

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 2023

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 30 MARCH 2023

Trustees	A Adewunmi O Brook (appointed 1 June 2023) L Crompton-Reid C Lawrence M Locke, Chair Dr C Michaels S Parker, Vice Chair R Paterson S Said (appointed 25 May 2022, resigned 16 January 2023) R Saphra (resigned 26 October 2022) A Singh (resigned 9 June 2023) S Slee (appointed 25 May 2022, resigned 31 March 2023)
Company registered number	08117915
Charity registered number	1149979
Registered office	The Whitehouse Wilderspool Business Park Greenalls Avenue Stockton Heath Warrington WA4 6HL
Independent auditors	Cooper Parry Group Limited Statutory Auditor Cubo Birmingham Office 401, 3rd Floor Two Chamberlain Square Birmingham 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 2023

The Trustees are pleased to present their annual directors' report together with the consolidated financial statements of the charity and its subsidiary for the year ended 31 March 2023. 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 for society and personal wellbeing. 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 followed by the cost of living crisis 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 equitable access 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.

Beneficiaries of our service

Our work directly supports cultural organisations, agencies and practitioners to engage more effectively with the general public, particularly to reach new or less-engaged groups. 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.

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FOR THE YEAR ENDED 30 MARCH 2023

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.

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.

Our Activities & Impacts

In 2022/23 The Audience Agency generated its income from three main sources:

- Public (grant) funding. Funding from our three main sources (Arts Council England, Creative Scotland and Arts Council Wales) enabled TAA to continue to develop *Audience Finder*, a national audience data and development platform, which collected and shared audience data from over 700 cultural organisation, and to provide a wrap-around customer service. It also enabled us to provide free vital, reliable intelligence (data sets and insights from them) to help organisations with their re-opening plans and helping them make confident decisions in what remained uncertain times. This source of income made up about 33% of the total Group income.
- Bespoke consultancy and research services. Our nationwide team of specialists developed and delivered a range of user-centred, research-informed projects for and in conjunction with cultural sector organisations. This source of income made up about 50% of the total Group income.
- Sales of a range of data products and tools, including population profiles, bespoke surveys, Audience Spectrum (TAA's segmentation tool) mapping and profiling and touring reports. This source of income made up about 11% of the total income.

In addition, through the wholly owned subsidiary, The Audience Agency Services, we delivered innovative research and development work internationally, in Berlin and Sweden, using our Audience Finder platform. This income generated 6% of the total income.

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

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 30 MARCH 2023

Achievements and Performance

The 2022/23 Business Plan reflected the continuing uncertainty within the sector about the full impact of the pandemic. We recognised the importance that data, evidence and insight would play on the development of the sector; feedback from users reinforced to us our key role in continuing to enable organisations to fully understand their audiences and communities. At the start of 2022, we were cautiously confident about the plans we had put in place to continue the success of previous years.

Our plans for 22/23 were shaped by the following external factors:

- An increase in the sector's thirst for (our) data and evidence, and our original research and analysis predicting audience trends and needs, plus combined data supporting place, regeneration and engagement strategies.
- A changed sector focused on recovery but facing and unpredictable and uncertain short/medium term future.
- Changed communities in need of socially responsible, creative regeneration on reduced resources and a greater demand for inclusion and social justice.
- A new appreciation of the potential of digital to drive new ideas and business models, engage new generations and democratise.
- The continued possibility of international partnerships for our trading subsidiary.

It was a year of mixed fortunes for The Audience Agency. On the positive side, our services continued to grow and develop and our reach extended:

- With the support of the Arts Council of England, Creative Scotland and Arts Council of Wales, we continued to develop Audience Finder, increasing the number of insights designed to help users put their data into practice, and progressing the transfer to a new improved platform.
- We continued our delivery of free events (webinars and training sessions), TEA Break (Thinking Evidence and Audience events), attracting 2,083 attendees. We continued the series of locally-based briefings, helping organisations to develop a better understanding of their place and community, in North Yorkshire, Staffordshire and Shropshire, South East London, South Yorkshire and Merseyside, as well as four events in Scotland.
- We also continued with three further waves of the 'Cultural Participation Monitor', a longitudinal ongoing survey of changing views about participating in creative and cultural activities through the pandemic and beyond.
- Demand for our paid for services remained high and our income from bespoke consultancy and research services increased by 11% over the previous year. We were successful in winning large contracts with organisations such as The British Council, Birmingham 2022, National Library of Scotland, and The Art Fund, as well as many projects with smaller cultural sector organisations.

However, the year also threw up some big strategic challenges. The Audience Agency lost the contract to continue delivery of the audience data aggregation service for the three years starting in April 2023. The Arts Council awarded it to Price Waterhouse Coopers. The Board drew up a revised strategy in November 2022, with three possible options for the future shape of The Audience Agency:

- Actively pursue external private investment and/or further international sales to continue to develop the Audience Finder Platform for both the UK and the international market.

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FOR THE YEAR ENDED 30 MARCH 2023

- Adapting the free Audience Finder service into a new paid for (commercial) service, with an enhanced range of tools and services to support the sector.
- Reducing in size and scope and moving to a consultancy and research organisation only.

Since then, our efforts have been on building and developing the offers and the infrastructure, systems and processes to enable us to operate as a more commercial organisation.

Plans for the future

The Board had agreed that 2023/24 would be a transition year for The Audience Agency, with the aim that by the end of the year, the organisation would have a clear strategy for the future, with an appropriate business model and organisational structure to support that.

We have so far been unable to secure the necessary level of investment for ongoing international product development at this time. While we have continued to launch new tools for the UK market, we have suspended for the moment) the search for investors and reduced the scale and scope of product development.

To support this change of direction, the Board carried out the following restructure.

- Technical product development activity was moved from TAAS into the charity (TAA) from 1 April 2023
- Staff remaining within TAAS were transferred to TAA as at 31 August 2023
- The Audience Finder software intangible asset was purchased by TAA from TAAS on 31 August 2023.

The first half of 23/24 proved challenging in terms of sales, as the TAA's core market is severely depressed. To compensate this shortfall, we used £445k ACE Transition Fund plus our own reserves to invest in new initiatives designed to help us to adapt to our changed circumstances and changes in the marketplace. However, we have also had to make staffing savings during the year, making 13 redundancies as well as losing posts through turnover.

To prepare for the next financial year, TAA merged with Culture 24 on 6 November 2023, which offers a vital new resource for the cultural sector combining complementary experience and expertise, built over many years of supporting and leading positive change. This transfer brought in 3 new members of staff, as well as financial assets.

Moving into 24/25, The Audience Agency has restructured and developed its business model to offer a new five-pillar programme of services and products, hallmarked by an evidence-led and people-centred approach. The Culture24 team will lead on a digital pillar, with the other four pillars being participation and engagement, impact and evaluation, cultural and creative places, data and evidence for policy. We will also continue to offer a suite of popular, reliable data services which support all five pillars.

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 has been to increase its level of free reserves (see reserves policy below).

For the financial period 2022/23, the total group income was £3.4m, a 5% increase over the previous financial year (£3.24m). Expenditure was £3.82m, a 26% increase over the previous year (£3.03m). However, £260k of this expenditure was due to the impairment of the Audience Finder intangible

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FOR THE YEAR ENDED 30 MARCH 2023

asset. Given the loss of the Arts Council Funding from April 2023, the Board of the Trading Subsidiary considered it prudent to reduce the value of the asset. Like for like on the previous year, the increase in expenditure was 17% over the previous year.

The deficit in year was therefore £422k.

The earned income in the charity increased in year, with the sale of both Consultancy and Research services and data products being strong. The increase in charity expenditure was largely down to increases in the number of staff and pay increases.

The Group deficit was affected by the loss made by the Trading Subsidiary. Expected income from international sales of Audience Finder didn't materialise as expected, but a decision was taken by the Board to continue to invest (and use some of the reserves) in the development of the Audience Finder platform, particularly to develop new tools which could generate revenue once the Arts Council funding had stopped.

The Group reserves at the end of March 2023 were £940,800.

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

At the period end, total unrestricted reserves were £941k which included £269k of fixed assets. Free reserves were therefore £672k. 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 November 2023 were:

RISK	MITIGATION
Audience Finder can't generate sufficient income to continue development	New products and restructured Marketing and Sales team
Uncertain cultural and creative sector environment	Close monitoring marketing and sales strategy/ focused business development/revised business plan
Margins flatline/decrease	Review pricing model Measure and track budgeting and attribution Productise Build in flex through associate network

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FOR THE YEAR ENDED 30 MARCH 2023

Weak Cash Flow	Weekly cashflow review Savings plan implemented Budgets developed to generate higher net surpluses
Insufficient capacity or capability/loss of skills	Continuous review of priorities Flexible resourcing options Practices Implementation of new structure and roles

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 govern its affairs.

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 2023, the Board comprised nine people. New Trustees are appointed through an open recruitment process, and roles are advertised 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.

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FOR THE YEAR ENDED 30 MARCH 2023

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 has 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 Innovation, an innovation agency, whose consultancy services complimented those of the charity. The research and development work for Audience Finder is 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 adequate 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

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 30 MARCH 2023

safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

As far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

Cooper Parry Group Limited continued as the charitable company's auditors in 2022/23.

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 and signed on their behalf by:

DocuSigned by:

Matt Locke

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M Locke

(Chair of Trustees)

Date: 06 December 2023

DocuSigned by:

Steven Parker

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S Parker

(Vice Chair of Trustees)

08 December 2023

THE AUDIENCE AGENCY
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INDEPENDENT AUDITORS' 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 2023 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 2023 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 Auditors' 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 AUDITORS' 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 Auditors' 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 AUDITORS' 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.

Auditors' 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 Auditors' 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 an 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 AUDITORS' 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 Auditors' 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, in accordance with 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 Auditors' 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

Statutory Auditor

Cubo Birmingham

Office 401, 3rd Floor

Two Chamberlain Square

Birmingham

B3 3AX

Date: 11 December 2023

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**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND
EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 MARCH 2023**

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income from:					
Donations and legacies	3	-	-	-	1,289
Charitable activities	4	2,236,893	763,800	3,000,693	2,851,517
Other trading activities	5	280,627	-	280,627	313,165
Investments		1,091	-	1,091	-
Other income	6	118,988	-	118,988	70,000
Total income		2,637,599	763,800	3,401,399	3,235,971
Expenditure on:					
Raising funds	7	1,085,393	-	1,085,393	555,758
Charitable activities	8	1,974,357	763,800	2,738,157	2,476,993
Total expenditure		3,059,750	763,800	3,823,550	3,032,751
Net movement in funds		(422,151)	-	(422,151)	203,220
Reconciliation of funds:					
Total funds brought forward		1,362,951	-	1,362,951	1,159,731
Net movement in funds		(422,151)	-	(422,151)	203,220
Total funds carried forward		940,800	-	940,800	1,362,951

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 2023

	Note	2023 £	2022 £
Fixed assets			
Intangible assets	13	250,000	464,682
Tangible assets	14	18,426	18,444
		<u>268,426</u>	<u>483,126</u>
Current assets			
Debtors	16	733,801	913,080
Cash at bank and in hand		675,393	864,195
		<u>1,409,194</u>	<u>1,777,275</u>
Creditors: amounts falling due within one year	17	(731,595)	(772,450)
Net current assets		<u>677,599</u>	<u>1,004,825</u>
Total assets less current liabilities		<u>946,025</u>	<u>1,487,951</u>
Creditors: amounts falling due after more than one year	18	(5,225)	(125,000)
Total net assets		<u><u>940,800</u></u>	<u><u>1,362,951</u></u>
Charity funds			
Unrestricted funds	20	940,800	1,362,951
Total funds		<u><u>940,800</u></u>	<u><u>1,362,951</u></u>

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 and signed on their behalf by:

DocuSigned by:

Matt Locke 06 December 2023

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M Locke
(Chair of Trustees)

DocuSigned by:

Steven Parker 08 December 2023

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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 2023

	Note	2023 £	2022 £
Fixed assets			
Tangible assets	14	14,458	14,594
Investments	15	250,001	464,683
		264,459	479,277
Current assets			
Debtors	16	657,971	714,444
Cash at bank and in hand		597,762	772,050
		1,255,733	1,486,494
Creditors: amounts falling due within one year	17	(519,686)	(701,523)
Net current assets		736,047	784,971
Total assets less current liabilities		1,000,506	1,264,248
Creditors: amounts falling due after more than one year	18	(5,225)	(125,000)
Total net assets		995,281	1,139,248
Charity funds			
Unrestricted funds	20	995,281	1,139,248
Total funds		995,281	1,139,248

The Charity's net movement in funds for the year was (£143,967) (2022 - £189,359).

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 and signed on their behalf by:

DocuSigned by:

Matt Locke 06 December 2023

M Locke
 (Chair of Trustees)

DocuSigned by:

08 December 2023

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 2023

	Note	2023 £	2022 £
Cash flows from operating activities			
Net cash provided by operating activities	22	235,769	296,131
Cash flows from investing activities			
Purchase of intangible assets	13	(359,161)	(242,343)
Purchase of tangible fixed assets	14	(9,819)	(18,650)
Net cash used in investing activities		(368,980)	(260,993)
Cash flows from financing activities			
Cash inflows from new borrowing		-	125,000
Repayments of borrowing		(55,591)	-
Net cash (used in)/provided by financing activities		(55,591)	125,000
Change in cash and cash equivalents in the year		(188,802)	160,138
Cash and cash equivalents at the beginning of the year		864,195	704,057
Cash and cash equivalents at the end of the year	23	675,393	864,195

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 2023

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 2023 (2022: year ended 30 March 2022).

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 deficit of £143,967.

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 2023

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 2023

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 2023

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 2023

2. Accounting policies (continued)

2.17 Redundancy / termination payments

All redundancy and termination payments are recognised within the year.

3. Income from government grants

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Government grants	-	-	1,289

Government grants received in the prior 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 2023

4. Income from charitable activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Major stakeholders and funders				
Arts Council England	-	763,800	763,800	885,800
ADESTE	-	-	-	25,000
Arts Council Wales	79,608	-	79,608	81,210
Creative Scotland	249,968	-	249,968	249,907
Subtotal for major stakeholders and funders	329,576	763,800	1,093,376	1,241,917
Bespoke Services				
Consultancy and Research	1,541,443	-	1,541,443	1,367,016
Subtotal for bespoke services	1,541,443	-	1,541,443	1,367,016
Package/programme income				
Audience spectrum licensing	46,975	-	46,975	29,415
Enhanced dashboards	115,631	-	115,631	73,025
Package services	88,095	-	88,095	80,797
Other services - groups	102,008	-	102,008	51,728
Showstats	13,165	-	13,165	7,619
Subtotal for package/programme income	365,874	-	365,874	242,584
	2,236,893	763,800	3,000,693	2,851,517
<i>Total 2022</i>	2,062,717	788,800	2,851,517	

There was an additional £nil received from Arts Council England which was recognised in The Audience Agency Services Limited (2022: £40,000).

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

5. Income from other trading activities

Income from non charitable trading activities

	Unrestricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Consultancy services	264,381	264,381	300,515
Other income	16,246	16,246	12,650
	<u>280,627</u>	<u>280,627</u>	<u>313,165</u>

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

6. Other incoming resources

	Unrestricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Research and development tax credit	118,988	118,988	70,000
	<u>118,988</u>	<u>118,988</u>	<u>70,000</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 2023

7. Expenditure on raising funds

Trading subsidiary expenses

	Unrestricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Cost of sales	144,125	144,125	111,282
Administration expenses	615,087	615,087	311,062
Staff costs	326,181	326,181	133,414
	<u>1,085,393</u>	<u>1,085,393</u>	<u>555,758</u>

8. Analysis of expenditure by activities

	Activities undertaken directly 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Advice and assistance	<u>2,738,157</u>	<u>2,738,157</u>	<u>2,476,993</u>

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

8. Analysis of expenditure by activities (continued)

Analysis of direct costs

	Advice & assistance 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Staff costs	1,797,343	1,797,343	1,532,290
Depreciation and amortisation	7,940	7,940	21,242
Programme cost	280,318	280,318	291,167
Bespoke overheads	397,784	397,784	374,736
Office, travel and training costs	83,071	83,071	97,228
Rent and rates	73,718	73,718	76,252
Governance	14,800	14,800	11,500
Website and IT	83,183	83,183	72,578
	<u>2,738,157</u>	<u>2,738,157</u>	<u>2,476,993</u>
<i>Total 2022</i>	<u>2,476,993</u>	<u>2,476,993</u>	

The above expenditure is split £763,800 (2022: £804,711) restricted expenditure and £1,974,357 (2022: £1,672,282) unrestricted expenditure. Governance costs include audit remuneration of £14,800 (2022: Governance costs include audit remuneration of £11,500)

9. Auditors' remuneration

	2023 £	<i>2022 £</i>
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	<u>14,800</u>	<u>11,500</u>

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

10. Net income

Net income is stated after charging:

	2023 £	<i>2022</i> £
Depreciation of tangible fixed assets	9,837	5,011
Amortisation of intangible fixed assets	314,392	300,321
Auditor's remuneration	14,800	11,500
Impairment of intangible assets	259,451	-
Operating lease rentals	14,077	21,148
	=====	=====

11. Staff costs

	Group 2023 £	<i>Group</i> <i>2022</i> £	Charity 2023 £	<i>Charity</i> <i>2022</i> £
Wages and salaries	1,852,106	1,458,718	1,566,176	1,325,304
Social security costs	214,837	158,946	184,410	158,946
Pension cost	56,581	48,040	46,757	48,040
	=====	=====	=====	=====
	2,123,524	1,665,704	1,797,343	1,532,290

During the year, one employee received a statutory redundancy payment of £1,235 (2022: £nil).

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

	Group 2023 No.	<i>Group</i> <i>2022</i> No.
Administrative staff	60	48
	=====	=====

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

	Group 2023 No.	<i>Group</i> <i>2022</i> No.
In the band £60,001 - £70,000	2	2

The total employee benefits of the key management personnel of the charity were £508,249 (8 people) (2022: £330,842 (6 people)).

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023**

12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2022 - £NIL).

During the year ended 30 March 2023, expenses totalling £nil were reimbursed or paid directly to no Trustees (2022 - £nil to no Trustees).

13. Intangible assets

Group

	Data assets £	Computer software £	Total £
Cost			
At 31 March 2022	338,360	1,023,574	1,361,934
Additions	-	359,161	359,161
At 30 March 2023	338,360	1,382,735	1,721,095
Amortisation			
At 31 March 2022	338,360	558,892	897,252
Charge for the year	-	314,392	314,392
Impairment charge	-	259,451	259,451
At 30 March 2023	338,360	1,132,735	1,471,095
Net book value			
At 30 March 2023	-	250,000	250,000
At 30 March 2022	-	464,682	464,682

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

13. Intangible assets (continued)

Charity

Data assets
£

Cost

At 31 March 2022 338,360

At 30 March 2023 338,360

Amortisation

At 31 March 2022 338,360

At 30 March 2023 338,360

Net book value

At 30 March 2023 -

At 30 March 2022 -

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

14. Tangible fixed assets

Group

	Office equipment £	Computer equipment £	Total £
Cost or valuation			
At 31 March 2022	32,158	103,627	135,785
Additions	2,015	7,804	9,819
At 30 March 2023	34,173	111,431	145,604
Depreciation			
At 31 March 2022	28,308	89,033	117,341
Charge for the year	1,897	7,940	9,837
At 30 March 2023	30,205	96,973	127,178
Net book value			
At 30 March 2023	3,968	14,458	18,426
At 30 March 2022	3,850	14,594	18,444

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023**

14. Tangible fixed assets (continued)

Charity

	Office equipment £	Computer equipment £	Total £
Cost or valuation			
At 31 March 2022	27,888	103,627	131,515
Additions	-	7,804	7,804
At 30 March 2023	27,888	111,431	139,319
Depreciation			
At 31 March 2022	27,888	89,033	116,921
Charge for the year	-	7,940	7,940
At 30 March 2023	27,888	96,973	124,861
Net book value			
At 30 March 2023	-	14,458	14,458
At 30 March 2022	-	14,594	14,594

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

15. Fixed asset investments

Charity	Investments in subsidiary companies £	Programme investment £	Total £
Cost or valuation			
At 31 March 2022	1	1,023,616	1,023,617
Additions	-	359,160	359,160
	<hr/>	<hr/>	<hr/>
At 30 March 2023	1	1,382,776	1,382,777
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
Impairment			
At 31 March 2022	-	558,934	558,934
Charge for the year	-	573,842	573,842
	<hr/>	<hr/>	<hr/>
At 30 March 2023	-	1,132,776	1,132,776
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
Net book value			
At 30 March 2023	1	250,000	250,001
	<hr/>	<hr/>	<hr/>
At 30 March 2022	1	464,682	464,683
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

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 subsidiaries for the year were:

Names	Income £	Expenditure £	Loss for the year £
The Audience Agency Services Limited	383,369	(1,235,393)	(852,024)

The Audience Agency Services Limited had net assets of £195,520 at 30 March 2023.

16. Debtors

	Group 2023 £	<i>Group 2022 £</i>	Charity 2023 £	<i>Charity 2022 £</i>
Due within one year				
Trade debtors	397,433	586,521	372,232	548,186
Amounts owed by group undertakings	-	-	147,777	-
Other debtors	260,922	250,617	62,516	90,316
Prepayments and accrued income	75,446	75,942	75,446	75,942
	733,801	913,080	657,971	714,444

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

17. Creditors: Amounts falling due within one year

	Group 2023 £	<i>Group 2022 £</i>	Charity 2023 £	<i>Charity 2022 £</i>
Unsecured bank loan	64,184	-	64,184	-
Trade creditors	181,929	196,251	131,875	138,733
Amounts owed to group undertakings	-	-	-	89,411
Other taxation and social security	114,160	130,712	114,160	130,236
Other creditors	9,629	8,692	9,629	8,692
Accruals	52,032	43,902	39,124	31,316
Deferred income	309,661	392,893	160,714	303,135
	731,595	772,450	519,686	701,523
	Group 2023 £	<i>Group 2022 £</i>	Charity 2023 £	<i>Charity 2022 £</i>
Deferred income at 31 March 2022	392,893	425,968	300,285	199,906
Resources deferred during the year	309,661	392,893	160,714	300,285
Amounts released from previous periods	(392,893)	(425,968)	(300,285)	(199,906)
	309,661	392,893	160,714	300,285

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

	Group 2023 £	<i>Group 2022 £</i>	Charity 2023 £	<i>Charity 2022 £</i>
Unsecured bank loan	5,225	125,000	5,225	125,000

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

19. Financial instruments

	Group 2023 £	<i>Group 2022 £</i>	Charity 2023 £	<i>Charity 2022 £</i>
Financial assets				
Financial assets measured at fair value through income and expenditure	675,393	<i>864,195</i>	597,762	<i>772,050</i>
	Group 2023 £	<i>Group 2022 £</i>	Charity 2023 £	<i>Charity 2022 £</i>
Financial liabilities				
Financial liabilities measured at fair value through income and expenditure	69,409	<i>125,000</i>	69,409	<i>125,000</i>

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 2023

20. Statement of funds

Statement of funds - current year

	Balance at 31 March 2022 £	Income £	Expenditure £	Balance at 30 March 2023 £
Unrestricted funds				
Charity funds	1,139,309	2,254,230	(2,398,258)	995,281
Subsidiary reserves	223,642	383,369	(661,492)	(54,481)
	<u>1,362,951</u>	<u>2,637,599</u>	<u>(3,059,750)</u>	<u>940,800</u>
Restricted funds				
Arts Council England	-	763,800	(763,800)	-
	<u>-</u>	<u>763,800</u>	<u>(763,800)</u>	<u>-</u>
Total of funds	<u><u>1,362,951</u></u>	<u><u>3,401,399</u></u>	<u><u>(3,823,550)</u></u>	<u><u>940,800</u></u>

THE AUDIENCE AGENCY
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 MARCH 2023

20. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 30 March 2021 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Balance at 30 March 2022 £</i>
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>

21. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023 £	Total funds 2023 £
Tangible fixed assets	18,426	18,426
Intangible fixed assets	250,000	250,000
Current assets	1,409,194	1,409,194
Creditors due within one year	(731,595)	(731,595)
Creditors due in more than one year	(5,225)	(5,225)
Total	<u><u>940,800</u></u>	<u><u>940,800</u></u>

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21. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2022 £</i>	<i>Total funds 2022 £</i>
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	1,362,951	1,362,951

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

	Group 2023 £	<i>Group 2022 £</i>
Net income/expenditure for the year (as per Statement of Financial Activities)	(422,151)	203,220
Adjustments for:		
Depreciation charges	9,837	5,011
Amortisation charges	314,392	300,321
Impairment charges	259,451	-
Decrease/(increase) in debtors	179,279	(289,630)
Increase/(decrease) in creditors	(105,039)	77,209
Net cash provided by operating activities	235,769	296,131

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23. Analysis of cash and cash equivalents

	Group 2023 £	<i>Group 2022 £</i>
Cash in hand	675,393	864,195
Total cash and cash equivalents	675,393	864,195

24. Analysis of changes in net debt

	At 30 March 2022 £	Cash flows £	Other non- cash changes £	At 30 March 2023 £
Cash at bank and in hand	864,195	(188,802)	-	675,393
Debt due within 1 year	-	-	(64,184)	(64,184)
Debt due after 1 year	(125,000)	55,591	64,184	(5,225)
	739,195	(133,211)	-	605,984

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 £10,062 (2022 - £8,692) was payable to the fund at the balance sheet date and are included in creditors.

26. Operating lease commitments

At 30 March 2023 the Group and the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	Group 2023 £	<i>Group 2022 £</i>	Charity 2023 £	<i>Charity 2022 £</i>
Not later than 1 year	-	14,077	-	14,077
Later than 1 year and not later than 5 years	-	1,286	-	1,286
	-	15,363	-	15,363

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NOTES TO THE FINANCIAL STATEMENTS
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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 (2022: £nil).

During the year the charity recharged The Audience Agency Services £150,000 (2022: £81,258) in respect of admin and support costs. At the year end the charity was due £147,777 (2022: the charity owed £89,411).

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.

28. Post balance sheet events

During August 2023, the Audience Agency group undertook a review of its activities. Following this review, the intangible asset (software) included within The Audience Agency Services was transferred to The Audience Agency. This transaction will be reflected in the financial statements to 30 March 2024.

On 6 November 2023 The Audience Agency merged with Culture 24. The Audience Agency took on three full time members of staff and cash of £158k was transferred to the charity. This transaction will be reflected in the financial statements to 30 March 2024.