

**Writing West Midlands Ltd**  
(a Company Limited by Guarantee)

Trustees' Report and Financial Statements for the year  
ended 31 March 2021

Registered Company number 06264124

Registered Charity number 1147710

Writing West Midlands Ltd  
Financial Statements  
for the year ended 31 March 2021

---

Index

	Page
Report of the Trustees	3-10
Statement of Trustees responsibilities	11
Report of the independent examiner	12
Statement of financial activities (incorporating an Income & Expenditure Account)	13
Balance sheet	14
Principal Accounting Policies	15-17
Notes to the financial statements	17-26

## Report of the Trustees

The directors of Writing West Midlands Ltd ("the charitable company") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as its Trustees. The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and 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 (FRS102) (updated 1 January 2019).

The Trustees have pleasure in presenting the charitable company's report and financial statements for the year ended 31 March 2021.

### OBJECTIVES AND ACTIVITIES

The objects of the Charity, as set out in its Memorandum and Articles of Association, are to advance education in the arts for the public benefit by promotion of creative writing, in particular but not exclusively in the UK's West Midlands region.

To achieve these objects we have a series of **Objectives**, as follows:

**Workforce/Talent Development** - Workforce/Talent Development activities develop the skills and talents of creative writers in all genres and forms.

**Artform/Sector Development** - Artform/Sector Development activities challenge and support the literature sector to develop the highest quality of creative writing.

**Participation/Market Development** - Participation/Market Development activities encourage emerging and established writers to participate in opportunities created or signposted.

**Audience/Readership Development** - Audience/Readership Development activities develop audiences/readers for new writers and their work.

**Young People Engagement** - Young People Engagement activities offer children and young people the opportunity to develop as creative writers.

**Regional Development** - Regional Development activities promote writing in the West Midlands in partnership with national and international organisations.

**National/International Development** - National and International Development activities develop the national offer for literature development and create opportunities for our writers to work beyond the UK.

**Organisational Development** - Organisational Development activities improve the way we run our organisation, including developing staff, volunteers and our Board of Trustees.

Our pursuit of these **Objectives** is informed by our commitment to Arts Council England's Let's Create Strategy and its Investment Principles. **Objectives** are delivered through activities across four main areas of work, along with work to support our Governance, Management and Organisational Development. These four areas of work and their activities are as follows:



## **Report of the Trustees (continued)**

### **Writer Development**

We support emerging and established writers with a programme of events and activities. This includes our annual writer networking conference (The National Writers' Conference), our Room 204 Writer Development Scheme and regular one-to-one advice and guidance sessions. We offer universities bespoke Creative Writing Career Seminars for their students.

We run a year-round programme of writing workshops and short-courses and other creative writing activities, including commissions. We work with other organisations, for instance the British Council, to create commissioning opportunities for writers. We make links with writing communities outside the UK to develop opportunities for writers in our region. We also run regional networks of university creative writing courses, literary translators and independent literary publishers.

### **Young Writers**

We work with children and young people to develop their interest in creative writing, largely through out of school activities but also in partnership with schools. This includes running our network of Spark Young Writers' Groups, arranging creative writing workshops in schools, publishing an online creative writing magazine for young writers and running our Spark Young Writers' Summer Writing Challenge.

We are a partner in READ ON!, a programme to support young people's engagement with creative writing and reading, funded through the European Union's Creative Europe programme from 2017 to 2021.

### **Festival & Events**

We develop audiences/readers for emerging and established writers and their work. This includes a literature festival – the Birmingham Literature Festival - and year-round events, in Birmingham and across the region. We work with partners to support other festivals, for instance the Contains Strong Language Coventry 2021 Festival. We also run a regional network of literature festival producers and provide on-going advice and guidance to other event organisers.

### **Reader Development**

We manage the West Midlands Readers' Network, an Arts Council England funded project that works with readers groups, public libraries and independent bookshops to provide support for 'creative reading'. This includes an annual online conference for public library and independent bookshop staff, a short story commissioning programme and an events programme for readers groups.

### **Governance, Management & Organisational Development**

We work constantly to improve the ways in which our organisation is governed, managed and organised. This includes offering training for staff, for volunteers and for our Board of Trustees, regular updating of our policies and systems, including our financial management and IT management.



## Report of the Trustees (continued)

When reviewing and planning activities over the year, Trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'. In order to broaden access and achieve our stated aims we set costs of attendance and participation at the lowest possible level and offer many events, activities and services at no cost.

### ACHIEVEMENTS AND PERFORMANCE

The period of this Report was entirely within the Covid-19 pandemic which considerably impacted on our work.

#### Writer Development

Our Writer Development work focussed on emerging writers requiring a range of support to develop and sustain their creative careers. This work included on-going sign-posting through social media, public events, training and one to one mentoring for those on our Room 204 Writer Development Scheme and others. This work was intensified from mid-March 2020 to assist writers in withstanding the professional and personal impact of the Covid-19 pandemic.

#### *Room 204 Writer Development Programme & One to One Mentoring*

All Room 204 activity took place online or by telephone. A further 15 emerging writers joined our Room 204 Writer Development Programme, selected from 155 applications, bringing the membership up to 143, including people from all 14 West Midlands local authority areas in the region. The Programme offered workshops, a creative writing critiquing scheme, one to one career mentoring and free entrance to our 2021 National Writers' Conference (for those newly joined).

Existing participants in the Programme continued to receive one to one mentoring and in response to the Covid-19 pandemic, our Chief Executive attempted to make contact with all Room 204 writers, offering additional one to one time and offering free use of our IT support contractors to assist with writers beginning to work online. The Room 204 Programme is unique in offering permanent and ongoing support to those who are selected to join. 100% of those on the Programme indicated a satisfaction level of good or excellent. One to one mentoring on all aspects of the writing industry was also offered to other writers and literature professionals and a total of 177 sessions were delivered during the year.

We continued to run a paid for mentoring programme for the regional publisher Nine Arches Press and had a smaller scale and free relationship with The Emma Press. Our work with the Contains Strong Language Coventry 2021 Festival, which began in January 2021, included a programme of writer development activities.

#### *National Writers' Conference, Short Courses & Workshops*

Our annual National Writers' Conference was cancelled because of Covid-19 restrictions. Our programme of short courses and workshops took place online. A total of 1015 people attended 74 training sessions and 1553 hours of training was provided. The satisfaction level for our short courses and workshops was 100% good or excellent.

All other Writer Development Initiatives took place online or by telephone. We recruited the Birmingham Poet Laureate 2020 – 22 (Casey Bailey) and the Birmingham Young Poet Laureate (Fatma Mohiuddin). We managed regional recruitment for writers from disadvantaged backgrounds to receive critical readings ('free reads') of creative writing through The Literacy Consultancy.



## **Report of the Trustees (continued)**

### *Other Writer Development Initiatives*

We were partners in Historic England's 'High Street Tales' project, which commissioned new writing based on the history of Wednesbury High Street. We also commissioned Professor Thomas Glave to run a series of writing workshops responding to the experience of Covid-19, including for writers from the Black community.

We ran Creative Writing Careers Seminars for two universities in the region and ran a network for university creative writing courses in the region. We also ran networks of literary translators and independent literary publishers. We supported our Keele University and Birmingham City University Collaborative Doctoral Research Students as they began their PhDs.

### **Young Writers**

All Young Writers work took place online or by telephone. Our work with young writers from age 8 upwards continued to be central to a significant element of our programme of activities. Most of this work was delivered through our Spark Young Writers Programme and our involvement in the READ ON! Creative Europe project.

#### *Spark Young Writers Groups & Spark Young Writers Summer Writing Challenge*

During the year we initially ran our 22 established Spark Young Writers Groups, although this number was reduced from September 2020 as demand for online activities reduced. We moved our five day Spark Young Writers Summer Writing Challenge online. We launched the Teen Writers Conference, a new initiative to support young people aged 14 to 25 with an interest in making creative writing part of their careers. In total we offered 140 training sessions and 2181 hours of engagement. Attendees at our activities for young writers came from 19 local authority areas, including all West Midlands areas and also other local authority areas. We offered 67 other Spark Young Writers activities (for instance Instagram writing prompts).

### *Publications*

We published three online and one hardcopy editions of our Spark Young Writers Magazine, professionally edited and with contributions from young writers across the region. As part of the READ ON! project we received contributions – in translation where necessary – from young writers working with our partners in Norway, Portugal and Ireland. As part of the same project we published an Anthology of writing selected or commissioned by young people from the West Midlands, Italy, Norway and Portugal.

#### *READ ON!, Creative Europe Project*

Our participation in the Creative Europe funded READ ON! project to support young people's engagement with creative writing and reading continued through 2020/21, although taking place online. This included allowing schools groups to commission short stories from children's writers and production of anthologies of this work. We produced a guide to working with young people in drawing on our work on the READ ON! project and that of our partners.



## **Report of the Trustees (continued)**

### **Festivals & Events**

All our Festival & Events work took place online. Our Festivals and Events work included the Birmingham Literature Festival, the Contains Strong Language Coventry 2021 Festival (preparation for which began in Spring 2020) and some year-round events and related activity.

#### *Birmingham Literature Festival & Year-Round Events*

The Birmingham Literature Festival was refocused from a 10 day in-person event to a series of online events and activities taking place across the financial year, with a focus on events through October 2020. These events and activities included podcasts, livestreamed events, video recorded events and audio commissions. A total of 35 events and activities were presented, with audiences and participants in various forms totalling 6374. 102 writers and other performers were involved.

### **Reader Development**

All Reader Development work took place online or by telephone. We continued our management of the West Midlands Readers' Network programme and ran our first The Librarians' Virtual Toolkit Conference in November 2020, an online version of our The Librarians' Toolkit. This online version was viewed – live and subsequently – by 525 people, including from across the UK and internationally.

The West Midlands Readers' Network continued with a scheme to allow a readers group to commission emerging and established writers to write a short story for their group. Four readers groups took up this opportunity, with a booklet of the short stories due to be published in Autumn 2021. Other online activity for readers groups was promoted, including an intensive one day 'reading salon' focussing on contemporary poetry, a number of online writers visits to readers groups and 'readers in residence' projects.

An application for the West Midlands Readers Network to become a Charitable Incorporated Organisation was submitted to the Charity Commission.

### **FUTURE PLANS**

Our focus will continue on our four main areas of work – Festival & Events, Writer Development, Young Writers and Reader Development. These are all still affected by the impact of the Covid-19 pandemic and we will manage carefully returning to in-person events and try to create hybrid events if possible. The Birmingham Literature Festival will remain a flag-ship project. This will be supplemented by other activities, including our work with The British Council and the conclusion of our involvement in READ ON! Supporting the four regional networks we run will continue to be important as will sustaining and developing our international work.

Our work to support individual writers will continue, with our National Writers' Conference, our Room 204 Writer Development Scheme and our one to one mentoring. Our Short Course and Workshop programme will continue and we will look to broaden the range presented. We will support other on-going writer development initiatives, including The Literacy Agency free-read scheme. All activity will be presented as a combination of online and in-person.



## Report of the Trustees (continued)

Work with children and young people will remain an important and long-term focus. We will continue to run a reduced programme of online and in-person Spark Young Writers Groups and to offer training to our Lead and Assistant Writers. We will present our Spark Young Writers' Summer Writing Challenge online and continue to publish our on-line creative writing magazine for young writers.

Organisationally our main challenge will be to learn to manage delivery both online and in-person while starting to regenerate earned and contributed income. We will consider continuing to invest in poetry activity in Coventry following the Contains Strong Language Coventry 2021 Festival and we will respond to a number of other partnership opportunities currently being offered.

Our various systems, including personnel and financial management and marketing, will be subject to continual development. We are close to adopting a new Customer Relationship Management system for the organisation, which will help streamline how we communicate with many individuals and organisations. We will continue to recruit and train volunteers, particularly for our work with our Spark Young Writers' Groups and our festivals and events.

All our work will continue to be affected by the Covid-19 pandemic, although we anticipate that our ability to migrate work on to digital platforms will help us to continue to offer a full range of events and activities to writers. We will continue to work with individual writers, particularly through our one to one mentoring and especially for those who may be vulnerable for various reasons as a result of the pandemic.

### FINANCIAL REVIEW

A surplus of £40,467 (2020 £30,811) was reported for the year. This increased total funds as at 31 March 2021, which now stand at £244,191 compared to £203,724 at the prior period end. While we experienced a reduction in earned income, this was more than matched by a considerable reduction in activity costs due to activities transferring to online platforms. Cancelling our National Writers Conference, running our Spark Young Writers work on line and our Birmingham Literature Festival online, all reduced costs. We also continued to benefit from posting a portion of our staff time spent on our Spark Young Writers programme against the *READ ON!* project.

### Reserves policy and risks

The Charity is constantly reviewing its cost base and implementing efficiencies with a view to maintaining liquid reserves to the equivalent of the level of annual funding from Arts Council England, a figure of £184K. The free reserves as at 31 March 2021 which were £239,360, are higher than currently recommended by the reserves policy, although given the potential impact of the Covid-19 pandemic it is likely that the reserves level will be increased by the Finance & Resources Sub-Committee.

### Going Concern

The Trustees have reviewed the long-term viability of the Charity on a regular basis, particularly in light of the impact of the Covid-19 pandemic. The 2020/2021 year has demonstrated that much work can be delivered on digital platforms and that reductions in income has been generally more than matched by reductions in costs. In addition, Arts Council England have confirmed their intention to extend their current funding agreement period by one year, to March 2024, with, therefore, an additional year's funding at existing levels. This, together with the high level of reserves and the Charity's ability to function despite Covid-19 pandemic restrictions, has led the Trustees to feel confident that the Charity is a Going Concern with very modest risks over the next three years.



## **Report of the Trustees (continued)**

### **Risk management statement**

The Trustees have continued to work on the development of its risk management strategy which has included an annual review of the risks that the charity may face. The Trustees have continued working on formalising the documentation of systems and procedures in place to mitigate those risks identified in the review and implementing any required further procedures designed to minimise any potential impact on the charity should the risks materialise.

The key risks and uncertainties that have been identified and are being managed are:

- Personnel – loss of key staff, poor management of staff, impact of Covid-19
- Governance – lack of appropriate trustee-level skills, poor reporting to Trustees
- Artistic Programme & Policy – low artistic quality, poor diversity levels, impact of Covid-19
- Delivery – inappropriate venues, poor marketing, impact of Covid-19
- Financial – key funding not forthcoming, low contributed income
- Systems – poor IT management, failure of systems
- Child Protection – poor child-safeguarding policy implementation

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Governing Document**

Writing West Midlands Limited is a company limited by guarantee and was registered as a charity on 15 June 2012. The Charitable Company is governed by its Memorandum and Articles of Association which were adopted by the Board of Trustees on 13 March 2012.

### **Appointment of Trustees, induction & training**

New Trustees are appointed by invitation to join the Board given that they have the necessary skills and experience to contribute to the Trust's activities and to be able to discharge their obligations as Trustees. Prospective new Trustees meet initially with the Chair and Chief Executive and are then invited to observe a meeting of the Board of Trustees, at which they are given all relevant papers, including financial reports. A document produced by the Charity Commission on the responsibilities of Trustees is also provided. Subject to the prospective Trustee and the Board of Trustees being in favour of membership a Resolution is issued and voted on at a Board Meeting. The two longest serving Trustees are required to submit themselves for re-election annually.

Trustees are encouraged to attend a range of our activities, including the Birmingham Literature Festival and our work with young writers. In addition to attending quarterly Board Meetings and an AGM, Trustees are required to join at least one of our sub-committees (Finance, Personnel, Artistic, Marketing, Contributed Income, Diversity and Young Writers). Trustees are asked to complete a Conflict of Interest Declaration.

## Report of the Trustees (continued)

### REFERENCE AND ADMINISTRATIVE INFORMATION

**Trustees:**

Ms Olwen Brown (nee Dutton) (Chair)  
Professor G Leadbetter  
Ms C Phillips (Trusteeship terminated due to lack of attendance, April 2021)  
Ms Hannah Clifford (resigned 1 October 2021)  
Ms Helen Cross (resigned 1 November 2021)  
Professor Oluwafemi Oyeboade (resigned 1 October 2021)  
Ms M Clarke  
Mr J Roberts  
Dr C Morgan (resigned 12 May 2021)  
Mr GD Bastow  
Dr L Blower  
Ms N Bi

**Company Secretary:**

vacant

**Charity Number:** 1147710

**Company number:** 06264124

**Registered Office:**

Studio 130, Zellig,  
Gibb Street  
Birmingham  
B9 4AT

**Independent Examiner:**

Karen Hanlan, ACA  
Karen Hanlan Independent Examiner Ltd  
12 Waterloo Close  
Wellesbourne  
CV35 9JG

**Bankers:**

The Co-operative Bank p.l.c.  
PO Box 101  
1 Balloon Street  
Manchester  
M60 4EP

Approved by the Board and signed on its behalf by:



Olwen Brown  
Trustee

Date: 10<sup>th</sup> November 2021



## **Statement of Trustees' responsibilities**

The Trustees are required to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the surplus or deficit incurred by the charitable company for that year. In preparing those financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the accounts; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to exist.

The Trustees have overall responsibility for ensuring that the charitable company has an appropriate system of controls, financial and otherwise.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy, at any time, the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities and to provide reasonable assurance that:

- the charitable company is operating efficiently and effectively;
- its assets are safeguarded against un-authorised use or disposition;
- proper records are maintained, and financial information used within the charity or for publication is reliable;
- the charitable company complies with relevant laws and regulations.

## Independent Examiner's Report to the Trustees of Writing West Midlands Ltd ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2021 which are set out on pages 13 to 26.

### Responsibilities and basis of report

As the charity 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 Company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

### Independent examiner's statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

- 1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2) the accounts do not accord with those records; or
- 3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
- 4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

I have no concerns and have come across no 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.



Karen Hanlan,  
Member of Institute of Chartered Accountants England & Wales  
Karen Hanlan Independent Examiner Ltd  
12 Waterloo Close  
Wellesbourne  
Warwickshire  
CV35 9JG

Date: 10<sup>th</sup> November 2021



Writing West Midlands Ltd  
Financial Statements  
for the year ended 31 March 2021

**Statement of Financial Activities (including an Income & Expenditure Account)**

		Un- restricted funds 2021	Restricted funds 2021	Total 2021	Total 2020
<b>Income from:</b>	<b>Note</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Donations and legacies	1	194,803	1,000	195,803	199,076
Charitable Activities	2	37,808	44,143	81,951	140,175
Trading Activities	3	840	-	840	6,700
Investments – bank interest		991	-	991	1,571
<b>Total income</b>		<b>234,442</b>	<b>45,143</b>	<b>279,585</b>	<b>347,522</b>
<b>Expenditure on:</b>					
Raising funds	4	16,236	-	16,236	16,075
Charitable activities	5	172,899	49,983	222,882	300,636
<b>Total Expenditure</b>		<b>189,135</b>	<b>49,983</b>	<b>239,118</b>	<b>316,711</b>
<b>Net income/(expenditure) and net movement in funds for year</b>		<b>45,307</b>	<b>(4,840)</b>	<b>40,467</b>	<b>30,811</b>
<b>Reconciliation of funds</b>					
Total funds brought forward		199,864	3,860	203,724	172,913
Transfer of funds		(2,040)	2,040	-	-
<b>Total funds carried forward</b>		<b>243,131</b>	<b>1,060</b>	<b>244,191</b>	<b>203,724</b>

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

Writing West Midlands Ltd  
Financial Statements  
for the year ended 31 March 2021

## Balance sheet

Company registered number 06264124		Notes	2021 £	2020 £
<b>Fixed Assets</b>				
Tangible assets	9		<u>771</u>	1,379
<b>Current Assets</b>				
Debtors	10		73,619	11,103
Cash at bank and in hand			<u>298,772</u>	296,221
			<b>372,391</b>	307,324
<b>Current Liabilities</b>				
Creditors: amounts falling due within one year	11		<b>(128,971)</b>	(104,979)
Net current assets			<u>243,420</u>	202,345
<b>Net assets</b>			<u><b>244,191</b></u>	203,724
<b>The funds of the Charity:</b>				
Restricted Funds	12		1,060	3,860
Unrestricted Funds	12		<u>243,131</u>	199,864
<b>Total charity funds</b>			<u><b>244,191</b></u>	<u><b>203,724</b></u>

The accompanying accounting policies and notes form part of these financial statements.

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

Responsibilities of directors/Trustees:

(a) The members have not required the charitable company to obtain an audit of its financial statements for the year in question in accordance with section 476 of the Companies Act 2006 - however, in accordance with section 145 of the Charities Act 2011 the financial statements have been examined by an independent examiner whose report appears on page 12.

(b) The directors/Trustees acknowledge their responsibility for complying with the requirements of the Companies Act with respect to accounting records and the preparation of accounts.

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



Approved by the Trustees and signed on their behalf by:  
Olwen Brown, Trustee

Date: 10<sup>th</sup> November 2021



## Principal accounting policies

### Status of the company

The charitable company is limited by guarantee and does not have share capital. The liability of members is limited to £1 per member.

### Basis of preparation

The financial statements have been prepared in accordance with 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 (FRS102) (updated 1 January 2019) - (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and the Companies Act 2006.

Writing West Midlands meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

### Going concern statement

The financial statements have been prepared on a going concern basis which assumes that the Charitable Company will continue to operate. The validity of this assumption is dependent upon the continuance of support from the Charitable Company's key grant funder (Arts Council England), which was confirmed in June 2017 and subsequently ratified in June 2020 with an announcement that regular funding would continue at the agreed level until March 2023, and in response to the progress made by the Charitable Company in pursuing a viable budget including the obtaining of further grants and other funds. The Charitable Company's current business plan shows that the Charitable Company will be able to operate in the foreseeable future. Based on this understanding, the directors believe that it remains appropriate to prepare the financial statements on a going concern basis. The financial statements do not include any adjustments, which would result from the basis of preparation being inappropriate.

### Funds

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations and grants subject to conditions imposed by the provider or by specific terms of the appeal under which the funds were raised. The restrictive conditions are binding upon the Charitable Company.

### Income

Income is recognised when the charitable company has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income relating to future periods, as a result of donor imposed conditions specifying the time period, has been treated as deferred income.

Income dependent on certain conditions, amounting to more than mere administrative requirements, is recognised when the conditions have been fulfilled.



## Principal accounting policies (continued)

### Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charitable company of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP FRS102, general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charitable company which is the amount the charitable company would have been willing to pay to obtain the services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

### Interest receivable

Bank interest is shown on the basis of amounts receivable in the year.

### Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charitable company to the expenditure. All expenditure is accounted for on an accruals basis. Expenditure is classified under the following activity headings:

- Costs of raising funds comprises the costs of staff time, publicity and other costs associated with raising income and includes an allocation of associated support & governance costs.
- Expenditure on charitable activities includes the costs of festivals and events, Writer Development and Young Writers programmes undertaken to further the purposes of the charity and their associated support & governance costs.

### Allocation of support costs

Support costs are those functions that assist the work of the charitable company but do not directly undertake charitable activities. Support costs include office costs, finance, personnel, payroll and governance costs which support the charities activities. These costs have been allocated between costs of raising funds and expenditure on charitable activities and have been allocated based on the amount of time spent by staff on each area of activity.

### Tangible fixed assets

Depreciation is provided at a rate calculated to write off the cost on a straight line basis over a period of less than the estimated useful life of the assets as follows:

Computer equipment, Office equipment & furniture	33% per annum
Fixed asset purchases above £500 are capitalised.	

### Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits repayable on within a three month notice period.

### Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.



## Principal accounting policies (continued)

### Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

### Taxation

As a registered charity no provision is considered necessary for taxation.

### Pension costs

The charity contributes into a Group Personal Pension Plan for employees. This pension plan is defined contribution in nature and as required under FRS102 the annual cost is recognised as incurred and included in the Statement of Financial Activities.

## Notes to the financial statements

### 1. Income from donations and legacies

	2021 £	2020 £
<b>Un-restricted:</b>		
Arts Council England – National Portfolio Funding	184,375	181,044
Donations (Including Friends)	428	707
Gifts in kind	-	13,250
Grants – Birmingham City Council COVID relief	10,000	-
Total un-restricted grants & donations	194,803	195,001
<b>Restricted grants:</b>		
Grimmitt Trust	1,000	1,000
Grantham Yorke Trust	-	1,275
University of Birmingham	-	800
The Cadbury Family Trust	-	1,000
Total restricted grants	1,000	4,075
<b>Total income from donations and legacies</b>	<b>195,803</b>	<b>199,076</b>

Gifts in kind relate to donated facilities and services provided by other organisations to enable Writing West Midlands to carry out its activities. They comprise venue costs in relation to events and workshops. Due to a lack of external activities in 2020/21 there were no such gifts in that year.

## Notes to the financial statements (continued)

### 2. Income from charitable activities

	2021	2020
	£	£
<b>Restricted grants:</b>		
Arts Council England - Catalyst Arts Funding – Capacity Building	-	1,590
Authors' Licensing & Collecting Society	-	2,250
EU- Creative Europe Project	38,233	41,365
Coventry City of Culture & The British Council	5,910	-
Total restricted grants	<b>44,143</b>	45,205
<b>Un-restricted income:</b>		
Arts Council England - Catalyst Arts Funding – Match funding	-	9,386
Festivals & events	1,849	38,832
Sale of books & merchandise	-	1,268
Writer development	19,418	21,359
Work with Young Writers & schools	9,741	12,338
Other earned income	6,800	11,787
Total un-restricted income	<b>37,808</b>	94,970
<b>Total income from Charitable Activities</b>	<b>81,951</b>	140,175

### 3. Income from trading activities

Income from trading activities relates to sponsorship from organisations supporting the Birmingham Literature Festival and other events and workshops.

### 4. Analysis of expenditure on raising funds

	2021	2020
	£	£
Staff costs	10,293	9,832
Printing, publicity & marketing costs	357	1,406
Allocation of support costs	4,621	4,031
Allocation of governance costs	965	806
Total cost of raising funds	<b>16,236</b>	16,075



## Notes to the financial statements (continued)

### 5. Analysis of expenditure on charitable activities

	Festivals & Events	Writer development	Young Writers	2021 Total
	£	£	£	£
Direct venue and production costs	6,502	8,858	2,355	17,715
Direct writers' fees and expenses	5,247	5,553	18,903	29,703
Direct production costs of READ ON project	-	-	18,519	18,519
Coventry City of Culture Contains Strong Language Festival	5,100	-	-	5,100
Bursaries	-	2,125	-	2,125
Marketing, printing & publicity	5,003	715	1,072	6,790
Staff costs	36,677	18,657	32,218	87,552
Support costs	19,396	7,986	18,426	45,808
Governance costs	4,051	1,669	3,850	9,570
<b>Total 2020/21</b>	<b>81,976</b>	<b>45,563</b>	<b>95,343</b>	<b>222,882</b>

Expenditure on charitable activities includes £172,899 (2020: £250,664) relating to un-restricted funds and £49,983 (2020: £49,972) relating to restricted funds. Direct venue and production costs includes gifts in kind of £nil (2020: £13,250) in relation to venues provided for Young Writers Groups, the conference and summer schools free of charge. Support & governance costs have been allocated across activity categories in accordance with time spent by staff in those areas.

	Festivals & Events	Writer development	Young Writers	2020 Total
	£	£	£	£
Direct venue and production costs	17,808	17,532	2,959	38,299
Direct writers fees and expenses	25,406	12,784	32,654	70,844
Direct production costs of READ ON project	-	-	22,525	22,525
Freelancers fees	7,000	-	-	7,000
Marketing, printing & publicity	16,819	2,401	3,604	22,824
Staff costs	32,372	19,851	32,046	84,269
Support costs	22,245	7,863	15,626	45,734
Governance costs	4,446	1,572	3,123	9,141
<b>Total 2019/20</b>	<b>126,096</b>	<b>62,003</b>	<b>112,537</b>	<b>300,636</b>

## Notes to the financial statements (continued)

### 6. Analysis of support and governance costs

	Support costs	Governance costs	2021 Total
	£	£	£
Staff costs	9,579	7,990	17,569
Staff training, travel & subsistence	401	-	401
Office costs	25,368	-	25,368
New website development	6,000	-	6,000
Depreciation	609	-	609
Accountancy fees	8,472	942	9,414
Legal & professional fees	-	53	53
Independent Examiners fees	-	1,550	1,550
<b>Total 2019/20</b>	<b>50,429</b>	<b>10,535</b>	<b>60,964</b>

  

	Support costs	Governance costs	2020 Total
	£	£	£
Staff costs	9,174	7,635	16,809
Staff training, travel & subsistence	5,485	-	5,485
Office costs	27,318	-	27,318
Depreciation	372	-	372
Accountancy fees	7,416	824	8,240
Legal fees	-	13	13
Independent Examiners fees	-	1,475	1,475
<b>Total 2019/20</b>	<b>49,765</b>	<b>9,947</b>	<b>59,712</b>

### 7. Net expenditure for the year

	2021	2020
	£	£
Net expenditure for the year is stated after charging:		
Depreciation	609	372
Independent examiners fees -		
Independent examination	1,200	1,200
Accountancy services	350	375



## Notes to the financial statements (continued)

### 8. Analysis of staff costs, trustee remuneration and expenses

	2021	2020
	£	£
Salaries	106,685	103,266
National Insurance	4,178	4,866
Pension	4,551	2,778
Total	<u>115,414</u>	<u>110,910</u>

### Staff Numbers

	Number	Number
Average number of full-time equivalent excluding Trustees	<u>3.4</u>	<u>3.4</u>

No employees had employee benefits in excess of £60,000 (2020: nil).

The charitable company's trustees were not paid or received any other benefits from employment with the charity in the year. No Trustee expenses were reimbursed during the year (2020: £nil).

The key management personnel of the charity comprise the trustees and the Chief Executive. Trustees receive no remuneration or other benefits from the charity. The remuneration of key management personnel (including pension contributions) for the year was £38,262 (2020: £36,933).

Writing West Midlands Ltd  
Financial Statements  
for the year ended 31 March 2021

## Notes to the financial statements (continued)

### 9. Tangible fixed assets

	Computer Equipment £	Furniture, Fixture, & Fittings £	Total £
<b>Cost</b>			
At beginning of year	12,947	1,615	14,562
Additions	-	-	-
At end of year	12,947	1,615	14,562
<b>Depreciation</b>			
At beginning of year	11,568	1,615	13,183
Charge for the year	608	-	608
At end of year	12,176	1,615	13,791
<b>Net Book Value</b>			
At 31 March 2021	771	-	771
At 31 March 2020	1,379	-	1,379

### 10. Debtors

	2021 £	2020 £
Trade debtors	67,141	3,793
Other debtors	2,893	3,408
Prepayments	3,585	3,902
	<b>73,619</b>	<b>11,103</b>



## Notes to the financial statements (continued)

### 11. Creditors: amounts falling due within one year

	2021	2020
	£	£
Trade creditors	14,119	8,615
Taxation and social security	2,437	2,256
Deferred income	110,095	92,104
Accruals	2,320	2,004
	<b>128,971</b>	<b>104,979</b>

Deferred income:	2021	2020
	£	£
Balance brought forward	92,104	37,080
Transferred to statement of financial activities	(40,491)	(47,235)
Deferred in year	58,482	102,259
	<b>110,095</b>	<b>92,104</b>

Deferred income relates to grants and fees received in advance of the period to which they relate.

### 12. Funds

2020/21	Balance at beginning of year £	Income £	Expenditure £	Transfers £	Balance at end of year £
<b>Restricted funds</b>					
Authors' Licensing & Collecting Society	2,250	-	-	-	2,250
Tindal Street Press	1,610	-	(1,610)	-	-
Contains Strong Language Festival	-	5,910	(7,100)	-	(1,190)
EU- Creative Europe Project	-	38,233	(40,273)	2,040	-
Grimmitt Trust towards Young Writers Groups	-	1,000	(1,000)	-	-
	<b>3,860</b>	<b>45,143</b>	<b>(49,983)</b>	<b>2,040</b>	<b>1,060</b>
<b>Unrestricted funds</b>					
General fund	199,864	234,442	(189,135)	(2,040)	243,131
Total	<b>203,724</b>	<b>279,585</b>	<b>(239,118)</b>	<b>-</b>	<b>244,191</b>

Authors' Licensing & Collecting Society – Funding received to support attendance at the National Writers' Conference for Room 204 participants. The 2020 conference was postponed due to Covid-19. Funding will support attendance at the 2021 conference.

Tindall Street Press – Payment received on winding down of Tindal Street Press to be used for a future literary prize. It was agreed during the year to pay the funds to Tindal Street Fiction Group (who had originally founded the Press) to help them publish a book to celebrate 40 years of their work.

## Notes to the financial statements (continued)

Contains Strong Language Festival – Funded by the Arts Council England, Coventry City of Culture Trust and the British Council for events in 2021 as part of Coventry's City of Culture.

EU –Creative Europe Project – READ ON, a Creative Europe funded project with seven international partners, developed to encourage young people aged 12 to 19 to engage with Creative Writing and Creative Reading, and taking place between June 2017 and August 2021. Following delays due to Covid-19 this has been extended to November 2021.

2019/20	Balance at beginning of year £	Income £	Expenditure £	Balance at end of year £
<b>Restricted funds</b>				
Authors' Licensing & Collecting Society	-	2,250	-	<b>2,250</b>
Arts Council Catalyst funding	5,725	1,590	(7,315)	-
Tindal Street Press	1,610	-	-	<b>1,610</b>
The British Council	4,532	-	(4,532)	-
EU- Creative Europe Project	-	41,365	(41,365)	-
Various Trusts towards Young Writers Groups	-	4,075	(4,075)	-
	<u>11,867</u>	<u>49,280</u>	<u>(57,287)</u>	<u><b>3,860</b></u>
<b>Unrestricted funds</b>				
General fund	161,046	298,242	(259,424)	<b>199,864</b>
Total	<u>172,913</u>	<u>347,522</u>	<u>(316,711)</u>	<u><b>203,724</b></u>

Arts Council Catalyst Funding – Funding received to build capacity for securing of contributed income in the future.  
The British Council – Funding received to run a writer commissioning programme with Punctum Magazine in Latvia.

### 13. Analysis of net assets between funds

2020/21	Un- restricted £	Restricted £	Total £
Fixed assets	<b>771</b>	-	<b>771</b>
Debtors	<b>73,619</b>	-	<b>73,619</b>
Cash at bank and in hand	<b>191,609</b>	<b>107,163</b>	<b>298,772</b>
Creditors	<b>(25,868)</b>	<b>(103,103)</b>	<b>(128,971)</b>
Funds	<u><b>240,131</b></u>	<u><b>4,060</b></u>	<u><b>244,191</b></u>



## Notes to the financial statements (continued)

2019/20	Un- restricted £	Restricted £	Total £
Fixed assets	1,379	-	1,379
Debtors	11,103	-	11,103
Cash at bank and in hand	202,515	93,706	296,221
Creditors	(15,133)	(89,846)	(104,979)
Funds	199,864	3,860	203,724

### 14. Related party transactions

Fees & expenses were paid to three Trustees for services provided to train writers to work with children and to lead creative writing workshops and short courses, as follows:

H Cross	£1,450	(2020: £750)
G Leadbetter	£nil	(2020: £500)
G Bastow	£100	(2020: £nil)

Midland Creative Projects Limited, a Company owned and controlled by the Chief Executive, paid Writing West Midlands £nil (2020: £5,625) for its involvement with the 2019/20 Common People Writer Development Programme. In addition, total expenses of £455.28 (2020: £357.56) were reimbursed to Midland Creative Projects relating to expenditure incurred on behalf of Writing West Midlands.

The Articles of Association allow payments to Trustees for the supply of services in connection with the charitable company's charitable activities.

### 15. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows

Expiring:	2021 £	2020 £
- Within one year	-	14,010
- Between two and five years	-	-

### 16. Controlling Interests

The charity is controlled by the Trustees.

## Notes to the financial statements (continued)

### 17. Prior year comparative Statement of Financial Activities

	Un- restricted funds 2020	Restricted funds 2020	Total 2020
<b>Income from:</b>	£	£	£
Donations and legacies	195,001	4,075	199,076
Charitable Activities	94,970	45,205	140,175
Trading Activities	6,700	-	6,700
Investments	1,571	-	1,571
<b>Total income</b>	<b>298,242</b>	<b>49,280</b>	<b>347,522</b>
<b>Expenditure on:</b>			
Raising funds	8,760	7,315	16,075
Charitable activities	250,664	49,972	300,636
<b>Total Expenditure</b>	<b>259,424</b>	<b>57,287</b>	<b>316,711</b>
<b>Net income/(expenditure) and net movement in funds for year</b>	<b>38,818</b>	<b>(8,007)</b>	<b>30,811</b>
<b>Reconciliation of funds</b>			
Total funds brought forward	161,046	11,867	172,913
<b>Total funds carried forward</b>	<b>199,864</b>	<b>3,860</b>	<b>203,724</b>