



Arts Dream Annual Report January 2025

Charity no.-1155713.

Company no.- 884457997

www.artsdream2013selsey.weebly.com



Message from the Director

Dear Friends, Supporters, and Community,

As we close out an inspiring year at Arts Dream Selsey (ADS) we are thrilled to reflect on the growth, creativity, and collaboration that defined 2024. This year, we reached new audiences, supported emerging artists, and expanded our programming to engage our community in fresh and meaningful ways.

Thank you for being a part of our journey. Your support fuels everything we do, from exhibitions and performances to workshops and community outreach.

Testimonials:

"Arts Dream is central to Selsey's artistic and creative culture, and the town is very fortunate to have this incredibly dynamic and creative organization." (FHF)

"Arts Dream is a tremendous asset to Selsey, encouraging first class Drama, Music and Art, and creating a sense of community and allowing people to come together and have fun"(MG)

1. Mission Statement:

1.1 Arts Dream Selsey (ADS) was founded in October 2012 as a voluntary arts organisation and is a Charitable Company that aspires to promote, maintain, improve, and advance education and appreciation of the arts in all its forms among the people of Selsey and District community. It is also a Company limited by Guarantee.

1.2 Through engaging the community of Selsey in arts activities, projects and events the objectives are to:

- Enhance the profile of the arts in Selsey.
- Develop arts opportunities for people with the least engagement.
- Raise the standard of the art being produced.
- Develop skills and opportunities for further training and employment.
- Offer a range of intergenerational activity to develop understanding respect, that values the skills and experience of others.
- Develop cross arts projects.
- Engage youth as participants in a range of projects to develop social networks and offer meaningful activity for greater satisfaction and a sense of purpose.
- Offer activities for self-expression that can be cathartic, transformative, inspirational and empowering.
- Provide a focus for raising specific issues appropriate to the Selsey community.

- Promote enhanced health and well-being, social cohesiveness and cultural renewal
- Advocate for and encourage development and provision of a dedicated Selsey arts space /venue.
- Provide an online platform for arts related interaction and information exchange.

2. Executive Summary:

2.1 National Arts Context. In 2025 the UK's arts sector is driven by a shared vision of creativity, inclusivity, and cultural enrichment. At the heart of this movement is a commitment to making high-quality arts experiences accessible to all, fostering creative expression at every life stage, and strengthening local communities through culture. Key initiatives, including Arts Council England's *Let's Create* strategy, The Arts Society's efforts to expand arts engagement, and collaborative support from local councils, highlight the sector's dedication to innovation, diversity, and sustainability. With a focus on empowering individuals, enhancing creative spaces, and supporting grassroots talent, these strategies ensure that art remains a vibrant and unifying force in our communities.

2.2 ADS in Action. ADS plays a vital role in bringing these national and local strategies to life by fostering creativity, inclusivity, and cultural engagement for all levels of the community. We have provided intergenerational and accessible arts workshops, productions and events. We have nurtured creative expression across all ages and backgrounds, aligning with *Let's Create's* vision of valuing everyone's creativity.

2.3 Community Impact Through collaborations with local councils, artists, and cultural institutions, ADS has strengthened community connections and transformed unusual spaces into vibrant cultural hubs. By embracing sustainability, innovation, and distinct artistic voices, it ensures that the arts remain dynamic, relevant, and a force for positive change.

2.4 As a community arts organisation we are both a champion and a bridge—bringing national aspirations into local reality and making creativity a shared, everyday experience.

3. Organisational Developments:

- Launched our new website to improve digital outreach. Through this enhanced our efficiency to communicate more effectively with the local and national community.
- Refocused our Marketing Strategy for targeted community engagement.
- Enhanced our marketing equipment through purchasing fold up visual display material, to be used in publicity drives and in community partnership events and initiatives.
- Established clearer goals, policies, and processes for smoother operations.
- Enhanced sustainability initiatives through writing an ADS Environmental Policy.
- Implemented various sustainability initiatives to reduce our environmental impact while fostering creativity and engagement. To include for example: aiming as far as possible to go paperless, purchasing from eco-friendly suppliers, collaborating with environmental groups and artists such as The Hidden Garden and Two Circle Design to learn from their expertise in sustainability initiatives.
- Clarified the 2023 technical issues we had with the Charity Commission for a simpler more straightforward personal interaction with them.
- Innovated a new strategy to use a non-traditional free venue, for performance to raise additional funds for future arts projects.
- Compiled reports and case studies to showcase impact for future funding opportunities.

4. Community Engagement:

4.1. Through our projects we have fostered connection, creativity, and cultural exchange by bringing people together through shared artistic experiences. We have achieved this through collaborative public performances, interactive workshops, and productions and provided a platform for intergenerational activity to be celebrated.

4.2 Engaging our community in artistic endeavors we have empowered individuals to express themselves and strengthens social bonds. By making the arts accessible and participatory, we have inspired dialogue, promoted social change, that reflect their collective identity and experiences.

5. Community Arts Engagement Overview: This year we offered:

Art Activities:

- 3 weekly art classes.
- 1 three-day art exhibition
- 5 art workshops led by professional artists

Theatre Productions:

- 5 original plays for Spring.
- 1 environmental theatre production for children
- 1 innovative one-man production in a non-traditional venue

Music & Singing:

- 1 choral afternoon singing activity
- 1 large-scale choral performance
- 1 chamber choral performance
- Bruce Nucbe workshop

Willow Weaving Residency:

- A two-week community project
- Facilitated by *Two Circle Design* and funded by *ADS & Chichester District Council*

5.2 Key statistics

- **Total participants (classes, performances, exhibitions):** 3,000
- **Management teams:** 60
- **Volunteers:** 50
- **ADS website visits:** 1,717 total, 1,043 unique visitors
- **Selsey 57 website** 12,000+
- **Patrick Moore Exhibition visits:** 18,000+
- **Out of the Ashes artwork exhibition visits:** 10,000+

6. Collaborations:

6.1 Our collaborations this year have included:

- 10 semiprofessional actors
- An international writer
- 4 International professional opera singers
- 5 professional artists
- Two Circle Design International land artists
- An international Zimbabwean coral leader

6.2 Community Partners

- Selsey Community Forum
- St Peters Church
- The Academy Selsey,
- Medmerry School.
- The Hidden Garden Selsey
- Westberry House

7. impact Stories:

7.1



"I have never experienced anything quite like it!"

"Super production, the actual performance by David was spot on & he had everyone in his grasp!"

"The sound and music were spot on. And your house looked exquisite - the spirit of Christmas."

"Absolutely brilliant. Story telling in the true Dickensian tradition"

"A truly perfect Christmas Carol - thank you to the whole team and in particular Gillian Plowman and of course the wonderful Scrooge - David Flint. Brilliant"

7.2 Summer Art Exhibition:



"Well, done all it was great to visit and see what talented people we have in Selsey. Thank you so much for your hard work. An Xmas present bought to"

"A wonderful exhibition of local talent. Thanks to the organisers for doing this!"

7.3 Spooky Fun in the Hidden Garden:



"Fabulous fun with lots of costumes"

"My fav was the ghost that was the witch but she had a sheet on" (6year old)

"So lovely to have something just for children, and to use such a magical environment"

"So glad I got my picture took with them"

7.4 The Winding Willow:



“What a wonderful experience. I am so proud of my achievements”

“Thanks to Arts Dream for funding such a magical project. Such a thrill to be offered something so unusual and fantastic on our doorstep!”

“Thank you Artsdream selsey for the invite to visit the opening of, The Winding Willow sculpture trail in The Hidden Garden - Selsey Our daughter was one of the lucky art students from The Academy Selsey, chosen to participate. It was such an amazing opportunity for Selsey residents to learn the skill of willow work from the amazing Two Circles Design where they helped create the impressive sculptures”

7.5 Bruce Ncube Workshop:



‘What an amazing experience! Couldn’t believe we did so many stunning harmonies in such a short time.’

“Met so many new people and loved being part of a collective experience”

“Something new and different from ADS and such fun. Bring Bruce back! “

7.6 Sing Your Heart Out with Friends:



"A heartfelt thank you to Belinda and her lovely singers for an afternoon of beautiful music. Belinda continues to bring singers from the whole community together to sing profound songs, with both moving and complex harmonies. The choir radiates joy when singing, sharing their collective experience with the audience. This is the true function of sharing music and connecting with our fellow humans."

7.7 Radio Plays:

"My friends and I love the radio plays. We close our eyes and listen and then open them again and see those lovely actors for real. It's what I always wanted to do as a child listening to the radio"

"Two Summers made me cry. It was like you'd written my life story. The truth of the actors shone through."

"We loved watching you making the sound effects! What a great way to celebrate 100 years of the radio play. Long may it last"

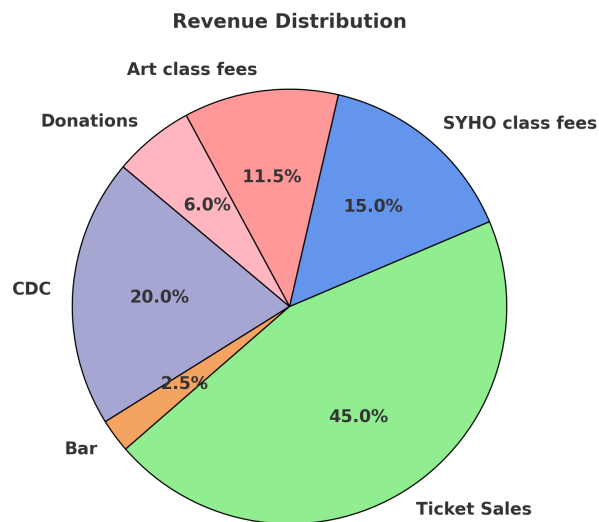
"Audience member: Please do some more!"



Our actors with Sylvia Rota
the play composer and live
accompanist.

8. Financial Overview:

8.1 ADS continue to be financially secure and in a good place for the year ahead. ADS accounts are published separately. Our accountant remains Phoenix Accounting Services. The breakdown of income is below:



8.2 There are other in-kind donations that are not registered as monetary value. These include for example free use of the Hidden Garden Selsey, free use of Westberry House, food and wine donations, and volunteer time.

9.2005 Achievements:

- ADS supports the Creative Case for Diversity by developing an inclusive environment in our activities and fostering creativity and innovation. ADS has an Equality and Diversity Policy that is updated annually.
- Increased our numbers of class participants and had excellent take up for our productions and events.
- Developed arts opportunities for people with the least engagement, such as low - income families and children.
- Offered ticket and class concessions for people impacted by the cost-of-living crises, to include free tickets for our Willow Weaving project.
- Developed a variety of projects that appeal to different audiences, such as theatrical plays, community concerts, exhibitions an environmental outdoor workshop and an art exhibition suitable for all age groups.
- Communicated our artistic intention to our peers and audiences, through bringing high quality artists to perform or exhibit work.
- Involved participation from local people and groups in the planning and delivery of our work, so they become part of a process, and take 'ownership' of the work produced.
- Built relationships with other local charities and organizations to maximize impact.
- Through Initiated direct payments for all classes into the ADS bank account we have enhanced our financial management.
- Monthly agenda meeting items include evaluations of our most recent activities, allowing us to maintain open and transparent communication, between ourselves stakeholders, and participants.
- Provided funding, mentorship, and exhibition opportunities for emerging and established artists.
- Recruited and trained a small but dedicated team of volunteers.
- Through on going external financial support for projects and an excellent internal workshop strategy helped to sustain projects for future development.

10. Looking Ahead to 2025:

10.1 As we move into 2025, we are excited to build on this year's successes. Our goals for the coming year include expanding our outreach efforts, securing additional funding, and introducing new projects that continue to inspire and empower our community through arts activity. Thank you for being part of our journey. We look forward to another year of creativity, collaboration, and community impact.

10.2 We aim to:

- Continue to innovate new project ideas for future creative and dynamic opportunities for the Selsey community
- Deepen our commitment to sustainability by adopting greener practices in our operations and productions.
- Enlist more volunteer support for art and exhibition activity
- Complete a comprehensive mailing list through using for example Mail Chimp
- Construct a new user-friendly Risk Assessments for all projects.
- Offer in-house and professional art workshop leaders at more affordable rates to increase accessibility and encourage greater participation.
- Implement a project management proforma for all new proposals to assess their relevance to ADS aims and objectives, evaluate income and expenditure costs, and ensure suitability for diverse participants and audiences.
- Develop strategies to discover new potential actors for our theatrical events such as holding play readings, open auditions, leveraging social media, and offering acting workshops.
- Broaden the demographic of our offer.

11. Acknowledgments:

We extend our deepest gratitude to our supporters, volunteers, partners, and the artists who make our work possible. Your generosity and dedication have been instrumental in our success. To help us further why not.

- **Donate:** Every contribution makes a difference.
- **Volunteer:** Join our growing team of community supporters.
- **Spread the Word:** Share our mission with friends and family.

Contact Information:

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Facebook Artsdream selsey
Instagram Arts Dream Selsey
<https://www.artsdreamselsey.co.uk>
mobile no 07879857418
Charity address. 6. Sea Grove Selsey. P0209HT
+44 07979857418

Chris Butler
10/02/2025

Trustees and Management committee

Chris Butler
Gillian Plowman
Belinda Gannon
Alex McDevitt
Gary Sharp
Mary Field
John Dickson

**ARTS DREAM SELSEY
DIRECTORS' REPORT AND
UNAUDITED ABRIDGED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2025**

Phoenix Accounting Services Ltd1
MAAT
3 Selsey Bus Ctr
Selsey
Chichester
PO20 0RS

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**Arts Dream Selsey
Company Information
For The Year Ended 31 January 2025**

| | |
|--------------------------|--|
| Directors | Ms Gillian Plowman Ms Alex McDevitt Mrs Sue Graves Ms Belinda Gannon Ms Chris Butler |
| Company Number | 8857997 |
| Registered Office | 6 Sea Grove Selsey West Sussex PO20 9HT |
| Accountants | Phoenix Accounting Services Ltd1 MAAT 3 Selsey Bus Ctr Selsey Chichester PO20 0RS |

Arts Dream Selsey
Company No. 8857997
Directors' Report For The Year Ended 31 January 2025

The directors present their report and the financial statements for the year ended 31 January 2025.

Directors

The directors who held office during the year were as follows:

Ms Gillian Plowman
Ms Alex McDevitt
Mrs Sue Graves
Ms Belinda Gannon
Ms Chris Butler

Statement of Directors' Responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing the financial statements the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company 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 company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Small Company Rules

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

On behalf of the board

Ms Chris Butler

Director
08/07/2025

**Arts Dream Selsey
Accountant's Report
For The Year Ended 31 January 2025**

In accordance with the engagement letter dated , and in order to assist you to fulfil your duties under the Companies Act 2006, we have compiled the financial statements of the company from the accounting records and information and explanations you have given to us.

This report is made to the directors in accordance with the terms of our engagement. Our work has been undertaken to prepare for approval by the directors the financial statements that we have been engaged to compile, to report to the directors that we have done so, and to state those matters that we have agreed to state to them in this 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 Company and the Company's directors for our work or for this report.

You have acknowledged on the balance sheet as at year ended 31 January 2025 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

Phoenix Accounting Services Ltd

08/07/2025

Phoenix Accounting Services Ltd1
MAAT
3 Selsey Bus Ctr
Selsey
Chichester
PO20 0RS

Arts Dream Selsey
Abridged Income and Expenditure Account
For The Year Ended 31 January 2025

| | Notes | 2025 £ | 2024 £ |
|---|-------|----------------|----------------|
| GROSS (DEFICIT)/SURPLUS | | (651) | 412 |
| Administrative expenses | | (2,992) | (1,439) |
| OPERATING DEFICIT AND DEFICIT FOR THE FINANCIAL YEAR | | <u>(3,643)</u> | <u>(1,027)</u> |

The notes on page 6 form part of these financial statements.

**Arts Dream Selsey
Abridged Balance Sheet
As At 31 January 2025**

| | | 2025 | | 2024 | |
|--|-------|---------------|---------------|---------------|---------------|
| | Notes | £ | £ | £ | £ |
| FIXED ASSETS | | | | | |
| Tangible Assets | 4 | | 476 | | 635 |
| | | | <u>476</u> | | <u>635</u> |
| CURRENT ASSETS | | | | | |
| Debtors | | 9,552 | | 11,852 | |
| Cash at bank and in hand | | 32,743 | | 33,927 | |
| | | <u>42,295</u> | | <u>45,779</u> | |
| NET CURRENT ASSETS (LIABILITIES) | | | <u>42,295</u> | | <u>45,779</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | <u>42,771</u> | | <u>46,414</u> |
| NET ASSETS | | | <u>42,771</u> | | <u>46,414</u> |
| Income and Expenditure Account | | | <u>42,771</u> | | <u>46,414</u> |
| MEMBERS' FUNDS | | | <u>42,771</u> | | <u>46,414</u> |

For the year ending 31 January 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

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

All of the company's members have consented to the preparation of an Abridged Income and Expenditure Account and an Abridged Balance Sheet for the year end 31 January 2025 in accordance with section 444(2A) of the Companies Act 2006.

On behalf of the board

Ms Chris Butler

Director
08/07/2025

The notes on page 6 form part of these financial statements.

Arts Dream Selsey
Notes to the Abridged Financial Statements
For The Year Ended 31 January 2025

1. General Information

Arts Dream Selsey is a private company, limited by guarantee, incorporated in England & Wales, registered number 8857997. The registered office is 6 Sea Grove, Selsey, West Sussex, PO20 9HT.

2. Accounting Policies

2.1. Basis of Preparation of Financial Statements

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 section 1A Small Entities "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

2.2. Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Sale of goods

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

Rendering of services

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

2.3. Tangible Fixed Assets and Depreciation

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

| | |
|-------------------|-------|
| Plant & Machinery | 33.3% |
|-------------------|-------|

3. Average Number of Employees

Average number of employees, including directors, during the year was: (2024: NIL)

4. Tangible Assets

| | Total £ |
|----------------------------|--------------------|
| Cost | |
| As at 1 February 2024 | 5,187 |
| As at 31 January 2025 | <u>5,187</u> |
| Depreciation | |
| As at 1 February 2024 | 4,552 |
| Provided during the period | 159 |
| As at 31 January 2025 | <u>4,711</u> |
| Net Book Value | |
| As at 31 January 2025 | <u>476</u> |
| As at 1 February 2024 | <u>635</u> |

5. Company limited by guarantee

The company is limited by guarantee and has no share capital.

Every member of the company undertakes to contribute to the assets of the company, in the event of a winding up, such an amount as may be required not exceeding £1.

Arts Dream Selsey
Abridged Detailed Income and Expenditure Account
For The Year Ended 31 January 2025

| | 2025 | | 2024 | |
|---|-------------|----------|-------------|----------|
| | £ | £ | £ | £ |
| TURNOVER | | | | |
| Sales | | 21,116 | | 21,259 |
| COST OF SALES | | | | |
| Purchases | 25,395 | | 22,995 | |
| Glasses | 98 | | - | |
| Subsistence at meetings | 263 | | - | |
| Marketing and advertising costs | 511 | | 2,052 | |
| | | (26,267) | | (25,047) |
| Other Operating Income | | | | |
| Grants and subsidies received | 4,500 | | 4,200 | |
| | | 4,500 | | 4,200 |
| GROSS (DEFICIT)/SURPLUS | | (651) | | 412 |
| Administrative Expenses | | | | |
| Insurance | 929 | | 909 | |
| Printing, postage and stationery | - | | 21 | |
| Website costs | 242 | | - | |
| Accountancy fees | - | | (100) | |
| Management fees | 1,600 | | 376 | |
| Gifts | 62 | | 74 | |
| Depreciation | 159 | | 159 | |
| | | (2,992) | | (1,439) |
| OPERATING DEFICIT AND DEFICIT FOR THE FINANCIAL YEAR | | (3,643) | | (1,027) |



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
Arts Dream Selsey Ltd

On accounts for the year
ended

31.01.25

Charity no
(if any)

1155713

Set out on pages

2

(remember to include the page numbers of additional sheets)

Responsibilities and
basis of report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended DD / MM / YYYY.

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

* Please delete the words in the brackets if they do not apply.

Signed: Deb Heath

Date: 27.10.2025

Name: Deborah Heath

Relevant professional
qualification(s) or body
(if any):

Member of Associated Accounting Technical

Address:

3 Selsey Business Centre, The Bridleway

Selsey

Section B**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

The only material matter of concern is that HMRC have still not actioned the theatre tax claim of the previous years