

Registered number: 08117915
Charity number: 1149979

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

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THE AUDIENCE AGENCY
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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 30 MARCH 2022

Trustees	A Adewunmi L Crompton-Reid T Hornsby (resigned 26 May 2021) C Lawrence (appointed 26 May 2021) M Locke, Chair Dr C Michaels S Parker, Vice Chair R Paterson A Rivett (resigned 29 September 2021) S Said (appointed 25 May 2022) R Saphra (appointed 30 September 2021) A Singh (appointed 26 May 2021) S Slee (appointed 25 May 2022)
Company registered number	08117915
Charity registered number	1149979
Registered office	The Whitehouse Wilderspool Business Park Greenalls Avenue Stockton Heath Warrington WA4 6HL
Independent auditor	Cooper Parry Group Limited Chartered Accountants Statutory Auditor 4th Floor Two Chamberlain Square Birmingham West Midlands B3 3AX
Bankers	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
Solicitors	Primas Law The Whitehouse Wilderspool Business Park Greenalls Avenue Stockton Heath WA4 6HL

THE AUDIENCE AGENCY
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TRUSTEES' REPORT
FOR THE YEAR ENDED 30 MARCH 2022

The Trustees are pleased to present their annual trustees' report together with the consolidated financial statements of the charity and its subsidiary for the year ended 31 March 2022. These are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, 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 effective 1 January 2019).

Mission, Purpose & Public Benefit

We believe that taking part in cultural activities and having opportunities to exercise our creativity are important to our wellbeing and personal resilience. Equitable access to these opportunities is important in building a fairer society, stronger communities, equitable regeneration and positive civic change. The experience of the pandemic has heightened these issues – making human needs more obvious while opening the gap between those who do and do not benefit from state-supported and commercial culture and creative participation.

Cultural and creative service-providers can achieve more and more equitably through confident insight-driven strategy, people-centred approaches, innovation, co-operation and ethical use of data.

Our purpose is to foster these approaches with our data, insight and knowledge to help:

- reach more people and address equality of access
- offer more relevant creative opportunities
- build more creative places

Values

People First: We seek to be user-centred, to promote audience-centred approaches, and to put our own people first. We support organisations to do more with and for people furthest from opportunity.

Open & Accessible: We seek to be inclusive and respectful of difference in our work with audiences, clients and staff. We prioritise work to enable cultural activity to be more inclusive. We are committed to open data principles.

Connected: Working collaboratively across our network to increase impact and shared learning.

Trustworthy: We aim to be transparent and accurate, to act with confidentiality and strive for robust results. Our commitment to quality is reflected in our charter and processes.

Our Activities & Impacts

We deliver

- Consultancy, audience and community research. We have a nationwide team of specialists who support organisations, consortia and local agencies to understand and respond to their communities' needs in live and digital settings.
- "Audience Finder", a national audience data and development tool-kit sharing audience data from over 700 cultural organisations and making the datasets widely available and practically applicable through analytics and a wrap-around customer service.

We enable organisations to engage larger and more diverse audiences and to improve their impact and

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 30 MARCH 2022

resilience. The ultimate objective is to widen public access and increase the nation's participation in the arts and other cultural activities.

Our wholly owned subsidiary, The Audience Agency Services, is a Tech4Good enterprise offering commercial advisory, design and project management services to support Research & Development and other innovation in the creative industry.

Our activities help organisations and policymakers tackle a wide variety of barriers to the arts and culture - such as the lack of relevance, affordability, user-voice and other factors linked to social inequality. We also support organisations to develop their engagement skills and capacity to connect more effectively - including digital leadership, data informed decision-making, the latest consumer research, action research and user-centred design.

Public Benefit

The Audience Agency helps the cultural sector to increase its relevance and resilience through the delivery of a range of services which include:

- Bespoke consultancy and audience and community research, to help organisations, consortia and local agencies to develop their strategies.
- Development and implementation of the world-first "Audience Finder" service, sharing audience data from over 800 cultural organisations and making the data-sets widely available and practically applicable through software, analytics and a wrap-around customer service.

We enable organisations to engage larger and more diverse audiences and improve their impact and resilience with the ultimate objective to widen public access and increase the nation's participation in the arts and other cultural activities.

Our activities help organisations and policy-takers tackle a wide variety of barriers to the arts and culture - such as financial affordability, social inequality and other socio-economic factors.

The trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on Public Benefit, Charities and Public Benefit.

Beneficiaries of our service

Our work directly supports cultural organisations, agencies and practitioners to engage more effectively with the general public. We also support community organisations with cultural strategy and work with local, national and international policymakers to improve the conditions for engagement. We provided a resource or service to over 1,200 cultural organisations in the period.

We remain committed to being accessible to the widest variety of arts and cultural organisations and have developed our business model to enable us to provide to all a regular feed of current audience trends and information. We also use funds to subsidise affordable services to smaller charities and those with limited resources, while still making an impact on the largest cultural institutions in England with the biggest audience reach. We work with theatres, concert halls, arts centres, performing arts companies, galleries, orchestras, outdoor festivals and site-specific producers, participatory arts, museums, heritage organisations and local authorities.

We continue to develop our work to support those at the forefront of the stand against inequality, those promoting diversity and grassroots community initiatives.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 30 MARCH 2022

Achievements and Performance

TAA produced a four-year strategy in 2018. The Trustees have reviewed the activities and plans each year to ensure that the charity remains focused on its core purpose and on track to achieve its ambitions.

The 2021/22 Business Plan was presented to the Board in May 2021. It proposed a number of new directions in response to changes in the landscape, the learning over lockdown and legacy improvements disrupted by COVID in 2020 and set out 3 key priorities for the year:

- To futureproof the Audience Finder platform to enable it to survive a variety of financial scenarios by putting it forefront of relevant technology and at the centre of an international learning alliance.
- To ensure our growing advice and insight services are sustainable, making our data and resources easily available in support of better, more inclusive creative engagement and regeneration.
- To empower our staff to enable them to offer leadership to the sector to make the most of our matrix of partnerships and relationships to deliver purpose and impact.

Our aim during 21/22 was to empower and support creative and cultural organisations to become more relevant and dynamic by adopting more audience-focused and community-responsive ways of working. Our ambition was to “build back better”, for a post-pandemic world which continued to be challenging for our stakeholders in the cultural and creative industries. The emphasis of our work was therefore on enabling recovery and regeneration – for individual organisations, consortia and local authorities as well as the communities they serve. Our activities helped them use insight and evidence to get closer to their audiences, understand and address inequalities and consider new business models.

With the support of the Arts Council of England, Creative Scotland and Arts Council of Wales, we continued to develop Audience Finder, the UK’s leading audience insight tool, and to support more than 1000 organisations across those three countries in helping them use and apply the insights from the tool. Back-end developments included the integration of the Digital Audiences Survey (developed during the pandemic) into Audience Finder, and the construction of a shared library of survey questions, created to align with international standards, raising the potential for international benchmarking in future.

Responding to user needs and feedback, we developed a new on-line forum to supplement the existing Help Desk and 1:1 support. This offered a space to interact with other users and arts professionals with similar interests as part of a peer network. We also continued our well-attended and highly rated on-line events focused on specific art forms, such as Libraries and Literary organisations, touring companies, Classical Music and Outdoors Art and Festivals.

We continued our delivery of free events (webinars and training sessions), introducing a new event, TEA Break (Thinking Evidence and Audience events).

**Our free events and webinars
attracted over 2,500 cultural
sector participants during the
year.**

With increasing policy focus on levelling up and a place-based approach to creativity and culture, we launched a series of locally-based briefings, to help organisations develop a better understanding of their place and community and plan new strategies accordingly, individually or collaboratively. These events were held in Cumbria/Lancaster, East Midlands, Hampshire, Tyne and Wear, West of England and East London.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 30 MARCH 2022

During the year, we launched the updated 'Audience Spectrum', a tool which segments the whole population by their attitudes to culture and by what they like to see and do. This introduced a new layer of sub-segments to help target organisations more accurately as well as new information on habits and preferences, like digital engagement.

We also continued with the 'Cultural Participation Monitor', a longitudinal ongoing survey of changing views about participating in creative and cultural activities through the pandemic and beyond. Wave 6 (Spring 2022) was specifically focused on disabled audiences.

Demand for our paid for services remained high. In addition to projects with individual organisations of all sizes, supporting on audience development and engagement, and evaluation, we were successful in securing a number of significant projects, including Manchester International Festival 2021 evaluation, Leeds 2023 (Year of Culture) Evaluation, Commonwealth Games and Festival 2022 Evaluation, Houses of Parliament public engagement segmentation, and work with the British Council on a peer and collaborative learning project.

Globally Connected was a project with the British Council supporting them to develop digital knowledge share and collaborative peer learning to connect cultural heritage pioneers across the world.

Digitally Democratising Archives, funded by the National Lottery Heritage Fund, upskilled the archive sector in engaging and empowering communities to add their voice to the historic record.

Financial review

TAA's financial objective is to ensure financial stability and continued solvency year on year to enable it to pursue its aims and objectives. The aim is also to increase its level of free reserves (see reserves policy below).

For the financial period 2021/22, the total group income was £3.24m, a 13% increase over the previous financial year (£2.85m). Expenditure was £3.03m, a 21% increase over the previous year (£2.5m). The group produced an end of year surplus of £203k which meant that the unrestricted reserves to be carried forward were £1.363m (see reserves section below).

The financial performance was strong, given the continuing impact of Covid-19 on the sector as a whole, even considering the £162k funding received from the Cultural Recovery Fund.

During 2021/22, we continued to invest in the development of the Audience Finder platform. This investment has been recognized in the accounts as a Programme Related Investment, reflecting the importance of the platform as a longer-term asset.

Reserves policy

The Board's policy on reserves is to target a reserve level which is equal to three to six months' projected fixed costs (fixed costs being rent, rates and other running, but not activity costs). This target level of reserves should be free reserves, or money readily realisable, and therefore should not include fixed assets. Where the target level of reserves has been reached, the Board would seek to reinvest those surplus funds in the following

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 30 MARCH 2022

financial year, to support the development of our service to the sector.

At the period end, total unrestricted reserves were £1.363m which included £483k of fixed assets. Free reserves were therefore £880k. Our most recent calculation is that three months' running costs would be approximately £800k.

Risk Management

The Board regularly reviews and assesses the risks to which TAA may be exposed. A risk register identifies those risks and actions agreed to mitigate them. Each Board meeting highlights the key issues and risks facing each of the Business Units and for TAA as a whole.

The identified high-level risks at the end of March 2022 were:

RISK	MITIGATION
Uncertain cultural and creative sector environment	Build on agile user-centred practices and processes Close monitoring marketing strategy/ focused business development
Margins flatline/decrease	Review pricing model Measure and track budgeting and attribution Productise. Build in flex through associate network
Reduction/removal of major funding stream	Continued diversification of income Continued international collaboration
Weak Cash Flow	Weekly cashflow review Budgets developed to generate higher net surpluses Resilience and Recovery loan (April 2021)
Insufficient capacity or capability/loss of skills	Continuous review of priorities Flexible resourcing options Focus on wellbeing and flexible working practices

Plans for the future

While the pandemic appears to be over, the impact remains and there is still a large amount of uncertainty within the sector. Audience behaviour continues to be affected. Going into next year, we know that our funding from Arts Council of England will be reduced, as we will not be continuing to provide a funded data-insights service to the sector. Therefore we are planning that a higher percentage of our income will come from earned income sources, from sales of products and bespoke consultancy and research.

What is clear is the importance that data, evidence and insight will play on the development of the sector; feedback from users has reinforced to us the key role that TAA can continue to play in enabling organisations to fully understand their audiences and communities. Our agile approach to service and product development means we will apply continuous learning to ensure the service we deliver remains relevant to the sector.

Our objectives will remain largely unchanged with small changes in focus:

1. To enable the recovery, dynamism, ambition and inclusivity of our stakeholders through the launch and delivery of a relevant, user-tested and future-facing suite of services.
2. To lead thinking on the changing needs of communities and audiences, people-centred practice and the use of data and research in this field.
3. To develop a working culture which promotes and supports staff wellbeing and inclusive talent progression and development.

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FOR THE YEAR ENDED 30 MARCH 2022

4. To increase our reserves - through additional investment, growth in sales and margin and increased efficiency (systems, processes, communications).

Structure, Governance and Management

Governing Document

The Audience Agency is a company limited by guarantee, established on 25 June 2012, and was registered as a charity on 29 November 2012. It is governed by its Memorandum and Articles of Association. The company's object is the promotion of the arts for public benefit by the provision of advice, support and information, and the provision of support services.

The governing body is the Board whose members are non-executive and unpaid. They meet regularly and retain full and effective control over the Company and monitor the Executive. The Board is involved in major strategic decisions and has ultimate responsibility for the conduct and financial stability of TAA.

Recruitment and Appointment of Trustees

As set out in the Memorandum and Articles of Association, the Board shall consist of not less than three and not more than fifteen people. As of 31 March 2022, the Board comprised nine people. New Trustees are appointed through an open recruitment process, and we advertised the roles widely through sector sites and specialist recruitment sites to encourage as wide a response as possible.

Induction and Training of Trustees

Information packs are provided to all Trustees detailing our work and their roles, responsibilities and obligations as a Trustee and as a director. Each prospective new Trustee attends a Board meeting prior to appointment in order for them to understand how TAA is managed and governed. Other documents provided to new Trustees include previous accounts, the Business Plan and Charity Commission guidance. New Trustees are also partnered with one of the Executive team so that they can get a more detailed understanding of the organisation and its activities.

On an ongoing basis, Trustees are encouraged to attend appropriate external training courses and events. The annual Board away day provides an opportunity for development and throughout the year mini-Board workshops are run on issues of strategic importance.

Organisational Structure

The organisational structure is reviewed regularly.

The Board delegates full control to the Chief Executive Officer and the Executive Team for the delivery of the agreed plans. The Board monitors and reviews the quality, timeliness and relevance of the information provided to the Board meetings by members of the Executive Team.

The Board have established a Finance Sub-Committee, which meets two weeks before each Board meeting, to review the financial position and provide advice and support to the Executive Team.

Related Parties

The organisation maintains a register of interests for Board members and members of the Senior Management Team. Board members are required to declare any conflicts of interest before each Board meeting.

The Audience Agency Services is a wholly owned subsidiary of the company and was established originally to manage a print distribution service in the North West of England. In 2020/21, the subsidiary comprised Golant

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 30 MARCH 2022

Innovation, an innovation agency, whose consultancy services complimented those of the charity. The research and development work for Audience Finder was also conducted through the trading subsidiary.

Remuneration Policy for Key Personnel

The Board sets the remuneration for the Chief Executive and other key personnel. Pay rates are determined by reference to an internal evaluation scheme and external market review.

Statement of Trustees' Responsibilities

The trustees (who are also directors of The Audience Agency for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and 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.

Auditors


Cooper Parry Group Limited continued as the charitable company's auditors in 2021/22.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

The trustees' annual report has been approved by the trustees on 15 December 2022 and signed on their behalf by:

DocuSigned by:

9AB11A4D3F9F468...
M Locke
(Chair of Trustees)

DocuSigned by:

60C2D65CA35E4FD...
S Parker
(Vice Chair of Trustees)

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE AUDIENCE AGENCY

Opinion

We have audited the financial statements of The Audience Agency (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 30 March 2022 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, the Charity Balance Sheet, the Consolidated Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Group's and of the parent charitable company's affairs as at 30 March 2022 and of the Group's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE AUDIENCE AGENCY (CONTINUED)

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditor's Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE AUDIENCE AGENCY (CONTINUED)

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Our assessment focussed on key laws and regulations the Group and parent charitable company has to comply with and areas of the financial statements we assessed as being more susceptible to misstatement. These key laws and regulations included but were not limited to compliance with the Companies Act 2006, Charities Act 2011, taxation legislation, data protection, anti-bribery and employment legislation.

We are not responsible for preventing irregularities. Our approach to detecting irregularities included, but was not limited to, the following:

- obtaining an understanding of the legal and regulatory framework applicable to the Group and parent charitable company and how the Group and parent charitable company are complying with that framework, including agreement of financial statement disclosures to underlying documentation and other evidence;
- obtaining an understanding of the Group and parent charitable company's control environment and how the Group and parent charitable company have applied relevant control procedures, through discussions with management and by performing walkthrough testing over key areas;
- obtaining and understanding of the Group and parent charitable company's risk assessment process, including the risk of fraud;
- reviewing meeting minutes of those charged with governance throughout the year; and
- performing audit testing to address the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Whilst considering how our audit work addressed the detection of irregularities, we also considered the likelihood of detection based on our approach. Irregularities arising from fraud are inherently more difficult to detect than those arising from error.

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE AUDIENCE AGENCY (CONTINUED)

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditor's Report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.



Simon Atkins FCA (Senior Statutory Auditor)

for and on behalf of

Cooper Parry Group Limited

Chartered Accountants

Statutory Auditor

4th Floor

Two Chamberlain Square

Birmingham

West Midlands

B3 3AX

Date: 15 December 2022

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**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND
EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 MARCH 2022**

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income from:					
Government grants	3	1,289	-	1,289	192,043
Charitable activities	4	2,062,717	788,800	2,851,517	2,255,229
Other trading activities	5	313,165	-	313,165	312,865
Other income	6	70,000	-	70,000	86,739
Total income		2,447,171	788,800	3,235,971	2,846,876
Expenditure on:					
Raising funds	7	555,758	-	555,758	440,171
Charitable activities	8	1,672,282	804,711	2,476,993	2,052,081
Total expenditure		2,228,040	804,711	3,032,751	2,492,252
Net movement in funds		219,131	(15,911)	203,220	354,624
Reconciliation of funds:					
Total funds brought forward		1,143,820	15,911	1,159,731	805,107
Net movement in funds		219,131	(15,911)	203,220	354,624
Total funds carried forward		1,362,951	-	1,362,951	1,159,731

The Consolidated Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 18 to 40 form part of these financial statements.

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REGISTERED NUMBER: 08117915

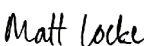
CONSOLIDATED BALANCE SHEET
AS AT 30 MARCH 2022

	Note	2022 £	2021 £
Fixed assets			
Intangible assets	13	464,682	522,660
Tangible assets	14	18,444	4,805
		483,126	527,465
Current assets			
Debtors	16	913,080	623,450
Cash at bank and in hand		864,195	704,057
		1,777,275	1,327,507
Creditors: amounts falling due within one year	17	(772,450)	(695,241)
Net current assets		1,004,825	632,266
Creditors: amounts falling due after more than one year	18	(125,000)	-
Total net assets		1,362,951	1,159,731
Charity funds			
Restricted funds	20	-	15,911
Unrestricted funds	20	1,362,951	1,143,820
Total funds		1,362,951	1,159,731


The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

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

The financial statements were approved and authorised for issue by the Trustees on 15 December 2022 and signed on their behalf by:

DocuSigned by:

9AB11A4D3F9F468...

M Locke
(Chair of Trustees)

DocuSigned by:

60C2D65CA35E4FD...

S Parker
(Vice chair of Trustees)

The notes on pages 18 to 40 form part of these financial statements.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)
REGISTERED NUMBER: 08117915

CHARITY BALANCE SHEET
AS AT 30 MARCH 2022

	Note	2022 £	2021 £
Fixed assets			
Intangible assets	13	-	16,651
Tangible assets	14	14,594	4,805
Investments	15	464,683	502,660
		<u>479,277</u>	<u>524,116</u>
Current assets			
Debtors	16	714,444	394,604
Cash at bank and in hand		772,050	647,551
		<u>1,486,494</u>	<u>1,042,155</u>
Creditors: amounts falling due within one year	17	(701,523)	(616,382)
Net current assets		<u>784,971</u>	<u>425,773</u>
Total assets less current liabilities		<u>1,264,248</u>	<u>949,889</u>
Creditors: amounts falling due after more than one year	18	(125,000)	-
Total net assets		<u><u>1,139,248</u></u>	<u><u>949,889</u></u>
Charity funds			
Restricted funds	20	-	15,911
Unrestricted funds	20	1,139,248	933,978
Total funds		<u><u>1,139,248</u></u>	<u><u>949,889</u></u>

The Charity's net movement in funds for the year was £189,359 (2021 - £295,593).

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)
REGISTERED NUMBER: 08117915

CHARITY BALANCE SHEET (CONTINUED)
AS AT 30 MARCH 2022

The financial statements were approved and authorised for issue by the Trustees on 15 December 2022 and signed on their behalf by:

DocuSigned by:
Matt Locke
9AB11A4D3F9F468...

M Locke
(Chair of Trustees)

DocuSigned by:
Steven Parker
60C2D65CA35E4FD...

S Parker
(Vice Chair of Trustees)

The notes on pages 18 to 40 form part of these financial statements.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 MARCH 2022

	Note	2022 £	2021 £
Cash flows from operating activities			
Net cash provided by operating activities	22	296,131	1,017,789
Cash flows from investing activities			
Purchase of intangible assets	13	(242,343)	(348,581)
Purchase of tangible fixed assets	14	(18,650)	(1,448)
Net cash used in investing activities		(260,993)	(350,029)
Cash flows from financing activities			
Cash inflows from new borrowing		125,000	-
Repayments of borrowing		-	(50,000)
Net cash provided by/(used in) financing activities		125,000	(50,000)
Change in cash and cash equivalents in the year		160,138	617,760
Cash and cash equivalents at the beginning of the year		704,057	86,297
Cash and cash equivalents at the end of the year	23	864,195	704,057

The notes on pages 18 to 40 form part of these financial statements

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

1. General information

The Audience Agency is a private company, limited by guarantee, incorporated in England and Wales (08117915). The principal address of the group is The Whitehouse, Wilderspool Business Park, Greenalls Avenue, Stockton Heath, Warrington, WA4 6HL.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements are prepared in Sterling (£) which is the functional currency of the Charity. The financial statements are for the year ended 30 March 2022 (2021: year ended 30 March 2021).

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Audience Agency 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.

The Consolidated Statement of Financial Activities (SOFA) and Consolidated Balance Sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of Financial Activities in these financial statements. The parent charity made a surplus of £189,359.

2.2 Going concern

At the balance sheet date, the Charity had a strong net asset position. At the time of signing these accounts, the trustees have considered the effect of the Coronavirus pandemic on the going concern position, and consider that the Charity will continue to operate for a period of at least 12 months from the date of signing these accounts due to the reserves available to it.

The financial forecasts prepared show that the Charity will be able to operate within the facilities available to it.

On that basis, the trustees have prepared these financial statements on a going concern basis.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are included in the Consolidated Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Group's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.5 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 charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the trustees' annual report for more information about their contribution.

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

2.6 Government grants

Government grants relating to tangible fixed assets are credited to the Consolidated Statement of Financial Activities and held in reserves, depreciation is charged over the expected useful lives of the assets concerned. Other grants are credited to the Consolidated Statement of Financial Activities as the related expenditure is incurred.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

2. Accounting policies (continued)

2.7 Intangible assets and amortisation

Intangible assets are capitalised and recognised when future economic benefits are probable and the asset can be measured reliably.

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Goodwill arising on business combinations is capitalised, classified as an asset on the balance sheet and amortised on a straight line basis over its useful life. The period chosen for writing off goodwill is three years. Provision is made for any impairment.

Amortisation is provided on intangible assets at rates calculated to write off the cost of each asset on a straight-line basis over its expected useful life.

Amortisation is provided on the following bases:

Data assets	- 33 %
Computer software	- 33 %

2.8 Tangible fixed assets and depreciation

Tangible fixed assets costing £1,000 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Office equipment	- 20%
Computer equipment	- 33%

2.9 Investments

Programme related investment is an amount equal to the capital contribution provided to the trading subsidiary to develop an intangible asset to further the charitable purposes of the charity. The Investment is written down in line with the value of the asset in the trading subsidiary.

Investments in subsidiaries are valued at cost less provision for impairment.

2.10 Debtors

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

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

2. Accounting policies (continued)

2.11 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.12 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Consolidated Statement of Financial Activities as a finance cost.

2.13 Financial instruments

The Group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.14 Operating leases

Rentals paid under operating leases are charged to the Consolidated Statement of Financial Activities on a straight line basis over the lease term.

2.15 Pensions

The Group operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Group to the fund in respect of the year.

2.16 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Group and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Group for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

3. Income from government grants

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Government grants	1,289	1,289	192,043

Government grants received in the period relate to the Coronavirus Job Retention Scheme.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

4. Income from charitable activities

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Major stakeholders and funders				
Arts Council England	122,000	763,800	885,800	1,087,800
ADESTE	-	25,000	25,000	15,911
Arts Council Wales	81,210	-	81,210	56,834
Creative Scotland	249,907	-	249,907	291,245
New Capacity development	-	-	-	(14,725)
Subtotal for major stakeholders and funders	453,117	788,800	1,241,917	1,437,065
Bespoke Services				
Consultancy and Research	1,367,016	-	1,367,016	693,857
Subtotal for bespoke services	1,367,016	-	1,367,016	693,857
Package/programme income				
Audience spectrum licensing	29,415	-	29,415	6,100
Enhanced dashboards	73,025	-	73,025	33,788
Package services	80,797	-	80,797	71,692
Other services - groups	51,728	-	51,728	-
Showstats	7,619	-	7,619	12,725
Subtotal for package/programme income	242,584	-	242,584	124,305
	2,062,717	788,800	2,851,517	2,255,227
Total 2021	1,475,516	779,711	2,255,227	

There was an additional £40,000 received from Arts Council England which was recognised in The Audience Agency Services Limited (2021: £Nil).

From 2021/22 all bespoke services have been combined under consultancy and research, thus 2021 figures have been restated to be comparable.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

5. Income from other trading activities

Income from non charitable trading activities

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Consultancy services	300,515	300,515	312,865
Other income	12,650	12,650	-
	<u>313,165</u>	<u>313,165</u>	<u>312,865</u>

All income from other trading activities in the prior year was unrestricted.

6. Other incoming resources

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Research and development tax credit	70,000	70,000	86,739
	<u>70,000</u>	<u>70,000</u>	<u>86,739</u>

All income from other incoming resources in the prior year was unrestricted.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

7. Expenditure on raising funds

Trading subsidiary expenses

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Cost of sales	111,282	111,282	31,253
Administration expenses	311,062	311,062	210,083
Administration staff costs	133,414	133,414	198,835
	<u>555,758</u>	<u>555,758</u>	<u>440,171</u>

8. Analysis of expenditure by activities

	Activities undertaken directly 2022 £	Total funds 2022 £	Total funds 2021 £
Advice and assistance	<u>2,476,993</u>	<u>2,476,993</u>	<u>2,052,081</u>

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

8. Analysis of expenditure by activities (continued)

Analysis of direct costs

	Advice & assistance 2022 £	Total funds 2022 £	Total funds 2021 £
Staff costs	1,532,290	1,532,290	1,296,115
Depreciation and amortisation	21,242	21,242	111,503
Programme cost	291,167	291,167	282,975
Bespoke overheads	374,736	374,736	116,205
Office, travel and training costs	97,228	97,228	70,961
Governance	11,500	11,500	14,491
Rent and rates	76,252	76,252	77,759
Website and IT	72,578	72,578	82,072
	<u>2,476,993</u>	<u>2,476,993</u>	<u>2,052,081</u>
Total 2021	<u>2,052,081</u>	<u>2,052,081</u>	

The above expenditure is split £804,711 (2021: £763,800) restricted expenditure and £1,672,282 (2021: £1,288,281) unrestricted expenditure. Governance costs include the audit remuneration of £11,500 (2021: Governance costs include audit remuneration of £9,000)

9. Auditor's remuneration

	2022 £	2021 £
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	<u>11,500</u>	<u>9,000</u>

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022**

10. Net income

Net income is stated after charging:

	2022 £	2021 £
Depreciation of tangible fixed assets	5,011	3,911
Amortisation of intangible fixed assets	300,321	308,776
Auditor's remuneration	11,500	9,000
Operating lease rentals	21,148	40,623
	<u> </u>	<u> </u>

11. Staff costs

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Wages and salaries	1,458,718	1,313,171	1,325,304	1,114,336
Social security costs	158,946	141,401	158,946	141,401
Pension cost	48,040	40,378	48,040	40,378
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
	1,665,704	1,494,950	1,532,290	1,296,115
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

The average number of persons employed by the Charity during the year was as follows:

	Group 2022 No.	Group 2021 No.
Administration staff	48	45
	<u> </u>	<u> </u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	Group 2022 No.	Group 2021 No.
In the band £60,001 - £70,000	2	-

The total employee benefits of the key management personnel of the charity were £298,274 (2021: £275,586).

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022**

12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2021 - £NIL).

During the year ended 30 March 2022, expenses totalling £NIL were reimbursed or paid directly to no Trustees (2021 - £NIL to no Trustees).

13. Intangible assets

Group

	Data assets £	Computer software £	Goodwill £	Total £
Cost				
At 31 March 2021	338,360	781,231	23,000	1,142,591
Additions	-	242,343	-	242,343
Disposals	-	-	(23,000)	(23,000)
At 30 March 2022	338,360	1,023,574	-	1,361,934
Amortisation				
At 31 March 2021	321,709	278,580	19,642	619,931
Charge for the year	16,651	280,312	3,358	300,321
Disposals	-	-	(23,000)	(23,000)
At 30 March 2022	338,360	558,892	-	897,252
Net book value				
At 30 March 2022	-	464,682	-	464,682
At 30 March 2021	16,651	502,651	3,358	522,660

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

13. Intangible assets (continued)

Charity

	Data assets £
Cost	
At 31 March 2021	338,360
At 30 March 2022	<u>338,360</u>
Amortisation	
At 31 March 2021	321,709
Charge for the year	16,651
At 30 March 2022	<u>338,360</u>
Net book value	
At 30 March 2022	<u>-</u>
At 30 March 2021	<u>16,651</u>

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

14. Tangible fixed assets

Group

	Office equipment £	Computer equipment £	Total £
Cost or valuation			
At 31 March 2021	27,888	89,247	117,135
Additions	4,270	14,380	18,650
At 30 March 2022	32,158	103,627	135,785
Depreciation			
At 31 March 2021	27,888	84,442	112,330
Charge for the year	420	4,591	5,011
At 30 March 2022	28,308	89,033	117,341
Net book value			
At 30 March 2022	3,850	14,594	18,444
At 30 March 2021	-	4,805	4,805

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

14. Tangible fixed assets (continued)

Charity

	Office equipment £	Computer equipment £	Total £
Cost or valuation			
At 31 March 2021	27,888	89,247	117,135
Additions	-	14,380	14,380
At 30 March 2022	27,888	103,627	131,515
Depreciation			
At 31 March 2021	27,888	84,442	112,330
Charge for the year	-	4,591	4,591
At 30 March 2022	27,888	89,033	116,921
Net book value			
At 30 March 2022	-	14,594	14,594
At 30 March 2021	-	4,805	4,805

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

15. Fixed asset investments

Charity	Investments in subsidiary companies £	Programme investment £	Total £
Cost or valuation			
At 31 March 2021	1	781,231	781,232
Additions	-	242,385	242,385
At 30 March 2022	1	1,023,616	1,023,617
Impairment			
At 31 March 2021	-	278,580	278,580
Charge for the year	-	280,354	280,354
At 30 March 2022	-	558,934	558,934
Net book value			
At 30 March 2022	1	464,682	464,683
At 30 March 2021	1	502,651	502,652

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

15. Fixed asset investments (continued)

Principal subsidiaries

The following were subsidiary undertakings of the Charity:

Names	Company number	Holding	Included in consolidation
The audience agency services limited	06994989	100%	Yes

The financial results of the subsidiary for the year were:

Name	Income £	Expenditure £	Loss for the year £
The Audience Agency Services Limited	300,515	(637,027)	(266,512)

The Audience Agency Services Limited had net assets of £688,384 at 30 March 2022.

16. Debtors

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Due within one year				
Trade debtors	586,521	291,158	548,186	251,539
Amounts owed by group undertakings	-	-	-	20,000
Other debtors	250,617	260,515	90,316	51,288
Prepayments and accrued income	75,942	71,777	75,942	71,777
	<u>913,080</u>	<u>623,450</u>	<u>714,444</u>	<u>394,604</u>

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

17. Creditors: Amounts falling due within one year

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Trade creditors	196,251	84,840	138,733	77,690
Other taxation and social security	130,712	135,983	130,236	118,208
Other creditors	8,692	7,110	8,692	7,110
Deferred income	392,893	425,968	303,135	199,906
Amounts owed to group undertakings	-	-	89,411	186,478
Accruals	43,902	41,340	31,316	26,990
	<u>772,450</u>	<u>695,241</u>	<u>701,523</u>	<u>616,382</u>
	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Deferred income at 30 March 2020	425,968	41,445	199,906	31,289
Resources deferred during the year	392,893	425,968	300,285	199,906
Amounts released from previous periods	(425,968)	(41,445)	(199,906)	(31,289)
	<u>392,893</u>	<u>425,968</u>	<u>300,285</u>	<u>199,906</u>

18. Creditors: Amounts falling due after more than one year

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Unsecured bank loan	125,000	-	125,000	-

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

19. Financial instruments

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Financial assets				
Financial assets measured at fair value through income and expenditure	864,195	704,057	772,050	647,551
	<u>864,195</u>	<u>704,057</u>	<u>772,050</u>	<u>647,551</u>
	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Financial liabilities				
Financial liabilities measured at fair value through income and expenditure	125,000	-	125,000	-
	<u>125,000</u>	<u>-</u>	<u>125,000</u>	<u>-</u>

Financial assets measured at fair value through income and expenditure comprise cash at bank and in hand.

Other financial liabilities measured at fair value through income and expenditure comprise unsecured bank loan.

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2022

20. Statement of funds

Statement of funds - current year

	Balance at 30 March 2021 £	Income £	Expenditure £	Balance at 30 March 2022 £
Unrestricted funds				
Charity funds	933,978	2,076,656	(1,871,325)	1,139,309
Subsidiary reserves	209,842	370,515	(356,715)	223,642
	<u>1,143,820</u>	<u>2,447,171</u>	<u>(2,228,040)</u>	<u>1,362,951</u>
Restricted funds				
Arts Council England	-	763,800	(763,800)	-
Adeste +	15,911	25,000	(40,911)	-
	<u>15,911</u>	<u>788,800</u>	<u>(804,711)</u>	<u>-</u>
Total of funds	<u><u>1,159,731</u></u>	<u><u>3,235,971</u></u>	<u><u>(3,032,751)</u></u>	<u><u>1,362,951</u></u>

Arts Council England: this is funding contributing to a data aggregation programme and analysis service which creates a national data set and an understanding of audiences and public impact. The service provides insight to underpin audience development, marketing and business planning for beneficiary organisations, including but not confined to Arts Council "National Portfolio Organisations".

Adeste +: The purpose of this project is to enable wider audience participation in arts and culture across Europe. It recognises that effective audience development is the key to an inclusive sector that is both sustainable and relevant to a broader public. ADESTE+ project offers a recipe for organisational change - or blueprint - which enables real audience development to take place, and new business models to emerge as a result. It will support partners not just to become more sustainable in social, financial and artistic terms, but to teach others how to do so. It will support experimentation in producing excellent work with and for a wide range of audiences, especially those usually not much engaged in arts and culture.

Each restricted fund relates to a project which has been assessed in terms of completion. Where the fund is in deficit and future funding is not expected to cover this deficit a reserves transfer from unrestricted funds to the restricted fund has taken place to reflect the charity's contribution to the restricted project.

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20. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 March 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 March 2021 £
Unrestricted funds					
Charity funds	702,626	1,667,561	(1,276,266)	(159,943)	933,978
Subsidiary reserves	102,481	399,604	(452,186)	159,943	209,842
	<u>805,107</u>	<u>2,067,165</u>	<u>(1,728,452)</u>	<u>-</u>	<u>1,143,820</u>
Restricted funds					
Arts Council England	-	763,800	(763,800)	-	-
Adeste +	-	15,911	-	-	15,911
	<u>-</u>	<u>779,711</u>	<u>(763,800)</u>	<u>-</u>	<u>15,911</u>
Total of funds	<u>805,107</u>	<u>2,846,876</u>	<u>(2,492,252)</u>	<u>-</u>	<u>1,159,731</u>

21. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2022 £	Total funds 2022 £
Tangible fixed assets	18,444	18,444
Intangible fixed assets	464,682	464,682
Current assets	1,777,275	1,777,275
Creditors due within one year	(772,450)	(772,450)
Creditors due in more than one year	(125,000)	(125,000)
Total	<u>1,362,951</u>	<u>1,362,951</u>

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21. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior year

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Tangible fixed assets	4,805	-	4,805
Intangible fixed assets	522,660	-	522,660
Current assets	1,311,596	15,911	1,327,507
Creditors due within one year	(695,241)	-	(695,241)
Total	1,143,820	15,911	1,159,731

22. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2022 £	Group 2021 £
Net income for the year (as per Statement of Financial Activities)	203,220	354,624
Adjustments for:		
Depreciation charges	5,011	3,911
Amortisation charges	300,321	308,776
Decrease/(increase) in debtors	(289,630)	129,926
Increase in creditors	77,209	220,552
Net cash provided by operating activities	296,131	1,017,789

23. Analysis of cash and cash equivalents

	Group 2022 £	Group 2021 £
Cash in hand	864,195	704,057
Total cash and cash equivalents	864,195	704,057

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24. Analysis of changes in net debt

	At 30 March 2021 £	Cash flows £	At 30 March 2022 £
Cash at bank and in hand	704,057	160,138	864,195
Debt due after 1 year	-	(125,000)	(125,000)
	<u>704,057</u>	<u>35,138</u>	<u>739,195</u>

25. Pension commitments

The group operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the group to the fund and £8,692 (2021 - £7,110) was payable to the fund at the balance sheet date and are included in creditors.

26. Operating lease commitments

At 30 March 2022 the Group and the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Not later than 1 year	14,077	21,148	14,077	21,148
Later than 1 year and not later than 5 years	1,286	15,324	1,286	15,324
	<u>15,363</u>	<u>36,472</u>	<u>15,363</u>	<u>36,472</u>

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27. Related party transactions

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No trustee or other person related to the charity had any personal interest in any contract of transaction entered into by the charity, including guarantees, during the year (2021: £Nil).

During the year the charity recharged The Audience Agency Services £81,258 (2021: £79,357) in respect of admin and support costs. At the year end the charity owed £89,411 (2021: the charity owed £166,478).

Trustees are appointed to the board primarily for the skills, experience and knowledge that they bring to the organisation. Such individuals are likely to hold other directorships or work within the sector for organisations that may have links with The Audience Agency or its subsidiary The Audience Agency Services Limited.

The following trustees either hold an executive post or sit on the board of organisations undertaking business transactions with The Audience Agency and/or its subsidiary. All sales/(purchases) are at arms length.

Name	Organisation	2022	2021
		£	£
Matthew Locke	British Science Association	-	6,178