption in FRS102 from the requirement to produce a cash flow statement on the grounds that it is a small Charity.

b) **Reconciliation with previous Generally Accepted Accounting Practice**

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 a restatement of comparative items was needed.

c) Funds

Unrestricted funds are donations or other income received or generated for the objects of the Charity without any further specified purpose and are available as general funds.

Restricted funds are funds which are to be used in accordance with restrictions imposed by donors or raised by the Charity for particular purposes. The aim and use of each restricted fund are set out in the notes to the financial statements.

d) Incoming Resources

All incoming resources are in the Statement of Financial Activities when the Charity is entitled to the income and the amounts can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:-

Voluntary income is received by way of sponsorship, subscriptions,grants received and donations and is included in the Statement of Financial Activities (FRS102)

Investment income is included when receivable.

Incoming resources from charitable activites are income from specific events and inclulded in the Statement of Financial Activities when receivable.

e) Expended Resources

10 Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the charity in the grant funding activities. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Notes to the accounts for the Year Ended 31 December 2022

f) Depreciation

Depreciation is provided at the following annual rates to write off the cost of tangible fixed assets over their useful life:

Computer equipment	33.3% straight line
Land and Buildings	10% straight line
Furniture, fittings and equipment	33.3% straight line

f) Deferred Income

Grant income relating to the productions that occur after the period end has been deferred as the Charity is not entitled to the income until the production takes place. Advance ticket sales for courses and productions that also take place after the period end have also been deferred.

Notes to the accounts for the Year Ended 31 December 2022

2. VOLUNTARY INCOME

Analysis	Unrestricted £	Restricted £	Total Funds2022 £	Total Funds 2021 £
Sponsorship	28,298		28,298	9,669
Grants received	-	48,770	48,770	214,286
Donations	33,132		33,132	20,525
Subscriptions	6,744		6,744	6,878
	68,174	48,770	116,944	216,698

3. INTEREST AND DIVIDENDS

	Unrestricted £	Restricted £	Total Funds2022 £	Total Funds 2021 £
Investment income	1,266		1,266	475
	1,266	-	1,266	405

4. FEES FOR CHARITABLE SERVICES

	Unrestricted £	Restricted £	Total Funds2022 £	Total Funds 2021 £
Ticket sales	218,022		218,022	183,042
Workshops and schools	87,565		87,565	46,491
Advertising	8,015		8,015	1,788
Bar sales	40,490		40,490	15,744
Miscellaneous	1,700			
	354,092	-	354,092	250,333

5. COST OF FUNDRAISING EVENTS

	Unrestricted £	Restricted £	Total Funds2022 £	Total Funds 2021 £
Props, costumes and other staging costs	45,804		45,804	17,650
Wages Costs	196,106		196,106	199,954
Subcontractor actors	240,141	-	240,141	193,105
Equipment and site hire	24,893		24,893	42,940
Storage	2,015		2,015	2,215
Bar purchases	8,110		8,110	5,196
	517,069	-	517,069	461,060

Notes to the accounts for the Year Ended 31 December 2022

6. TELEPHONE, POSTAGE AND STATIONERY

	Unrestricted £	Restricted £	Total Funds2022 £	Total Funds2021 £
Printing postage and stationery	7,761	-	7,761	3,925
Publicity costs	28,767	-	28,767	20,026
Telephone and fax	1,384	-	1,384	2,122
Motor,travel and subsistence	4,543	-	4,543	8,317
Website and computer costs	5,974	-	5,974	4,484
Entertaining	1,223	-	1,223	937
Subscriptions and licences	378	-	378	586
Sundry cost	16,769	-	16,769	15,200
	66,799	-	66,799	55,597

7. TAX ON ACTIVITIES

The Company is registered as a Charity and makes use of Theatre Tax Relief

8. TANGIBLE ASSETS

	Buildings	Office Equipment	Fixtures, fittings and equipment	Total
Cost				
At 1 January 2021	77199	8226	0	85425
Disposals	0	0	0	0
Additions	0	0	0	0
At 31 December 2021	77199	8226	0	85425
Depreciation				
At 1 January 2021	15436	5807	0	21243
Eliminated on disposals		0	0	0
Charge in period	7720	2105		9825
At 31 December 2021	23156	7912	0	31068

9. OTHER DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total funds 2022	Total funds 2021
Trade Debtors	12,043	8,296
Prepayments	-	6,615
Other debtors	784	
	12,827	14,911

Notes to the accounts for the Year Ended 31 December 2022

10. CREDITORS AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total funds 2022	Total funds 2021
Trade creditors	37,108	16,152
Deferred income	109,957	84,105
PAYE/National Insurance	3,439	4,780
Other creditors	882	740
Accruals	1,038	20,812
	152,424	126,589

11. UNRESTRICTED INCOME FUNDS

	Balance at 31 December 2021	Incoming Resources	Outgoing Resources	Balance at 31 December 2022
General funds	58,842	451,736	604,976	- 94,398

12. RESTRICTED INCOME FUNDS

	Balance at 31 December 2021	Incoming Resources	Outgoing Resources	Balance at 31 December 2022
Other funding	50,000	214,286	210,454	53,832
Arts Council	-	-	-	-
	-	-	-	-
	50,000	214,286	210,454	53,832

Other funding

Community Foundation, Delight, Poyle, and Wrentham Trust have all given grants to support various parts of the local community as shown in the TAR. This support has been carried into 2023.

Notes to the accounts for the Year Ended 31 December 2022

13. STAFF NUMBERS

The Charity employed 6 full & 1 part time members of staff.

14. TRUSTEE EXPENSES

During the course of the period there were no reimbursed expenses to the Trustees and no Trustee received payment for their services.

15. SHARE CAPITAL

The Company is limited by guarantee and does not have a share capital. The Liability of the members is limited to a sum not exceeding £1 on a winding up of the Company

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted	Restricted	Total funds 2022
Fixed assets	54,357	-	54,357
Net Current Assets	22,348	53,832	76,180
	76,705	53,832	130,537

GUILDFORD SHAKESPEARE COMPANY TRUST LTD

England & Wales - Charity number 1139526

Accounts

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Trustees' Annual Report

Year Ended December 2021

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and financial statements of the charity for the year ended 31 December 2021.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity name	Guildford Shakespeare Company Trust Ltd (hereafter GSC)
Charity Registration No	1139526
Registered Office	Suite 3, The Oast House, 5 Mead Lane, Farnham, GU9 7DL

THE TRUSTEES

The trustees who served the charity during the period were as follows:

Mr A Brayshaw
Mr P Gordon
Ms K Nathoo (vice chair)
Ms J Shepperd
Ms Dana-Leigh Strauss (chair)
Ms K Walker

Independent Examiners Report abi Ltd

STRUCTURE, GOVERNANCE AND MANAGEMENT

GSC is governed by its Memorandum and Articles of Association dated 2 December 2010.

None of the Trustees receive remuneration from their work on behalf of the charity. All Trustees are aware of their legal obligations under charity and company law, the Charity Commission guidance on Public Benefit and have received the Memorandum and Articles of Association. They have received the current Business Plan, Memorandum and Articles and this year's Addendum. They keep the financial performance of the charity under constant review.

The Trustees meet on a regular basis. During the year the day to day running and management of the company is delegated to the Joint Artistic and Executive Producers Sarah Gobran and Matt Pinches.

The Trustees take into account the charity commission guidance on public benefit and believe the activities of GSC are in line with that guidance.

Alongside the Joint Artistic & Executive Producers, GSC employed on a full-time basis a Head of Development and Outreach, Company Stage Manager, Education Manager, Assistant Producer and Assistant Director, and part-time Administrator. GSC also share the services of a Graphic and Marketing Designer (8hrs per week) with Jermyn Street Theatre.

OBJECTIVES AND ACTIVITIES

To advance education for the public benefit by the promotion of the arts in particular, but not exclusively, the art of drama and to foster and promote public taste in, though not exclusively, the works of William Shakespeare through productions and other associated events and educational and training activities.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

STAGE PERFORMANCES January 2021 - December 2021

A one-person production of *Jekyll & Hyde* was planned for February 2021, but a last-minute Coronavirus lockdown announcement from the Uk Government meant rehearsals and performances were cancelled. Our April Birthday Bash events were also cancelled. The company quickly adapted to working online and working to create live theatre shows via Zoom for the first half of the year.

February	*The Verona Lounge* - A Murder Mystery performed via Zoom May
April	*Henry V* – performed via Zoom. Winner of an OnComm Off-West End Award.
April	Young Company's performance performed in St Nicolas Church, live streamed to at-home audience
June	*She Stoops to Conquer* – Castle Grounds, Guildford
July	*As You Like It* – Rack's Close, Guildford
September	*She Stoops to Conquer* – transfer to Hurlingham Club, London
Oct/Nov	*Tales From Hans Christian Andersen* – St Nicolas Church, Guildford
December	*The Merry Wives of Windsor* – release of our sitcom filmed during lockdown

The Summer and Autumn Season shows were also filmed for the first time with multi-camera angles and edited for screening. This gave GSC a back-up should government closure of theatres be enforced, but also enabled the charity to continue engaging a wider audience.

THEATRE IN EDUCATION TOURS :

January/Feb	Primary Schools' film of *The Tempest* in partnership with Delight Charity – filmed pre-lock down in a social distanced manner.
May	Primary Schools' tour of *The Purple Princess* – funded by South Western Trains this especially commissioned play was written as a fairy tale to educate children on epilepsy and how to deal with a seizure. A performance was also filmed and made available on You-Tube for increased awareness.
Oct/November	Secondary Schools' Tour of *Macbeth* and *Romeo and Juliet – returning to schools for live performances and workshops*. Key scenes were also filmed for further classroom study. Funded by Geoff Herrington Foundation.

OTHER ACHIEVEMENTS

GSC's online production of *Henry V* won the OnComm Award for Best Platform Based Production in the 2021 Offies Awards recognising the best in online produced theatre, nationally.

GSC was also a Finalist (1 of only 5) in the Best Theatre/Arts Venue in Surrey category in the Muddy Stiletto Awards, recognising the 'most unique, interesting, brilliant local businesses'.

ATTRACTING AND RETAINING TALENT

Auditions are held for each production but a number of actors, directors, designers and stage managers return to work for GSC at regular intervals. 99 employed and freelance jobs were created in 2021 employing 53 females, 44 males and 2 non-binary, continuing our mission to create equal opportunities.

We are proud to have welcomed back some actors that have worked for us before, that are popular with our audiences, but also some fresh new talent too.

In September our current part-time Marketing Officer departed to pursue more freelance work. Their replacement brought experience from the award-winning Theatre503 in London.

We also recruited a new member of the Education/Outreach Team to replace the Education Manager who left to pursue their studies and future career in Dramatherapy – something that GSC has nurtured in them during their time with us. We anticipate this relationship continuing for the future.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

It was agreed by the board to honour the request of Co-Founder Matt Pinches for short sabbatical of three months starting in November 2021. After 15 years of continual service and the additional pressures of the past two years, Matt requested this short period to rest and spend some time with his family. He will return in February 2022.

To cover his portfolio of work Meg Eyre was engaged as an Interim Marketing Manager bringing a wealth of experience from roles at Shakespeare's Globe and Theatre by the Lake, Keswick. Eli Murton looked after sponsorship and advertising for the forthcoming year whilst other jobs were shared around the existing staff.

ARTISTIC VALUES

GSC is a professional site-specific theatre company, specialising in Shakespeare. Our approach places the audience right at the heart of the action, immersing them in the world of the play, thereby demystifying the legend that Shakespeare is for an elite, educated few but rather is immediate and accessible to everyone.

At GSC we use diverse and unusual non-theatre venues to create dynamic and challenging productions. From castles to lakes, churches to pubs, our approach merges the audience and acting space so that you're given a visceral, stimulating and, above all, unique theatre experience. This year Zoom was included as a site-specific location!

GSC productions are fresh, fast and modern in their interpretation of Shakespeare, but always in the original text and never dumbed down.

Making the arts, and more specifically theatre and Shakespeare, accessible to a wider community, is key to the work that we do and reaching socially isolated members of our community with especially tailored programmes of work, drawing on the skill base of especially selected practitioners and experts.

EDUCATIONAL & OUTREACH PROGRAMME

Our Education and Outreach Department was run by Head of Development for Education and Outreach, Ant Stones, and our Education Manager was Francesca McInally until September, with Rob Cann joining the company full-time in July and taking over the role. Indiana Lown Collins facilitated Young Company, Sprites and GSC Saturdays. Other provision was provided by a range of freelancers. Kerrie Driscoll joined the company in December, as Creative Learning Producer to replace Ant, following his resignation in October.

5,000 children and adults attended our education classes and workshops in 2021.

GSC Saturdays is for children aged 8-18 and takes place at GSC HQ between 10am and 12md on a Saturday morning. During lockdown periods we switched to online classes.

GSC Sprites Our Sprites clubs couldn't take place in schools (Queen Eleanor's and Godalming Junior School) until September 2021, so in place of these clubs we ran classes on a Tuesday. During lockdown periods we ran these classes online.

Jesters Our club for children aged 11-5 for children took place with full social-distancing at the Greenark.

Holiday Drama Clubs Summer Clubs were able to take place with Social Distancing and open-air performances. Alongside our usual holiday clubs, we also ran three further free to access, week long clubs for Young Carers at King's College, *Together* – a club for children with disabilities, and *Club4* – a government funded club for children from household's struggling financially.

Adult Classes *The Bard's Not That Hard* is GSC's practical Shakespeare classes for adults continues in its popularity. During lockdown periods we continued this class online.

GSC's Young Company Thursday evening class for teenagers who have an active interest in entering the profession, with dedicated mentoring schemes and streams of work that focus on directing and writing as well as acting. The students are treated as young professionals in training and a significant

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

part of their studies is focused on site-responsive work. Their annual performance was live-streamed on You-Tube, as although in April the company were able to be together, an audience was not allowed. In September they began preparations for their seventh play.

Trinity Exams
We continued to run our private drama tuition through a combination of online and in-person sessions.

In-School Workshops
In 2021, GSC held 24 in-school workshops at 10 different schools.

Brave New World
GSC continued *Brave New World*, an ongoing programme of outreach projects to affect social change within our communities, which began in September 2018. These projects assist disadvantaged schools and reduce social isolation in the community, using the transformative power of live theatre.

Over £157,000 worth of funding was secured from various sources, including; The National Lottery, The Community Foundation for Surrey, The High Sheriff Youth Awards, Surrey County Council (Club4), Guildford Lions, South Western Railway and The Wrentham Trust.

Delight in Shakespeare
Working with another Surrey based charity Delight, we completed the workshops for *The Tempest*, the 2020-21 programme. In Spring, we started preparing for our sixth school tour, *A Midsummer Night's Dream*, which will begin in January 2022. In November we filmed new 'how-to' videos to accompany the programme.

Speak The Speech
With the help of a grant from The Wrentham Trust we have been able to work with every student in Years 4-6 at Guildford Grove School and Weyfield Primary academy. Both schools have above the average number of students eligible for Pupil Premium. Online content was provided for the Spring term, with in-school sessions restarting in the Summer term.

The Play's the Thing
Funding from The Geoff Herrington Foundation enabled GSC to tour to disadvantaged GCSE students in Surrey, providing 10 schools with professional insight at a crucial point of their academic life. The project delivered the two most popular Shakespeare plays studied at GCSE, *Macbeth* and *Romeo and Juliet*. Featuring four actors in each cast, each performance was supported by a series of follow-up live workshops, with filmed Q&A content and interviews for extra support.

Spirit of Youth
Due to the pandemic and the vulnerability of these groups, we have been unable to return to this project, but are aiming to start again in Spring 2022.

A Time For All Things
We continued our year-long residency at Kings College Guildford, with the support of The Guildford Poyle Charities, NatWest's Skills and Opportunities Fund and The Wrentham Trust. The programme is created in close collaboration with members of the teaching staff and was delivered online in the Spring Term before in-school sessions resumed in the Summer Term.

In Our Stars
We began a new programme of weekly sessions for young carers at Kings College. The first term was delivered online with in-school sessions taking place from the Summer Term. We also ran a summer club with young carers from all Guildford schools invited to attend. Funded by The Archbishop of York Trust.

With my Eyes
Our dramatherapy sessions returned for its third year. Sessions took place with full social distancing, with parents and children in separate spaces. Funded by the Community Foundation for Surrey.

Play On

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

In the Autumn Term, we began a new follow-up programme for past participants of our other outreach projects. The sessions allowed the children to continue their relationship with GSC and other participants, while gaining continued support. Funded by The Wrentham Trust.

FRIENDS & PATRONS OF GSC

Our Friends scheme has continued to be well supported.

At the end of the year 6 new Friends had joined the scheme, making a total of 48 Joint Friends and 22 Single. Although the number of new Friends in 2021 was lower than that in 2020 (16), this still shows excellent support for the scheme despite the financial challenges of the ongoing and uncertain pandemic.

The Patrons scheme retained all three Patrons from 2020.

VOLUNTEERS

GSC greatly benefits from our volunteer supporters, young and old, who help us in a variety of ways but chiefly at Front of House for our productions. We are incredibly grateful to them and would not be able to survive without their help and support.

ACCESSIBILITY AND PUBLIC BENEFIT

GSC are dedicated to making theatre accessible and affordable to all. We therefore aim to keep ticket prices as low as possible and additionally offer cut price tickets for over 65's, jobseekers, students and families. We provided significantly reduced preview tickets for the first performance in every season.

Audio Described performances were provided for *She Stoops to Conquer* and *Tales from Hans Christian Andersen*, although Touch Tours were prohibited due to covid restrictions.

Subtitles were also added to trailers, teasers, and many of the films made in 2021.

Captioning was used for the first time with the online production of *Henry V*, using Otter ai.

Despite using a system of unallocated seating, we do offer a service to disabled audience members including those who are hard of hearing or visually impaired, whereby they request front row or aisle seating in advance. Large print copies of the synopsis are also available from the Box Office on site.

For the autumn show we introduced a visual guide to the venue so patrons could get an idea of what to expect before they arrived. This can help to relieve anxiety and promote an inclusive atmosphere.

Our school's tours in partnership with Delight and Geoff Herrington, tour to twenty disadvantaged schools in Surrey, providing children with their first experience of Shakespeare and for the majority also their first experience of theatre.

We created 10 subtitled films as part of the Shakespeare Birthplace Trust's national Shakespeare Week initiative in March, using our puppet of Shakespeare. The puppet answered questions that children sent in and we captioned all films.

RAISING PROFILE AND MARKETING

The charity's profile continued to be raised through our main house productions, events and online interaction.

Due to the ongoing effects and restrictions of the pandemic a lot of this was delivered online. However, once GSC began to return to in-person activities a lot of the knowledge and results of the online work previously done were retained and improved upon.

The website is the charity's greatest resource, which saw 31,500 more views (240K) than in 2020, with a bounce rate greatly reduced again from 20.5% last year to 7.2% in 2021.

Social media was by far the charity's main source of raising profile.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Twitter following has increased by 207, with Facebook seeing an increase of 144. Instagram has also continued to grow.

During 2021 YouTube subscribers increased and 15,900 new views were recorded. Watch- time fell by 23% but that is to be expected as the pandemic restrictions eased.

The GSC podcast, The Green Room continued in the first half of the year, as we spotlighted 6 local artists across classical music, art and theatre. We also revisited the cast of *Hamlet* 10 years on and made two new podcasts to accompany *Henry V* and *The Purple Princess*, receiving a total of 399 listens.

GSC's Co-Founder was invited to record a podcast for the Shakespeare's Birthplace Trust (SBT) channel Shakespeare Alive about GSC's story and the company were interviewed for a blog about staging *Henry V* online for SBT's blog.

In response to changes in demand and restrictions imposed by the pandemic print publicity was reduced but a new favourable agreement was made with Global advertising for telephone kiosks and rail advertising, thus raising the on-street profile of the charity in the town centre and local transport hubs.

Good relations continued with both local radio stations (BBC Surrey and Eagle) until August when Eagle was purchased by national broadcaster Bauer Media and the loss of the local studio. This will be a major blow to radio profile as the charity enjoyed a close and regular relationship with the commercial station.

The live online shows enjoyed numerous mentions in the national press, including Daily Telegraph, and Daily Mail. Through April to July, GSC enjoyed monthly coverage in Surrey Life magazine.

The streaming of the recorded live shows in the Summer and Autumn increased GSC's national and international audience; building on the achievements made with the initial online shows in 2020.

FINANCIAL REVIEW

We operated our bank account with a positive balance throughout the year. We continued operating both current and deposit accounts. We paid all our creditors within their terms and conditions.

GSC was awarded the following **Arts Council England** this year:

£15,000 (£13,500 initial payment received in 2020) for *The Tales of Hans Christian Andersen*
£86,601 – Cultural Recovery Fund Round 1 (£78,384 received in 2020) to cover until 31 March 2021
£43,500 Cultural Recovery Fund Round 2 to cover April to 30 June 2021 to aid the return to producing live theatre.

Our Education Department received several grants for Brave New World, a series of outreach projects within local schools and the community:

- *The Play's The Thing* (*Macbeth* and *Romeo and Juliet* to GSCE students in 10 Disadvantaged Secondary Schools, Autumn 2021)
  - £21,403 received from The Geoff Herrington Foundation
- *Speak The Speech (residencies at Weyfield and Guildford Grove), A Time for All Things* (residency at Kings College) and *Play On* (wellbeing programme for outreach participants)
  - £63,000 Wrentham Trust
- *With My Eyes* (a programme of therapeutic sessions for excluded youth and their parents – to take place in Summer Term 2022)
  - £10,000 received from The Community Foundation for Surrey
- Together (summer club for disabled children)
  - £5,000 Community Foundation
- Club 4 (holiday club for disadvantaged children)

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

  - £4245 Surrey County Council
- GSC Saturdays (weekly drama club)
  - £80 Guildford Lions
- With my Eyes Equipment
  - £500 HFA Club4 Bursary
- The Purple Princess (primary school tour)
  - £31,000 South Western Railway

Funding carried into 2022:

- *Speak The Speech, A Time for All Things* and *Play On*
  - £53,332.00 from Wrentham Trust (2022 onwards)

Corporate Sponsorship from local and national business is a vital source of GSC's income. Though on average a comparatively low amount compared to ticket sales, it is often the difference between breaking even and not.

The generosity of our regular supporters in 2020 meant that they passed their sponsorship over to 2021, including any funds that had already been paid could be kept and diverted.

We are delighted that Charles Russell Speechlys and experienceGuildford returned as Principal Sponsors.

Returning Performance Sponsors included KJSmith Solicitors, KGW Family Law, Bullimores, HJP, Smith & Williamson, Project 5, and Tunsgate Quarter.

There were no new sponsors which was to be expected given the previous 12 months.

Support in kind from Yvonne Arnaud Theatre, abi Accounting and Surrey Chambers of Commerce continued.

Donations continued to be collected through standing orders, bequests, legacies, Amazon Smile, EveryClick and being added to ticket bookings. This totalled £12,653.40, from which a further £7931.68 was claimed in Gift Aid.

SECURITY

Project Five continue to be the charity's IT support provider, who also maintain the cyber security of GSC; whilst Precision Systems (formerly WebTailor) continue to host the website and ticketing system.

GSC continue to comply with GDPR privacy rules, and which is continually reviewed across the year.

Extra lighting of the path from the Astolat to the car park has been installed free-of-charge courtesy of McAleer-Rushe, the construction firm who built the neighbouring new student accommodation.

HR

GSC employed freelance HR support from Rosemary Hedgecock at 271HR.

Statement of Financial Activities
(Incorporating the Income and Expenditure Account)
The Year Ended 31 December 2021

	Note	Unrestricted funds	Restricted income funds	Total funds 2021	Total funds 2020
		£	£	£	£
Incoming resources					
Donations, legacies and Grants	2	37,072	214,286	251,358	216,698
Interest and dividends	3	475		475	405
Fundraising events	4	247,065		247,065	250,333
Total incoming resources		284,612	214,286	498,898	467,436
Resources expended					
Cost of fundraising events	5	250,606	210,454	461,060	337,421
Telephone postage and stationer	6	55,597		55,597	31,876
Insurance		5,135		5,135	5,114
Bank charges and interest		3,930		3,930	2,888
Wages, salaries, pensions and NI		425		425	-
Depreciation		11,712		11,712	11,976
Donations				-	-
Total resources expended		327,405	210,454	537,859	389,275
resources before transfers		- 42,793	3,832	- 38,961	78,161
Tax received		12,355	-	12,355	41,013
Total funds brought forward		211,894	50,000	261,894	142,720
Total funds carried forward		181,456	53,832	235,288	261,894

Statement of Financial Activities includes all gains and losses in the period and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities and unrestricted funds

Guildford Shakespeare Company Trust Limited

Balance sheet

The Year Ended 31 December 2021

	Note	2021	2020
		£	£
Fixed assets	8	64,182	75,225
Current assets			
Debtors	9	8,296	9,708
Other debtors	9	6,615	32,657
Cash at bank and in hand		282,784	288,312
Total current assets		297,695	330,677
Creditors: amounts falling due within one year	10	126,589	144,008
Net current assets/(liabilities)		171,106	186,669
Total assets less current liabilities		235,288	261,894
Unrestricted funds	11	181,456	211,894
Designated funds	12	53,832	50,000
Total funds		235,288	261,894

For the financial year ended 31 December 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 31 December 2021 in accordance with section 476 of the Companies Act 2006.

The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to the accounting records and for the preparation of the accounts.

These accounts have been prepared in accordance with the provision applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on and signed on their behalf, by :

Dana-Leigh Strauss

Dana-Leigh Strauss
Date: 1/9/22

Notes to the accounts for the Year Ended 31 December 2021

1. ACCOUNTING POLICIES

The Principal accounting policies which have been adopted are set out below:-

a) Accounting Convention

The financial statements have been prepared inder the historical costs convention and in accordance with the FRS 102 (effective 1 January 2016) and the Statement of Recommended Practice, "Accounting and Reporting by Charities" effective January 2015.

The Charity has taken advantage of the exemption in FRS102 from the requirement to produce a cash flow statement on the grounds that it is a small Charity.

b) Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 a restatement of comparative items was needed.

c) Funds

Unrestricted funds are donations or other income received or generated for the objects of the Charity without any further specified purpose and are available as general funds.

Restricted funds are funds which are to be used in accordance with restrictions imposed by donors or raised by the Charity for particular purposes. The aim and use of each restricted fund are set out in the notes to the financial statements.

d) Incoming Resources

All incoming resources are in the Statement of Financial Activities when the Charity is entitled to the income and the amounts can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:-

received and donations and is included in the Statement of Financial Activities (FRS102) when receivable.

Investment income is included when receivable.

Incoming resources from charitable activites are income from specific events and includded in the Statement of Financial Activities when receivable.

e) Expended Resources

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the charity in the grant funding activities. It includes both costs that can be allocated directly to activities and those costs of an indirect nature necessary to support them.

Notes to the accounts for the Year Ended 31 December 2021

f) Depreciation

Depreciation is provided at the following annual rates to write off the cost of tangible fixed assets over their useful life:

Computer equipment	33.3% straight line
Land and Buildings	10% straight line
Furniture, fittings and equipment	33.3% straight line

f) Deferred Income

Grant income relating to the productions that occur after the period end has been deferred as the Charity is not entitled to the income until the production takes place. Advance ticket sales for courses and productions that also take place after the period end have also been deferred.

Notes to the accounts for the Year Ended 31 December 2021

2. VOLUNTARY INCOME

Analysis	Unrestricted £	Restricted £	Total Funds2021 £	Total Funds 2020 £
Sponsorship	9,669		9,669	3,115
Grants received	-	214,286	214,286	128,949
Donations	20,525		20,525	78,466
Subscriptions	6,878		6,878	6,168
	37,072	214,286	251,358	216,698

3. INTEREST AND DIVIDENDS

	Unrestricted £	Restricted £	Total Funds2021 £	Total Funds 2020 £
Investment income	475		475	405
	475	-	475	405

4. FEES FOR CHARITABLE SERVICES

	Unrestricted £	Restricted £	Total Funds2021 £	Total Funds 2020 £
Ticket sales	183,042		183,042	190,462
Workshops and schools	46,491		46,491	50,272
Advertising	1,788		1,788	1,213
Bar sales	15,744		15,744	8,386
	247,065	-	247,065	250,333

5. COST OF FUNDRAISING EVENTS

	Unrestricted £	Restricted £	Total Funds2021 £	Total Funds 2020 £
Props, costumes and other staging costs	17,650		17,650	15,678
Wages Costs		199,954	199,954	156,600
Subcontractor actors	182,605	10,500	193,105	133,644
Equipment and site hire	42,940		42,940	26,894
Storage	2,215		2,215	780
Bar purchases	5,196		5,196	3,825
	250,606	210,454	461,060	337,421

Notes to the accounts for the Year Ended 31 December 2021

6. TELEPHONE, POSTAGE AND STATIONERY

	Unrestricted £	Restricted £	Total Funds2021 £	Total Funds 2020 £
Printing postage and stationery	3,925	-	3,925	2,696
Publicity costs	20,026	-	20,026	11,053
Telephone and fax	2,122	-	2,122	2,545
Motor,travel and subsistence	8,317	-	8,317	2,418
Website and computer costs	4,484	-	4,484	3,038
Entertaining	937	-	937	281
Subscriptions and licences	586	-	586	669
Sundry cost	15,200	-	15,200	9,176
	55,597	-	55,597	31,876

7. TAX ON ACTIVITIES

The Company is registered as a Charity and makaes use of Theatre Tax Relief

8. TANGIBLE ASSETS

	Buildings	Office Equipment	Fixtures, fittings and equipment	Total
Cost				
At 1 January 2021	77159	13897	4864	95920
Disposals		-5671	-4864	-10535
Additions	40		0	40
At 31 December 2021	77199	8226	0	85425
Depreciation				
At 1 January 2021	7716	4066	4864	16646
Eliminated on disposals		-2251	-4864	-7115
Charge in period	7720	3992		11712
At 31 December 2021	15436	5807	0	21243

9. OTHER DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total funds 2021	Total funds 2020
Trade Debtors	8,296	9,708
Prepayments	6,615	27,718
Other debtors		4,939
	14,911	42,365

Notes to the accounts for the Year Ended 31 December 2021

10. CREDITORS AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total funds 2021	Total funds 2020
Trade creditors	16,152	7,624
Deferred income	84,105	101,196
PAYE/National Insurance	4,780	3,802
Other creditors	740	825
Accruals	20,812	30561
	126,589	144,008

11. UNRESTRICTED INCOME FUNDS

	Balance at 31 December 2020	Incoming Resources	Outgoing Resources	Balance at 31 December 2021
General funds	211,894	296,967	327,405	181,456

12. RESTRICTED INCOME FUNDS

	Balance at 31 December 2020	Incoming Resources	Outgoing Resources	Balance at 31 December 2021
Other funding	50,000	214,286	210,454	53,832
Arts Council	-	-	-	-
	-	-	-	-
	50,000	214,286	210,454	53,832

Arts Council
Grant towards costs of staging the Winter, Summer and Autumn seasons.

Other funding
Community Foundation, Delight, Poyle, Outreach and Wrentham Trust have all given grants to support various parts of the local community as shown in the TAR. This support has been carried into 2022.

Notes to the accounts for the Year Ended 31 December 2021

13. STAFF NUMBERS

The Charity employed 6 full & 1 part time members of staff.

14. TRUSTEE EXPENSES

During the course of the period there were no reimbursed expenses to the Trustees and no Trustee received payment for their services.

15. SHARE CAPITAL

The Company is limited by guarantee and does not have a share capital. The Liability of the members is limited to a sum not exceeding £1 on a winding up of the Company

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted	Restricted	Total funds 2021
Fixed assets	64,182	-	64,182
Net Current Assets	117,274	53,832	171,106
	181,456	53,832	235,288

GUILDFORD SHAKESPEARE COMPANY TRUST LTD

England & Wales - Charity number 1139526

Accounts

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Trustees' Annual Report

Year Ended December 2020

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and financial statements of the charity for the year ended 31 December 2020.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity name	Guildford Shakespeare Company Trust Ltd (hereafter GSC)
Charity Registration No	1139526
Registered Office	Suite 3, The Oast House, 5 Mead Lane, Farnham, GU9 7DL

THE TRUSTEES

The trustees who served the charity during the period were as follows:

Mr A Brayshaw
Mr P Gordon
Ms K Nathoo (vice chair)
Ms J Shepperd
Ms Dana-Leigh Strauss (chair)
Ms K Walker

Independent Examiner	abi Ltd

STRUCTURE, GOVERNANCE AND MANAGEMENT

GSC is governed by its Memorandum and Articles of Association dated 2 December 2010.

None of the Trustees receive remuneration from their work on behalf of the charity. All Trustees are aware of their legal obligations under charity and company law, the Charity Commission guidance on Public Benefit and have received the Memorandum and Articles of Association. They have received the current Business Plan, Memorandum and Articles and this year's Addendum. They keep the financial performance of the charity under constant review.

The Trustees meet on a regular basis. During the year the day to day running and management of the company is delegated to the Joint Artistic and Executive Producers Sarah Gobran and Matt Pinches.

The Trustees take into account the charity commission guidance on public benefit and believe the activities of GSC are in line with that guidance.

Alongside the Joint Artistic & Executive Producers, GSC employed on a full-time basis a Head of Development and Outreach, Company Stage Manager, Education Manager, Assistant Producer and Assistant Director, and part-time Administrator. GSC also share the services of a Graphic and Marketing Designer (8hrs per week) with Jermyn Street Theatre.

OBJECTIVES AND ACTIVITIES

To advance education for the public benefit by the promotion of the arts in particular, but not exclusively, the art of drama and to foster and promote public taste in, though not exclusively, the works of William Shakespeare through productions and other associated events and educational and training activities.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

STAGE PERFORMANCES January 2020 - December 2020
Following the impact of Covid-19 all planned stage productions from 23rd March onwards were cancelled or postponed. The company quickly adapted to working online and working to create live theatre shows via Zoom.

February	*Macbeth* at Holy Trinity Church on Guildford High Street
May	*The Shakespeare Solitaire* – A Murder Mystery performed via Zoom
June	*The Wind in the Willows* – performed via Zoom in association with YAT and JST
July	*All That Glisters* – A Murder Mystery performed via Zoom
August	*Measure the Merry Night* – Young Company public performance via Zoom
August/Sept	*Thy Eternal Summer* – Open-Air performance in Guildford
Sept/Oct	*A Midsummer Night's Dream* - performed via Zoom in co-production with Octagon Theatre Bolton
December	*A Christmas Carol* - performed via Zoom in co-production with JST

OTHER EVENTS:

January/Feb	Primary School's Tour of *Romeo and Juliet* in partnership with Delight Charity
Oct/November	Secondary School's Tour of *Macbeth* and *Romeo and Juliet* - both filmed for schools in a socially distanced manner due to lock down. Funded by Geoff Herrington Foundation.

Throughout the year, GSC has been working to ensure that provision could continue despite lockdown and the closure of theatres. Our amended programme of work started early in April 2020, firstly putting out a raft of free daily engagement from Podcasts with creatives, weekly "meet the team" video as well as bi-weekly monologues from actors. Across 8 weeks, a weekly live interactive lecture series was delivered via YouTube exploring the early life of William Shakespeare. We ensured that as many as our clubs and classes as possible could go online and were taught via Zoom, and we created a free-to-access online Well Being Project, whilst also creating the above mentioned programmes of work that were for a ticket paying audience.

We also made new partnerships creating a co-production with Octagon Theatre in Bolton, and further developed our co-producing relationship with Jermyn Street Theatre in London; *A Christmas Carol* was an especially commissioned show, written by Naylah Ahmed and starring Brian Blessed and Penelope Keith. Our production of *The Wind in the Willows* was a Finalist in the Off-West End Awards 2021.

Our Murder Mysteries proved popular and were sold as corporate, private Christmas Party events throughout the months of November and December.

OTHER ACHIEVEMENTS
We were awarded a Business Hero Award by the British Chambers of Commerce for our work in the community.

ATTRACTING AND RETAINING TALENT
Auditions are held for each production but a number of actors, directors, designers and stage managers return to work for GSC at regular intervals. 142 employed and freelance jobs were created in 2020 employing 76 females and 66 males, continuing our mission to create equal opportunities.

We are proud to have welcomed back some actors that have worked for us before, that are popular with our audiences, but also some fresh new talent too.

ARTISTIC VALUES

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

GSC is a professional site-specific theatre company, specialising in Shakespeare. Our approach places the audience right at the heart of the action, immersing them in the world of the play, thereby demystifying the legend that Shakespeare is for an elite, educated few but rather is immediate and accessible to everyone.

At GSC we use diverse and unusual non-theatre venues to create dynamic and challenging productions. From castles to lakes, churches to pubs, our approach merges the audience and acting space so that you're given a visceral, stimulating and, above all, unique theatre experience. This year Zoom as mainly been our site-specific location!

GSC productions are fresh, fast and modern in their interpretation of Shakespeare, but always in the original text and never dumbed down.

Making the arts, more specifically theatre and Shakespeare accessible to a wider community, is key to the work that we do and reaching socially isolated members of our community with especially tailored programmes of work, drawing on the skill base of especially selected practitioners and experts.

EDUCATIONAL & OUTREACH PROGRAMME

Our Education and Outreach Department is run by Head of Development for Education and Outreach, Ant Stones, and our Education Manager, Francesca McInally. Indiana Lown Collins facilitates Young Company, Sprites and GSC Saturdays. Other provision was provided by a range of freelancers, including long-term collaborators Eli Murton and Rob Cann.

5,000 children and adults attended our education classes and workshops in 2020.

GSC Saturdays is for children aged 8-18 and takes place at GSC HQ between 10am and 12md on a Saturday mornings. We switched to online learning via Zoom from 23 March 2020.

GSC Sprites Our Sprites clubs continued to grow in members at our four existing clubs; two at Queen Eleanor's, one at Sandfield and one at Godalming Junior School. However, from 23 March these clubs have not been possible. For Summer Term 2020, Indiana Lown Collins pre-recorded 10 weekly learning videos on *The Comedy of Errors* to replace these clubs. In September 2020, a Tuesday club was opened a Green Ark venue, this subsequently went online during the November lockdown.

Holiday Drama Clubs Summer Clubs were able to take place with Social Distancing and a cap of 12 per club, rather than the usual 20. The younger group (age 7-11) performed *The Merry Wives of Windsor*, while the older group (12-18) performed *Much Ado About Nothing*.

Adult Classes *The Bard's Not That Hard* is GSC's practical Shakespeare classes for adults continues in its popularity, and has been online since March 23rd. In the first lockdown, we launched an online creative writing class, *Adapting For The Stage*, culminating in an in-person reading at St Mary's Church in November.

GSC's Young Company Thursday evening class for teenagers who have an active interest in entering the profession, with dedicated mentoring schemes and streams of work that focus on directing and writing as well as acting. The students are treated as young professionals in training and a significant part of their studies is focused on site-responsive work. Their annual performance was live via Zoom this year. In September they began preparations for their sixth play.

In-School Workshops

In 2020, GSC held 25 in-school workshops at 10 different schools.

Brave New World

GSC continued Brave *New World*, an ongoing programme of outreach projects to affect social change within our communities, which began in September 2018. These projects assist disadvantaged schools and reduce social isolation in the community, using the transformative power of live theatre. Over £67,000 worth of funding was secured from various sources, including; The National Lottery, The Community Foundation for Surrey and The High Sheriff Youth Awards.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Delight in Shakespeare
Working with another Surrey based Charity Delight, we ran a schools' tour for the fifth year. In January/February *Romeo and Juliet* travelled to ten disadvantaged schools in Surrey and performed a specially abridged version of the play on their school grounds. Over 1,000 children attended the performance and follow up workshops. The project structure was improved to provide further assistance for schools when performing their own version of the play to family and friends. In the Autumn we began the 2020-21 programme, recording *The Tempest* at St Nicolas' Church in Guildford. This replaced the usual live performance touring to schools.

Speak The Speech
With the help of a grant from The Wrentham Trust we have been able to work with every student in Years 4-6 at Guildford Grove School and Weyfield Primary academy. Both schools have above the average number of students eligible for Pupil Premium. Online content was provided for the Summer Term – *The Comedy of Errors* – which was a 10-week project. Work was paused for the Autumn Term, due to Covid restrictions and will be resumed as soon as possible.

The Play's the Thing
Though funding from The Geoff Herrington Foundation, we filmed, what would have been our third tour to disadvantaged GCSE students in Surrey, providing 10 schools with professional insight at a crucial point of their academic life. The project delivered the two most popular Shakespeare plays studied at GCSE, *Macbeth* and *Romeo and Juliet*. Featuring four actors in each cast, each performance was supported by a series of follow-up pre-recorded Q&A session, and live online workshops.

Spirit of Youth
Spirit of Youth tackles social isolation in the elderly, by taking ten primary school children into a local residential care home. The year started with the group working towards a performance of *Macbeth* but we have not been able to return to this project since 23 March. We have, however, kept in touch with the care home and recorded a series of short stories for their residents to watch. This was also shared with the Barchester Group, which has over 200 care homes.

A Time For All Things
We continued our year-long residency at Kings College Guildford, with the support of The Guildford Poyle Charities and NatWest's Skills and Opportunities Fund. The programme provided every student at the school with 5 hours of Shakespeare workshops across the academic year. The programme is created in close collaboration with members of the teaching staff and has continued live online, via Zoom, whenever possible.

FRIENDS & PATRONS OF GSC
Despite the challenges of the pandemic on home life, our Friends scheme has continued to grow.

At the end of the year 9 new Friends had joined the scheme, making a total of 56 Joint Friends and 30 Single. Although the number of new Friends in 2020 was lower than that in 2019 (15), this still shows excellent support for the scheme despite the pandemic.

The Patrons scheme retained one of the patrons who first joined in 2016 but added a new name in March.

VOLUNTEERS
GSC greatly benefits from our volunteer supporters, young and old, who help us in a variety of ways but chiefly at Front of House for our productions. We are incredibly grateful to them and would not be able to survive without their help and support. Though opportunities were reduced to just *Macbeth* and *Thy Eternal Summer* this year, we still created 144 volunteer opportunities in 2020.

ACCESSIBILITY AND PUBLIC BENEFIT

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk

GSC are dedicated to making theatre accessible and affordable to all. We therefore aim to keep ticket prices as low as possible and additionally offer cut price tickets for over 65's, jobseekers, students and families. We provided significantly reduced preview tickets for the first performance in every season.

Audio Described performances were provided for *Macbeth*, along with touch tours and saw regular patrons making use of the service as well as wider awareness of it. Subtitles were also added to trailers and teasers, and many of the films made in 2020.

Despite using a system of unallocated seating, we do offer a service to disabled audience members including those who are hard of hearing or visually impaired, whereby they request front row or aisle seating in advance. Large print copies of the synopsis are also available from the Box Office on site.

Our school's tours in partnership with Delight and Geoff Herrington, tour to twenty disadvantaged schools in Surrey, providing children with their first experience of Shakespeare and for the majority also their first experience of theatre.

RAISING PROFILE AND MARKETING

The charity's profile continued to be raised through our main house productions, events and online interaction.

Due to the pandemic the vast majority of this work was done online. In a year that demanded a very different approach to marketing the charity focused solely on their online presence; largely this was due to the type of content being created and in an effort to reduce expenditure.

The website is the charity's greatest resource, which saw 113,675 more views than 2019 (94, 779), with a bounce rate has greatly reduced from 50% last year to 20.5% in 2020.

Social media was by far the charity's main source of raising profile, and the free content GSC created in the early part of lockdown was a particular success. The appointment of Ciaran Walsh has completely changed the 'look' of GSC on social media, with idents and bookends to films all being given a cohesive format.

Twitter following has increased by 320, with Facebook seeing an increase of 162. Instagram has also increased by over 300 followers.

During 2020 YouTube subscribers increased by 129, with 13,658 new views being recorded. We also made over 900 minutes of free content.

A new podcast channel was launched in August 2020, called The Green Room. By the end of the year, 17 episodes had been recorded. These will enable GSC to reach a new audience and discuss a wider range of topics in the future around the theatre company's work.

The mailing list has increased to over 7,400 email addresses, and an open rate of 32.6% and click-through rate of 3.9%, still above the industry average.

Traditional print advertising was used for Macbeth, but with the rest of 2020 cancelled or postponed, this was not continued for the rest of the year. However, through the excellent relationships forged with local and national media over the years, GSC were able to have booked advertising postponed to 2021 or refunded.

Local radio also continued to support GSC with the both the Joint Artistic and Executive Producers making regular appearances to update listeners on the current situation. The sale of Eagle Radio to Bauer Media in August does however mean that it is likely there will be less opportunities here as they are a national brand and not as focussed on the local audience as Eagle were. Good relations with BBC Surrey continue.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

The live online shows that GSC have created during the pandemic have widely well received, with numerous mentions in the national press (Daily Telegraph, Daily Mail, The Times, Classic FM), and features on the company in local press and radio.

They have also opened GSC up to much wider audiences across the UK and the rest of the world, with people 'attending' from New Zealand, Singapore, US, South America and Australia amongst many others for the first time. The partnerships with other theatre organisations have also introduced GSC to new audiences.

Partnerships were maintained with The Ivy Castle View Restaurant as GSC's Restaurant Partner for *Macbeth*, and with the sites who display 12ft banners.

In December work began on an upgrade to the ticketing system that will allow Friends and Annual Pass holders have more flexibility to make their bookings online and for GSC to have a more automated reminder service for audiences. It will also enable more thorough analysis of audience booking trends.

FINANCIAL REVIEW

We operated our bank account with a positive balance throughout the year. We continued operating both current and deposit accounts. We paid all our creditors within their terms and conditions.
This year, GSC made use of the Furlough Scheme available to them, for some employees from the months April though to November.

GSC was awarded the following **Arts Council England** this year:

£14,008 for *Macbeth*
£13,500 initial payment (total grant £15,000) for *The Tales of Hans Christian Andersen* being moved to 2021.
£35,000 – Emergency Funding
£87,093 – Cultural Recovery Fund (£78,384 received in 2020) to cover until 31 March 2021

Our Education Department received several grants for Brave New World, a series of outreach projects within local schools and the community:

- *The Play's The Thing* (*Macbeth* and *Romeo and Juliet* to GSCE students in 10 Disadvantaged Secondary Schools, Autumn 2020)
    - £19,994 received from The Geoff Herrington Foundation
- A supporters evening held in June 2019 and some of these funds along with funding from The Wrentham Trust is being put into various outreach projects including our work at Guildford Grove and Weyfield Primary
- *A Time for All Things* (residency at Kings College)
    - £1,000 from NatWest
    - £2,000 from The Poyle Foundation
- *Everyday Miracles* – An Online Well-Being Project:
    - £5000 Community Foundation
- *With My Eyes* (a programme of therapeutic sessions for excluded youth and their parents – to take place in Autumn Term 2020)
    - £10,000 received from The National Lottery Community Fund
    - £5,000 received from The High Sheriff Youth Awards
    - £1000 Surrey Community Culture Seed

Funding carried into 2021:

- *With My Eyes*
    - £13,856.85 (Summer Term 2021)
- *A Time for All Things* (residency at Kings College)
    - £5,600 from The Poyle Foundation
- Wrentham Trust

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

- £2,5000

Corporate Sponsorship from local and national business is a vital source of GSC's income. Though on average a comparatively low amount compared to ticket sales, it is often the difference between breaking even and not.

2020 began very productively with good sponsorship for Macbeth including a new performance sponsor. Further sponsorship had been agreed for the summer, and GSC were in talk with a number of new leads when the pandemic struck.

The generosity of our regular supporters meant that they passed their sponsorship over to 2021, including any funds that had already been paid could be kept and diverted to next year.

Three businesses, two of them first time sponsors, supported our online productions.

We are delighted that Charles Russell Speechlys, Saxton Bampfylde, DMH Stallard and experienceGuildford all returned as Principal Sponsors in 2020 or have deferred their support to 2021. Whittingtons expressed their intention to continue their support of Will's Birthday Bash and Sonnet Walks.

Returning Performance Sponsors included KGW Family Law, Bullimores, TWM Solicitors, HJP, Smith & Williamson, Project 5, and Natwest.

New sponsors included Guildford Rocks, KJ Smith Solicitors and Perfect Pitch.

Support in kind from Yvonne Arnaud Theatre, abi Accounting and Surrey Chambers of Commerce continued.

The JAEPs took the decision at the start of the pandemic not to launch fundraising campaign but rather to try and continue to create new work that audiences could pay for, albeit much reduced from normal pricing. This did not deter donations, and in 2020 GSC received £39,323 through direct giving. When Gift Aid was added this added a further £8253. Audiences continued also to donate at the time of their ticket booking.

NEW BEGINNINGS CAMPAIGN AND NEW HOME

In January and February GSC moved into their new buildings in Stoke Park. Initially, rehearsals began in the GreenArk in January; this will also be venue that can be hired out to local community groups, as part of the agreement with landlords Guildford Borough Council.

After extensive renovation work, a former bowls pavilion, the Astolat, was moved in to in February. This is the charity's main office, storage and second rehearsal/education space.

With the national lockdown enforced on 23 March, the charity has sadly yet to make full use of their new home which they campaigned so hard to achieve since 2016. The tenancy agreement lasts until 2031.

In agreement with the Trustees, in April 2020 the New Beginnings Campaign was stopped. This had originally been set up in 2016 to help fund the search and establishment of new home. With that achieved the Board and JAEPs agreed it was time to close this campaign.

SECURITY

Project Five continue to be the charity's IT support provider, who also maintain the cyber security of GSC.

The GSC website and ticketing system was also moved to a more secure host server by WebTailor.

GSC continue to comply with GDPR privacy rules, and which is continually reviewed across the year.

GUILDFORD SHAKESPEARE COMPANY

Astolat Pavilion, Lido Road, Guildford, GU1 1FH
T: 01483 301590
E: info@guildford-shakespeare-company.co.uk
W: www.guildford-shakespeare-company.co.uk
Honorary Patron Brian Blessed OBE

Security at the new premises in Stoke Park is proving a continuing challenge. Anti-social behaviour in the area is a major concern and GSC are regular contact with neighbouring stake holders, the council and police. Currently there is discussion about a barrier to be installed at the entrance to the car parking area.

Extra lighting of the path from the Astolat to the car park is also under review.

HR
GSC employed freelance HR support from Rosemary Hedgecock at 271HR.

Guildford Shakespeare Company Trust Limited

Independent examiners report to the Trustees of the Guildford Shakespeare Company Trust Limited

I report on the accounts of the Trust for the year ended 31 December 2020.

RESPECTIVE RESPONSIBILITES OF THE TRUSTEES AND EXAMINER
As the Charity's trustees you are responsible for the preparation of the accounts; you consider that the audit requirement of section 144(2) of the Charities Act 2011 (the Act) does not apply. It is my responsibility to state, on the basis of the procedures specified in the General Directions given by the Charity Commissioners under section 154 of the Act, whether particular matters come to my attention.

BASIS OF INDEPENDENT EXAMINERS REPORT
My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of accounting records kept by the Charity and a comparison of the accounts with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently do not express an audit opinion on the view given by the accounts.

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

1. which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 130 of the Act; and to prepare accounts which accord with the accounting records and comply with the accounting requirements of the act have not been met; or

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

Alan Kirby FCCA

Accountancy & Business Improvement Ltd

Suite 3, The Oast House, 5 Mead Lane, Farnham, Surrey, GU9 7DY

Statement of Financial Activities
(Incorporating the Income and Expenditure Account)
The Year Ended 31 December 2020

	Note	Unrestricted funds	Restricted income funds	Total funds 2020	Total funds 2019
		£	£	£	£
Incoming resources					
Donations, legacies and Grants	2	44,202	172,496	216,698	135,938
Interest and dividends	3	405	-	405	294
Fundraising events	4	250,333	-	250,333	348,982
Total incoming resources		294,940	172,496	467,436	485,214
Resources expended					
Cost of fundraising events	5	184,925	122,496	307,421	477,165
Telephone postage and stationer	6	31,876	-	31,876	60,146
Insurance		5,114	-	5,114	5,058
Bank charges and interest		2,888	-	2,888	4,701
Wages, salaries, pensions and NI		-	-	-	-
Depreciation		11,976	-	11,976	2,203
Donations		-	-	-	-
Total resources expended		236,779	122,496	359,275	549,273
resources before transfers		58,161	50,000	108,161	- 64,059
Tax received		41,013	-	41,013	37,238
Total funds brought forward		142,720	-	142,720	169,541
Total funds carried forward		241,894	50,000	291,894	142,720

Statement of Financial Activities includes all gains and losses in the period and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities and unrestricted funds

Balance sheet

The Year Ended 31 December 2020

	Note	2020 £	2019 £
Fixed assets	8	75,225	40,904
Current assets			
Debtors	9	9,708	24,054
Other debtors	9	32,657	15,998
Cash at bank and in hand		288,312	163,369
Total current assets		330,677	203,421
Creditors: amounts falling due within one year	10	144,008	101,605
Net current assets/(liabilities)		186,669	101,816
Total assets less current liabilities		261,894	142,720
Unrestricted funds	11	241,894	142,720
Designated funds	12	50,000	-
Total funds		291,894	142,720

For the financial year ended 31 December 2020 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 31 December 2020 in accordance with section 476 of the Companies Act 2006.

The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to the accounting records and for the preparation of the accounts.

These accounts have been prepared in accordance with the provision applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on 27/7/21 and signed on their behalf, by :

Dana-Leigh Strauss Dana-Leigh Strauss

Date: 27/7/21

Notes to the accounts for the Year Ended 31 December 2020

1. ACCOUNTING POLICIES

The Principal accounting policies which have been adopted are set out below:-

a) Accounting Convention

The financial statements have been prepared inder the historical costs convention and in accordance with the FRS 102 (effective 1 January 2016) and the Statement of Recommended Practice, "Accounting and Reporting by Charities" effective January 2015.

The Charity has taken advantage of the exemption in FRS102 from the requirement to produce a cash flow statement on the grounds that it is a small Charity.

b) Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 a restatement of comparative items was needed.

c) Funds

Unrestricted funds are donations or other income received or generated for the objects of the Charity without any further specified purpose and are available as general funds.

Restricted funds are funds which are to be used in accordance with restrictions imposed by donors or raised by the Charity for particular purposes. The aim and use of each restricted fund are set out in the notes to the financial statements.

d) Incoming Resources

All incoming resources are in the Statement of Financial Activities when the Charity is entitled to the income and the amounts can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:-

received and donations and is included in the Statement of Financial Activities (FRS102) when receivable.

Investment income is included when receivable.

Incoming resources from charitable activites are income from specific events and includled in the Statement of Financial Activities when receivable.

e) Expended Resources

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the charity in the grant funding activities. It includes both costs that can be allocated directly to activities and those costs of an indirect nature necessary to support them.

Notes to the accounts for the Year Ended 31 December 2020

2. VOLUNTARY INCOME

Analysis	Unrestricted £	Restricted £	Total Funds 2020 £	Total Funds 2019 £
Sponsorship	3,115		3,115	33,390
Grants received	-	128,949	128,949	87,297
Donations	34,919	43,547	78,466	8,426
Subscriptions	6,168		6,168	6,825
	44,202	172,496	216,698	135,938

3. INTEREST AND DIVIDENDS

	Unrestricted £	Restricted £	Total Funds 2020 £	Total Funds 2019 £
Investment income	405		405	294
	405	-	405	294

4. FEES FOR CHARITABLE SERVICES

	Unrestricted £	Restricted £	Total Funds 2020 £	Total Funds 2019 £
Ticket sales	190,462		190,462	238,615
Workshops and schools	50,272		50,272	74,306
Advertising	1,213		1,213	3,073
Bar sales	8,386		8,386	32,988
	250,333	-	250,333	348,982

5. COST OF FUNDRAISING EVENTS

	Unrestricted £	Restricted £	Total Funds 2020 £	Total Funds 2019 £
Props, costumes and other staging costs	15,678		15,678	17,726
Wages Costs	4,104	122,496	126,600	186,354
Subcontractor actors	133,644		133,644	211,628
Equipment and site hire	26,894		26,894	48,724
Storage	780		780	1,557
Bar purchases	3,825		3,825	11,176
	184,925	122,496	307,421	477,165

Notes to the accounts for the Year Ended 31 December 2020

f) **Depreciation**

Depreciation is provided at the following annual rates to write off the cost of tangible fixed assets over their useful life:

Computer equipment	33.3% straight line
Land and Buildings	10% straight line
Furniture, fittings and equipment	33.3% straight line

f) **Deferred Income**

Grant income relating to the productions that occur after the period end has been deferred as the Charity is not entitled to the income until the production takes place. Advance ticket sales for courses and productions that also take place after the period end have also been deferred.

Notes to the accounts for the Year Ended 31 December 2020

2. VOLUNTARY INCOME

Analysis	Unrestricted £	Restricted £	Total Funds 2020 £	Total Funds 2019 £
Sponsorship	3,115		3,115	33,390
Grants received	-	128,949	128,949	87,297
Donations	34,919	43,547	78,466	8,426
Subscriptions	6,168		6,168	6,825
	44,202	172,496	216,698	135,938

3. INTEREST AND DIVIDENDS

	Unrestricted £	Restricted £	Total Funds 2020 £	Total Funds 2019 £
Investment income	405		405	294
	405	-	405	294

4. FEES FOR CHARITABLE SERVICES

	Unrestricted £	Restricted £	Total Funds 2020 £	Total Funds 2019 £
Ticket sales	190,462		190,462	238,615
Workshops and schools	50,272		50,272	74,306
Advertising	1,213		1,213	3,073
Bar sales	8,386		8,386	32,988
	250,333	-	250,333	348,982

5. COST OF FUNDRAISING EVENTS

	Unrestricted £	Restricted £	Total Funds 2020 £	Total Funds 2019 £
Props, costumes and other staging costs	15,678		15,678	17,726
Wages Costs	4,104	122,496	126,600	186,354
Subcontractor actors	133,644		133,644	211,628
Equipment and site hire	26,894		26,894	48,724
Storage	780		780	1,557
Bar purchases	3,825		3,825	11,176
	184,925	122,496	307,421	477,165

Notes to the accounts for the Year Ended 31 December 2020

6. TELEPHONE, POSTAGE AND STATIONERY

	Unrestricted	Restricted	Total Funds 2020	Total Funds 2019
	£	£	£	£
Printing postage and stationery	2,696	-	2,696	8,551
Publicity costs	11,053	-	11,053	29,133
Telephone and fax	2,545	-	2,545	1,990
Motor,travel and subsistence	2,418	-	2,418	5,559
Website and computer costs	3,038	-	3,038	5,106
Entertaining	281	-	281	1,338
Subscriptions and licences	669	-	669	210
Sundry cost	9,176	-	9,176	8,259
	31,876	-	31,876	60,146

7. TAX ON ACTIVITIES

The Company is registered as a Charity and makaes use of Theatre Tax Relief

8. TANGIBLE ASSETS

	Buildings	Office Equipment	Fixtures, fittings and equipment	Total
Cost				
At 1 January 2020	38459	6300	4864	49623
Additions	38700	7597	0	46297
At 31 December 2020	77159	13897	4864	95920
Depreciation				
At 1 January 2020	0	4066	4653	8719
Charge in period	7716	4049	211	11976
At 31 December 2020	7716	8115	4864	20695

9. OTHER DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total funds 2020	Total funds 2019
Trade Debtors	9,708	24,054
Prepayments	27,718	11,140
Other debtors	4,939	4,858
	42,365	40,052

Notes to the accounts for the Year Ended 31 December 2020

10. CREDITORS AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total funds 2020	Total funds 2019
Trade creditors	7,624	8,571
Deferred income	101,196	88,183
PAYE/National Insurance	3,802	3,881
Other creditors	825	970
Accruals	30,561	
	144,008	101,605

11. UNRESTRICTED INCOME FUNDS

	Balance at 31 December 2019	Incoming Resources	Outgoing Resources	Balance at 31 December 2020
General funds	142,720	335,953	236,779	241,894

12. RESTRICTED INCOME FUNDS

	Balance at 31 December 2019	Incoming Resources	Outgoing Resources	Balance at 31 December 2020
Other funding		127,496	127,496	
Arts Council	-	45,000	45,000	-
	-	-	-	-
	-	172,496	172,496	-

Arts Council
Grant towards costs of staging the Winter, Summer and Autumn seasons.

Other funding
Community Foundation, Delight, Poyle, Outreach and Wrentham Trust have all given grants to support various parts of the local community as shown in the TAR. This support has been carried into 2021.

Notes to the accounts for the Year Ended 31 December 2020

13. STAFF NUMBERS

The Charity employed 6 full & 1 part time members of staff.

14. TRUSTEE EXPENSES

During the course of the period there were no reimbursed expenses to the Trustees and no Trustee received payment for their services.

15. SHARE CAPITAL

The Company is limited by guarantee and does not have a share capital. The Liability of the members is limited to a sum not exceeding £1 on a winding up of the Company

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted	Restricted	Total funds 2020
Fixed assets	75,225	-	75,225
Net Current Assets	100,071	86,598	186,669
	175,296	86,598	261,894