

UPSTART PROJECTS

England & Wales · Charity number 1157864

Details

Other names	VOICE
Status	Registered
Legal form	CIO
Registered	2014-07-15
Register	View on the Charity Commission register

Contact

Address	59 Trinity Street Shrewsbury SY3 7PQ
Phone	0330 0881008
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Website	www.voicemag.uk

Activities

Objects: THE ADVANCEMENT IN LIFE OF YOUNG PEOPLE BY PROVIDING TRAINING AND SUPPORT TO ENABLE THEM TO TAKE PART IN AND LEAD ACTIVITIES IN THE ARTS, MEDIA AND CULTURE AND WHICH DEVELOPS THEIR SKILLS, CAPACITIES AND CAPABILITIES SO THAT THEY CAN PARTICIPATE IN AND BENEFIT SOCIETY AS CREATIVE AND RESPONSIBLE INDIVIDUALS

Activities: Upstart Projects supports young people to find their voice in the arts and gain the skills and experience to grow as arts and media practitioners. We aim to offer arts experiences which enable personal and social change. We work closely with the Arts Award programme, run by Trinity College London, and provide a stepping stone for young people interested in arts leadership or a creative career.

Classification

- **How:** Provides Human Resources, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** Children/young People

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£107,214	£113,810	-	-
2024-03-31	£76,839	£85,904	-	-
2023-03-31	£121,780	£190,310	-	-
2022-03-31	£279,734	£208,704	-	-
2021-03-31	£102,598	£82,269	-	-

Trustees

Name	Role	Appointed
Bethan Rowena Troakes		2020-03-02
Dinesh Thanigasalam		2025-06-01
Holly Howe		2019-11-11
Nigel Jonathan Hilditch		2025-06-01
PHOEBE MOSHA HILL		2014-08-19
Thomas Matthew Edwards		2019-11-11

UPSTART PROJECTS

England & Wales - Charity number 1157864

Accounts



UPSTART PROJECTS & VOICE MAGAZINE

ANNUAL REPORT 2024-25



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Charity number: 1157864
59 Trinity Street, Shrewsbury, SY3 7PQ



WELCOME

It has been an exciting year for Upstart Projects and Voice Magazine as we have welcomed new staff members into the team as well as delivering a wide range of activity. Creative Pathways Project Manager, Judy McFall has worked with local partners in disadvantaged communities to support 58 young people to become Local Reviewers and has helped them step up to opportunities on the magazine (see p.7). Judy has now joined the team as Voice Company Manager and Participation Lead.

In August Tom Beasley joined us as Voice Editor, bringing his experience as an entertainments and film journalist. Tom hit the ground running and has relished training volunteer Voice Contributors and Voice Reviewers and supporting university interns. Dayna Hewitt, as Voice Co-ordinator since 2022, is our third core team member and is a vital support to the staff and our projects.

Judy and Tom had their first opportunity to work together on Voice's action research project creating a podcast with a group of young people in Local Authority care in Dudley, part of a region-wide training and research programme led by Arts Connect and The Mighty Creatives. We plan to place work with young people in care at the heart of our Creative Pathways programme and we're already running several projects across the Black Country.

Upstart's founding team have played a key role in supporting and mentoring the newcomers, welcoming new ideas and energy. This has been especially valuable at a time when raising funds for a small arts charity is very challenging. Staff and trustees are now engaged in forging new partnerships and developing sales of our services alongside ongoing grant funding.

Our Friends of Voice donors and patrons play a key part in our survival as an organisation and our work to open doors into the arts and media for disadvantaged young people. Do join me as a Friend! Find out more at www.voicemag.uk/friend.



Holly Howe, Chair of Trustees, Upstart Projects

OUR MISSION

Voice Magazine supports young people aged 13-30 to develop their creativity, skills and confidence by taking part in arts and media projects and training.

Our community projects open doors for young people with fewer opportunities to explore arts activities and creative jobs.

Our training supports them to build skills and portfolios for future careers.

We champion youth voice, leadership and co-production through all our work.





OUR KEY PROGRAMMES

Voice Magazine is an online culture magazine and an open platform for young people's views on the arts and society. Voice provides work experience, training and first jobs for young people interested in careers in the arts and media, focusing on those from diverse and low income backgrounds.

Voice attracted **285,000 readers** and our community of young users has grown to **9,201**.

Young people have posted **496 reviews** | **517 blogs** | **91 interviews** | **19 features**

Visit **voicemag.uk**

Creative Pathways reaches out to young people in disadvantaged communities or facing personal challenges, including those in Local Authority care. They explore the arts on their doorstep, meet professionals, become local arts reviewers and work as young journalists on Voice Magazine.

78 young people became local arts reviewers or undertook work experience on the magazine.

Youth Voice Training offers courses and services to organisations, helping them embed youth voice in their work.

We trained **201 professionals** and worked on major projects with **9 organisations**, running bespoke training, facilitating youth participation and undertaking consultation and research.

VOICE MAGAZINE HIGHLIGHTS



In 2024, we welcomed Tom Beasley as our new Voice Editor. Tom is an experienced writer, having spent the previous eight years working in the world of entertainment journalism as a film critic, interviewer, and feature writer. His bylines have appeared in The Guardian, Metro, New Statesman, and the i, as well as Yahoo UK where he is still a regular contributor.

Tom shares some of his highlights from the year:

'I have really enjoyed working with talented young people in our Voice Contributor training programme, as well as introducing a Guest Editor opportunity, and providing a step-up for Elisha and George to work on their own editorial series 'After Pride' and 'Trans in the UK'.

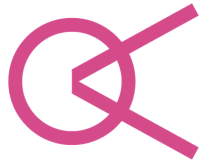
It has been a delight to see passionate, creative young people take centre stage when it comes to steering the magazine editorially.

I am also immensely proud of the 'Kick Some Class' series we ran last year, shining a spotlight on the working class heroes of the culture world, as well as the challenges they continue to face. It's vastly important to show that everybody has a voice in the arts and I'm determined that Voice will create opportunities for young people from diverse backgrounds to build their own voice.'



Tom Beasley, Voice Editor

CREATIVE PATHWAYS



Creative Pathways is funded by Arts Council England to support young people with fewer advantages to explore the arts at local level, before progressing to wider opportunities with Voice magazine.

Judy McFall, our Company Manager & Participation Lead, explains how it works:

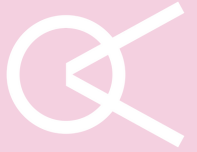
'This year we developed Local Arts Reviewer groups in Mansfield, Shropshire and Stoke-on-Trent. Participants had very diverse abilities and backgrounds, with limited access to cultural events and opportunities. Each group had weekly training sessions working with creative professionals including event programmers, podcasters, theatre directors, film-makers, editors and journalists. They attended local arts events, found out about arts careers and learned how to write reviews and publish them. They also met young people now working on Voice Magazine who shared their own journey and promoted opportunities to become an official Voice Reviewer or join Voice's training and work experience programme.'

58 Local Reviewers collectively produced 123 reviews and features and many continue to attend events and post reviews. 9 participants have joined the Voice Reviewers network, gaining access to press tickets and becoming official reviewers for Voice. Our local partners offer opportunities for young people to attend a variety of events, opening doors to new experiences, breaking down barriers to access and building younger audiences.



Judy McFall, Company Manager & Participation Lead

CREATIVE PATHWAYS: CASE STUDIES



Naomi Johnson

Local Reviewer

Naomi joined Voice as a Local Reviewer at the New Vic theatre in Stoke-on-Trent, through outreach work to attract new and diverse participants. She then applied successfully to become a Voice Contributor, developing her writing, interviewing and journalism skills. She is now an active member of the national Voice Reviewer group.

'Training with Voice has opened my eyes to the opportunities available within the journalism sector. The support and advice I've received has really built my confidence and the opportunities to go and review an abundance of shows has been invaluable.'



George Okonkwo

Voice Contributor

George joined the Voice Contributor programme to build his confidence and gain hands-on experience and skills. He grasped every opportunity, really developing as a writer throughout the process. He attended the inaugural Voice Collective event in order to hear from established journalists and link up with other members of Voice programmes.

'My time as a contributor for Voice Magazine was very enjoyable and enlightening. I got to learn a lot from writing blogs and reviews to interviewing and honestly, communication skills. I learned a lot, not just from my editor/tutor, but from the friends I made from Voice. It was an overall good experience and I am definitely going to keep being a part of it.'



Hannah McCormack

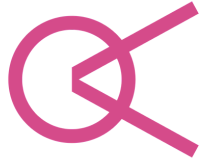
Local Reviewer

Hannah joined the Mansfield Local Reviewer group as she was struggling to find arts opportunities where she lived. She is an aspiring writer with a keen interest in live music and produced both reviews and opinion pieces.

'Having a platform like Voice has really developed my confidence in my writing. Through Voice I've been offered so many great opportunities, hearing about a huge range of events in my local area that I would never have attended, and meeting likeminded young people.'

I've also been really encouraged by the Voice team to venture outside my comfort zone - for example by contributing to the political "One Year of Starmer" editorial series in July. I've learnt a lot about what it's like to be part of a professional magazine, and I also just love reading the other articles from the Voice community.'

VOICE IN NUMBERS, 2024/25



VOICE READERS

448,000+ visits

285,000+ unique visitors

Location Readers are spread across the UK; 60% are outside of London, dispersed throughout regional cities as well as more rural areas.

VOICE MEMBERS & PARTICIPANTS

9,201 Voice users registered users who post and comment

3,502 Arts Award participants using Voice for guidance and to post work for assessment

52 Local Reviewers exploring the arts where they live

50 Voice Reviewers reviewing the arts for Voice at national level

DEMOGRAPHICS ACROSS PARTICIPATION PROJECTS

30% of participants are or have been eligible for **Free School Meals**

35% share that they are **LGBTQIA+**

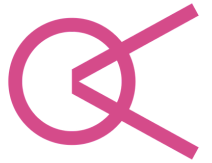
37% are or may be **neurodivergent**

36% are only **educated to GCSE level** when they join a Voice project

27% are from the **global majority**

15% of participants record that they **have a disability**

TRAINING & COMMISSIONS



This year **201** people have accessed our training in youth voice, which participants rate at an average of **9.2/10**. Our Youth Voice Training has reached Flexus Youth Dance, the London Borough of Barking & Dagenham, the Royal Ballet & Opera, Kids in Museums, Kew Gardens and The Mighty Creatives.

We have also undertaken research for Trinity College London, youth engagement in strategic planning for the Nottingham UNESCO City of Literature and supported various conferences and events. In Barking & Dagenham we are contributing to a new Creative Alternative Education Provision, developing educational opportunities and supporting young people in care.

We continued to maintain and promote Ampify (amplify-voice.uk), an online resource showcasing youth voice in creative settings, and to facilitate the Nottingham Youth Cultural Partnership (connectingnotts.co.uk).

We have maintained Arts Award Voice for Trinity College London, a minisite supporting young people working towards their Arts Award qualifications. As a remote Arts Award centre, we have supported six young people to achieve their award when their own adviser was no longer available to assess their work.

TRAINING & COMMISSIONS



Case study: Kids in Museums Young Trustee Development Programme

2024-2025 saw the delivery of a national young trustee development programme that we devised for Kids in Museums and delivered with participating museums including the National Football Museum, St Barbe Museum, Elizabeth Gaskell Museum, Bradford, Nantwich and Wiltshire Museums, New Forest Heritage Trust and Towner Eastbourne. We ran training for board members, recruited and supported young trustees, created case studies for inspiration and guidance, and crafted a handbook on chairing inclusive meetings. Our package of resources has enabled a repeat of the programme with more organisations this year.

Participant feedback

'The friendly, personal approach of the team who made a distinct effort to understand us and our work to ensure relevance of the course.'

'I really enjoyed the use of theory crossing with practical experience.'

'An engaging combination of theory, examples, discussion. It felt less dry and more accessible than other trainings I've been on.'

Actions participants have made since the training

'We have implemented a youth feedback postcard that will feed into a youth event in the summer. This will also feed into a hospital feedback session led by the young people.'

'I'm going to share what I learned with the rest of my team so my learning and expertise can apply to the organisation more broadly, beyond my remit as project staff.'



GOVERNANCE



Upstart Projects board

We are grateful for the expertise and commitment of our board members who bring a wide range of skills and perspectives to the charity, including arts education, enterprise, environmental awareness, fundraising, HR, journalism, marketing and youth participation. In March 2025 we said thank you and farewell to four trustees and we are delighted to have since welcomed two new trustees to the board.

[Meet our trustees](#)

Upstart and Voice staff team

Our team this year has consisted of 3 core part-time roles supported by a charity director and 3 associates leading particular areas of work.

[Meet the Voice team](#)

Trustees serving during 2024-25

Holly Howe (Chair)
Phoebe Hill (Deputy Chair)
Tom Edwards
Beth Troakes
Charlie Rainer
Michael Zdanowski
Nikeria Tannis
Amy Clewlow

CIO Governing Document

The CIO Foundation Constitution
Trustees are appointed through recruitment and invitation.

Reserves Policy

To build reserves of 3 months of core running costs (£17,278)
At 31 March 2025 our reserves were £18,019

Charity number: 1157864

Registered office: 59 Trinity Street, Shrewsbury SY3 7PQ

Independent examiner: Community360, Winsley's House, High Street, Colchester, Essex CO1 1UG

Bankers: The Co-operative Bank, P.O. Box 250, Skelmersdale WN8 6WT

INDEPENDENT EXAMINERS REPORT



FOR THE YEAR ENDED 31 MARCH 2025

I report on the accounts of Upstart Projects for the year ended 31 March 2025 which are set out on pages 14 to 21.

Respective responsibilities of trustees and examiner

The Charity's Trustees are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year (under section 144 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed).

It is my responsibility to:

Examine the accounts under section 145 of the Charities Act,
To follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 145(5)(b) of the Charities Act, and
To state whether particular matters have come to my attention.

Basis of independent examiner's Statement

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes considerations of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit and consequently I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In the course of my examination, no material matters have come to my attention 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 the 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 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.

Signed:

David Courtier FMAAT AATQB
For and on behalf of Community360 Winsley's
House, High Street, Colchester, Essex CO1 1UG

Date: 24th November 2025

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2025



	Note	Unrestricted Total £	Restricted Total £	Designated Total £	2025 Total £	2024 Total £
<u>Incoming resources</u>						
Donations & legacies	2	3,210	-	-	3,210	3,066
Charitable activities	3	43,356	60,009	-	103,365	73,254
Investments	4	639	-	-	639	519
Total incoming resources		47,204	60,009	-	107,213	76,839
<u>Resources expended</u>						
Charitable activities	5	52,916	58,644	-	111,560	83,979
Fundraising costs		2,250	-	-	2,250	1,925
Total resources expended		55,166	58,644	-	113,810	85,904
Net incoming resources before transfers		(7,961)	1,365	-	(6,596)	(9,065)
Transfer between funds		-	-	-	-	-
Net incoming resources after transfers		(7,961)	1,365	-	(6,596)	(9,065)
Total funds brought forward		8,946	-	18,019	26,965	36,030
Total funds carried forward		985	1,365	18,019	20,369	26,965

Signed:

Holly Howe
Chair of Upstart Projects' board of trustees

Date: 5th November 2024

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2025



	Note	2025 £	2024 £
Current assets			
Debtors	9	4,777	1,775
Cash at bank and in hand		44,318	43,637
		<u>49,094</u>	<u>45,412</u>
Current liabilities			
Creditors: amounts falling due within one year	10	28,726	18,447
		<u>28,726</u>	<u>18,447</u>
Net current assets		20,369	26,965
		<u>20,369</u>	<u>26,965</u>
Total assets less total liabilities		20,369	26,965
		<u>20,369</u>	<u>26,965</u>
Income funds	11		
Designated funds		18,019	18,019
Restricted funds		1,365	-
Unrestricted funds		985	8,946
		<u>20,369</u>	<u>26,965</u>
		<u>20,369</u>	<u>26,965</u>

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2025



1. Accounting policies

Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement on 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). (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy notes.

Cash flow

The financial statements do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard 1 "Cash flow statements".

Assessment of going concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Incoming resources

Grants receivable are recognised in the accounts when conditions for their receipt are satisfied. Grants with conditions attached to their use are included in restricted funds. Donations, legacies and other forms of voluntary income are recognised as incoming resources when receivable.

STATEMENT OF FINANCIAL ACTIVITIES



FOR THE YEAR ENDED 31 MARCH 2025

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SOFA in the same financial period as the gift to which they relate.

Resources expended

All expenditure is accounted for on an accruals basis and is recognised when there is a legal or constructive obligation to pay. Expenditure has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to a particular heading they have been allocated to activities on a basis consistent with the use of the resources.

Fund accounting

Unrestricted Funds are funds received which have no restrictions placed on their use and are available to spend on activities that further any of the purposes of the charity.

Designated funds are unrestricted funds of the charity which the trustees have decided to set aside to use for a specific purpose.

Restricted Funds are funds which are to be used for purposes as specified by the funder.

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2025



Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the company and is, therefore, included in the relevant costs in the Statement Of Financial Activities.

Going Concern

The accounts have been prepared on a going concern basis.

2. Donations & legacies

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Donations	3,210	-	3,210	3,066
	3,210	-	3,210	3,066
2024	3,066	-	3,066	

3. Charitable activities

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Commissions to run activities	43,356	-	43,356	32,987
Grants	-	60,009	60,009	40,267
	43,356	60,009	103,365	73,254
2024	32,987	40,267	73,254	

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2025



4. Investment income	Unrestricted £	Restricted £	2025 £	2024 £
Interest	639	-	639	519
	639	-	639	519
2024	519	-	519	
5. Total resources expended	Staff costs £	Other costs £	2025 £	2024 £
Charitable activities				
Management team	14,078	-	14,078	26,072
Delivery of activities	44,717	50,484	95,201	55,422
Accountancy	-	781	781	794
Trustee expenses	-	421	421	563
Administration	-	1,078	1,078	1,129
	58,794	52,765	111,560	83,979
2024	51,500	32,479	83,979	

6. Staff costs

The average number of employees for 2025 was Nil (2024 - Nil). No employee earned more than £60,000 in the financial years being reported on in these accounts.

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2025



7. Trustees

The trustees were reimbursed £421 (2023 - £563) for travel expenses.

8. Related parties

There were no related parties during the period.

9. Debtors

Trade debtors

2025	2024
£	£
4,777	1,775
<u>4,777</u>	<u>1,775</u>

10. Creditors: amounts falling due within one year

Trade creditors

Accruals and deferred income

2025	2024
£	£
3,401	5,657
25,325	12,790
<u>28,726</u>	<u>18,447</u>

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2025



11. Statement of funds

	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers £	Carried Forward £
Unrestricted funds	<u>8,946</u>	<u>47,204</u>	<u>(55,166)</u>	<u>-</u>	<u>985</u>
Restricted funds					
Trinity College	-	19,733	(19,733)	-	-
Arts Council	-	32,216	(31,415)	-	801
University of Wolverhampton		3,060	(2,496)	-	564
Nominet grant		5,000	(5,000)	-	-
Subtotal	<u>-</u>	<u>60,009</u>	<u>(58,644)</u>	<u>-</u>	<u>1,365</u>
Designated funds	8,000	-	-	-	8,000
Reserves	10,019	-	-	-	10,019
Subtotal	<u>18,019</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>18,019</u>
Total	<u>26,965</u>	<u>107,213</u>	<u>(113,810)</u>	<u>-</u>	<u>20,369</u>

Accounts



UPSTART PROJECTS & VOICE MAGAZINE

ANNUAL REPORT 2023-24



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Charity number: 1157864
59 Trinity Street, Shrewsbury, SY3 7PQ

WELCOME

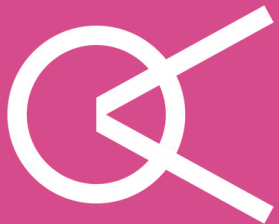
This year Upstart Projects and Voice Magazine celebrate their 10th anniversary! We're marking the milestone by bringing all of our work together under the Voice brand. While Upstart Projects will continue as the registered charity, we will use the Voice brand for our programmes: our arts magazine, our projects with young people, and our training.

We've made this move to celebrate the success of Voice Magazine, which has built up a reputation among young people and professionals alike as a platform for arts and culture, attracting over 2 million readers and supporting thousands of young people to share their creative work and opinions.

Voice is much more than an online magazine: we run local journalism and arts reviewing projects in the Midlands and we provide training and work experience for young people heading towards cultural careers. We support young people from less advantaged communities to enter a workforce which is still dominated by people from privileged backgrounds. Hear from young people about the impact this has made on them on p8.

However, despite growing and thriving since 2014, we are now facing a tough period when there is very little funding for arts charities – the dip in our annual income shown in our accounts reflects this. In future, we'll be increasing our paid-for services and reaching out to donors and corporate sponsors to supplement grant funding. Please do get in touch if your company would like to discuss this.

And supporting Voice is not just something for companies or trusts and foundations. Individual donors make a huge impact on our work. We are so grateful to the numerous people who have joined us as Patrons and Friends of Voice – please consider supporting us to reach more young people by donating at voicemag.uk/friend



Holly Howe, Chair of Trustees, Upstart Projects

OUR MISSION



Voice Magazine and Training supports young people aged 13-30 to develop their creativity, skills and confidence by taking part in the arts and media.

Our projects open doors for young people to explore their personal interests and potential jobs.

We focus on those with fewer opportunities to take part in the arts or pursue creative careers.

We champion youth voice, leadership and co-production through all our work.



OUR KEY PROGRAMMES

Voice Magazine is an online culture magazine and an open platform for young people's views on the arts and society. Voice provides work experience, training and first jobs for young people interested in careers in the arts and media.

Voice attracted **269,656 readers** and our community of young users has grown to **7,268 members**. Visit **voicemag.uk**

Creative Pathways reaches out to young people in disadvantaged communities. They explore the arts on their doorstep, meet professionals, become local arts reviewers and work as young journalists on Voice magazine.

66 young people became young arts reviewers or undertook work experience on the magazine.

Youth Voice Training offers courses and services to organisations, helping them embed youth voice in their work.

We trained **106 professionals** and worked with **13 organisations**, running bespoke training, facilitating youth participation or undertaking commissions.



VOICE MAGAZINE HIGHLIGHTS



Voice supports young media-makers, journalists and arts reviewers and provides a platform for young people aged 13+ to showcase their art work and publish reviews, interviews and opinion pieces.

We encourage and support young audiences and amplify young voices. Our training projects are designed to increase diversity across the cultural sector by enabling those with fewer contacts and resources to develop portfolios and build their career path.

This year young people have posted **323 reviews | 341 blogs | 100 interviews | 13 features**

Voice Managing Editor, Tom Inniss selects his highlight of 2023- 2024

Each year Voice supports a young creative to get a foothold in the cultural sector. This year we welcomed Sienna James in her first job after university as Voice Content Editor.

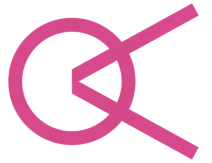
She produced a wide range of thoughtful and audience-engaging themes, including the exploration of craft and activism, the relationship between art and community, and I was impressed by her series on The Young Vote. In advance of the general election, she canvassed our readers for the issues they cared about and discussed their views in interviews with a range of policy-makers.

Read Sienna's series round up at: voicemag.uk/young-vote-24



VOICE MAGAZINE HIGHLIGHTS

VOICE IN NUMBERS, 2023/24



VOICE READERS

367,600+ visits

227,600+ unique visitors

Age 34% are between 18-24, 22% are 25-34, 40% are over 35. *We can't track under 18s*

Gender balance 57.5% female and 42.5% male

Location Readers are spread across the UK, with 60% outside London, concentrations in many cities and reach to rural areas too.

VOICE MEMBERS & PARTICIPANTS

7,203 Voice users registered users who post and comment

5,715 Arts Award participants using Voice for guidance and to post work for assessment

22 Local Reviewers exploring the arts where they live

36 Voice Reviewers reviewing the arts for Voice at national level

DEMOGRAPHIC PROFILE of our members and participants:

Disability 23% record a disability

Ethnic background 3% Arab, 3% Asian Indian, 6% Asian Pakistan, 3% Black African, 6% Black British, 6% Mixed Any Other, 3% Mixed White & Asian, 6% White Any Other, 61% White British, 3% Any Other

Educational attainment on joining a project 6% GCSEs, 38% A Levels, 10% Foundation Degree, 40% Bachelors Degree, 6% Masters Degree

Sexual orientation 50% Heterosexual, 17% Bisexual, 7% Another Sexual Orientation, 3% Gay Man, 23% Prefer not to say

CREATIVE PATHWAYS



Creative Pathways is our progression programme, supporting young people with fewer advantages to explore the arts at local level, before progressing to opportunities, training and paid work with Voice magazine. Judy, our Creative Pathways Manager, explains how it works.

'This year we developed two young arts reviewer groups in Shropshire, working in partnership with Shrewsbury Colleges Group and Ludlow College, offering weekly training sessions for young people aged 16-25. As well as attending events, our reviewers worked with professionals from across the creative industries, including event programmers, podcasters, theatre directors and BBC Radio Shropshire journalists. They learned multi-media skills and reviewing skills with our Voice Editor and also heard from Voice Reviewers and Voice Contributors about their pathway from being a young reviewer to working on the magazine.'

The young arts reviewers had diverse abilities and backgrounds and many lived in rural localities with limited access to the arts. Collaboration with Theatre Severn, Ludlow Assembly Rooms and Arts Alive Rural Touring offered valuable opportunities to attend a variety of events, opening doors to new experiences and building young audiences. Their next step will be to join our national reviewer network or undertake an internship on Voice'

Meet participants in Creative Pathways overleaf



CREATIVE PATHWAYS: CASE STUDIES



William Richards

Voice Local Reviewer Spring 2024 - William has a mild autistic spectrum disorder and is currently studying on a College Ready programme. He embraced the role of Local Reviewer, supported by his family.

'This programme opened my eyes to a range of events that are happening in my local area. I have felt involved, supported and hope others will find my articles interesting or inspiring. I have definitely improved on my social skills, I have met several professionals during Voice sessions who showed me lots of opportunities in accessing events around Shropshire and out of the county. My English comprehension has developed as well and I know how to write a review from visiting different events.'



Primrose Jarvis

Voice Local Reviewer, Spring 2024 - Primrose lives in rural Shropshire with limited access to arts and culture provision.

'My time at Voice rekindled my love for the arts. Initially, I attended the young arts reviewer sessions intending to improve my communication through the written word, not expecting that I would also improve my verbal skills, as well as gain confidence in my ability to interact with others, approach arts organisations and try new things.'

The project gave me valuable work experience and helped me make informed decisions about what I want out of my life and future career.'



Adam Khan

Voice Intern Spring 2024 - Adam is a Social Sciences student at Queen Mary University planning a freelance career in the media.

'Working with Voice enabled me to gain more experience in a different media outlet, one with a focus on the arts and culture, and a solely online presence. This enabled me to see how organisations work on a digital platform as well as being able to develop a wider pool of stories than I usually tackle. It has given me insight into the media and on writing about contemporary issues in the arts.'



TRAINING & COMMISSIONS

This year **209** people have taken part in our Youth Voice Training programme.

Our work has ranged from training courses in youth voice, media skills, governance and facilitation to research into play-based education across five countries. Find out more at: youthvoicetraining.uk

We have delivered commissions for the Leicester & Leicestershire Enterprise Partnership, ChalleNGe (The Nottingham Cultural Education Partnership), Royal Opera & Ballet, Area 43, Trinity College London, Barca Leeds, English Heritage, Nottingham City of Literature, Tees Valley Combined Authority, Kids in Museums and Norwich Theatre.

Some feedback from trainees:

'The trainers were engaging and clearly enjoy what they do.'

'I thought [the trainers] were both brilliant – provided a clear and full picture of their experiences, gave great answers to questions asked by the group and made time for participants to feedback.'

'An engaging combination of theory, examples, discussion. It felt less dry and more accessible than other trainings I've been on.'

TRINITY
COLLEGE LONDON

challeNGe
nottingham's cultural education partnership

Kids in
Museums


Nottingham
UNESCO City of
Literature


**ROYAL
BALLET &
OPERA**

COMMISSION CASE STUDY



Nottingham Youth Cultural Partnership - Connecting Notts

Connecting Notts is a group of young professionals who represent the arts and youth organisations in Nottingham. We also have independent members who represent different arts practices and are often young freelancers working across several organisations.

We have supported the development of the group, facilitating monthly meetings and event planning to bring young people together to learn new skills and influence change in the city.



COMMISSION CASE STUDY

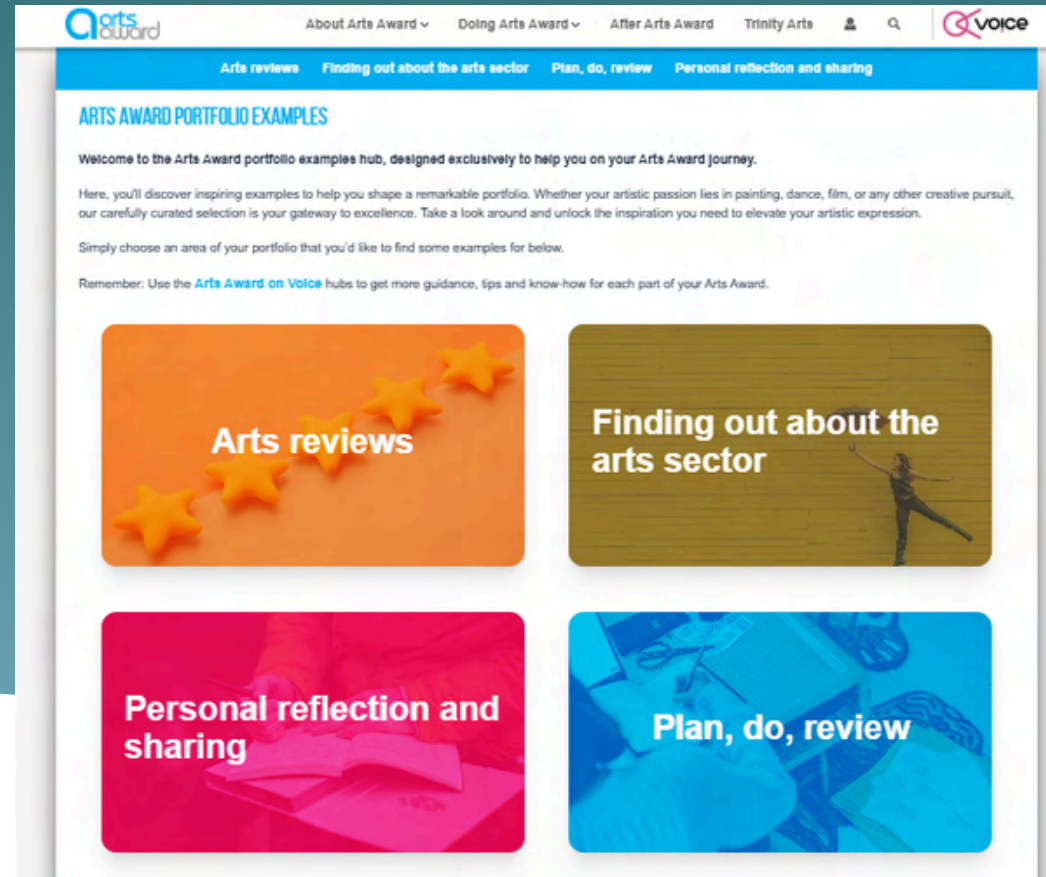


Arts Award Portfolio Examples

Our mini-site Arts Award Voice has been developed with Trinity College London over the past 10 years to support young people working through Arts Award, a qualification which enables young people to develop creative achievements, review the arts, find out about the cultural sector and share their skills with peers.

This year we developed a new platform which showcases examples of Arts Award portfolios to inspire young people to explore creative ways of presenting their work for assessment.

See: artsawardvoice.com and
portfolios.voicemag.uk



GOVERNANCE



Upstart Projects board

We are grateful for the expertise and commitment of our board members who bring a wide range of skills and perspectives to the charity, including arts education, enterprise, environmental awareness, fundraising, HR, journalism, marketing and youth participation. This year we said goodbye to Martin Russell, our Deputy Chair, after ten years of dedicated support.

[Meet our trustees](#)

Upstart and Voice staff team

Our team this year has consisted of five core part-time roles plus freelance associates running projects and courses, supported by paid young trainers.

[Meet the Voice team](#)

Holly Howe (Chair)
Martin Russell
(Deputy Chair)
Amy Clewlow
Tom Edwards
Phoebe Hill
Frances Perraudin
Olivia Porritt
Beth Troakes
Nikeria Tannis
Michael Zdanowski

CIO Governing Document

The CIO Foundation Constitution
Trustees are appointed through
recruitment and invitation.

Reserves Policy

To build reserves of 3 months of core running costs
(£20,783)
At 31 March 2023 our reserves were £18,019

Charity number: 1157864

Registered office: 59 Trinity Street, Shrewsbury SY3 7PQ

Independent examiner: Community360, Winsley's House, High Street, Colchester, Essex CO1 1UG

Bankers: The Co-operative Bank, P.O. Box 250, Skelmersdale WN8 6WT

Note to accounts

The accounts show a drop in income for 2023-24. This is partly due to the end of a government programme we were delivering since 2021 and partly due to new grants falling into the 2024/25 financial year.

INDEPENDENT EXAMINERS REPORT

For the Year Ended 31 March 2024



I report on the accounts of Upstart Projects for the year ended 31 March 2024 which are set out on pages 15 to 23.

Respective responsibilities of trustees and examiner

The Charity's Trustees are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year (under section 144 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed).

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 145(5)(b) of the Charities Act, and
- To state whether particular matters have come to my attention.

Basis of independent examiner's Statement

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

Independent examiner's statement

In the course of my examination, no material matters have come to my attention 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 the 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 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.

Signed:

A handwritten signature in black ink, appearing to read 'Shelley-Marie Rudling'.

Shelley-Marie Rudling FMAAT AATQB
For and on behalf of Community360
Winsley's House, High Street, Colchester, Essex CO1 1UG

Date: 14/11/2024

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024



	Note	Unrestricted Total £	Restricted Total £	Designated Total £	2024 Total £	2023 Total £
<u>Incoming resources</u>						
Donations & legacies	2	3,066	-	-	3,066	2,302
Charitable activities	3	32,987	40,267	-	73,254	119,373
Investments	4	519	-	-	519	105
Total incoming resources		36,572	40,267	-	76,839	121,780
<u>Resources expended</u>						
Charitable activities	5	43,712	40,267	-	83,979	190,310
Fundraising costs		1,925	-	-	1,925	-
Total resources expended		45,637	40,267	-	85,904	190,310
Net incoming resources before transfers		(9,065)	-	-	(9,065)	(68,530)
Transfer between funds		-	-	-	-	-
Net incoming resources after transfers		(9,065)	-	-	(9,065)	(68,530)
Total funds brought forward		18,011	-	18,019	36,030	104,560
Total funds carried forward		8,946	-	18,019	26,965	36,030

Signed:

Holly Howe
Chair of Upstart Projects' board of trustees

Date: 5th November 2024

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024



	Note	2024 £	2023 £
Current assets			
Debtors	9	1,775	3,029
Cash at bank and in hand		43,637	52,546
		<u>45,412</u>	<u>55,575</u>
Current liabilities			
Creditors: amounts falling due within one year	10	<u>18,447</u>	<u>19,546</u>
Net current assets		26,965	36,030
Total assets less total liabilities		<u>26,965</u>	<u>36,030</u>
Income funds	11		
Designated funds		18,019	18,019
Restricted funds		-	-
Unrestricted funds		8,946	18,011
		<u>26,965</u>	<u>36,030</u>

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024



1. Accounting policies

Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement on 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). (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy notes.

Cash flow

The financial statements do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard 1 "Cash flow statements".

Assessment of going concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Incoming resources

Grants receivable are recognised in the accounts when conditions for their receipt are satisfied. Grants with conditions attached to their use are included in restricted funds. Donations, legacies and other forms of voluntary income are recognised as incoming resources when receivable.

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024



Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SOFA in the same financial period as the gift to which they relate.

Resources expended

All expenditure is accounted for on an accruals basis and is recognised when there is a legal or constructive obligation to pay. Expenditure has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to a particular heading they have been allocated to activities on a basis consistent with the use of the resources.

Fund accounting

Unrestricted Funds are funds received which have no restrictions placed on their use and are available to spend on activities that further any of the purposes of the charity.

Designated funds are unrestricted funds of the charity which the trustees have decided to set aside to use for a specific purpose.

Restricted Funds are funds which are to be used for purposes as specified by the funder.

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024



Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the company and is, therefore, included in the relevant costs in the Statement Of Financial Activities.

2. Donations & legacies

	Unrestricted	Restricted	2024	2023
	£	£	£	£
Donations	3,066	-	3,066	2,302
	<u>3,066</u>	<u>-</u>	<u>3,066</u>	<u>2,302</u>
2023	<u>2,302</u>	<u>-</u>	<u>2,302</u>	

3. Charitable activities

	Unrestricted	Restricted	2024	2023
	£	£	£	£
Commissions to run activities	32,987	-	32,987	18,555
Grants	-	40,267	40,267	100,818
	<u>32,987</u>	<u>40,267</u>	<u>73,254</u>	<u>119,373</u>
2023	<u>18,555</u>	<u>100,818</u>	<u>119,373</u>	

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024



4. Investment income	Unrestricted	Restricted	2024	2023
	£	£	£	£
Interest	519	-	519	105
	<u>519</u>	<u>-</u>	<u>519</u>	<u>105</u>
2023	<u>105</u>	<u>-</u>	<u>105</u>	

5. Total resources expended	Staff costs	Other costs	2024	2023
	£	£	£	£
Charitable activities				
Management team	26,072	-	26,072	26,361
Delivery of activities	25,428	29,993	55,422	150,254
Accountancy	-	794	794	844
Trustee expenses	-	563	563	900
Administration	-	1,129	1,129	11,951
	<u>51,500</u>	<u>32,479</u>	<u>83,979</u>	<u>190,310</u>
2023	<u>114,540</u>	<u>75,770</u>	<u>190,310</u>	

6. Staff costs

The average number of employees for 2024 was 0 (2023 - 9). No employee earned more than £60,000 in the financial years being reported on in these accounts.

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024



7. Trustees

The trustees were reimbursed £563 (2023 - £163.23) for travel expenses.

8. Related parties

There were no related parties during the period.

9. Debtors

Trade debtors

2024	2023
£	£
1,775	3,029
<u>1,775</u>	<u>3,029</u>

10. Creditors: amounts falling due within one year

Trade creditors
Accruals and deferred income

2024	2023
£	£
5,657	4,070
12,790	15,476
<u>18,447</u>	<u>19,546</u>

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024



11. Statement of funds

	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers £	Carried Forward £
Unrestricted funds	<u>18,011</u>	<u>36,572</u>	<u>(45,637)</u>	<u>-</u>	<u>8,946</u>
Restricted funds					
Trinity College	-	25,267	(25,267)	-	-
Postcode Lottery	-	15,000	(15,000)	-	-
Subtotal	<u>-</u>	<u>40,267</u>	<u>(40,267)</u>	<u>-</u>	<u>-</u>
Designated funds	8,000	-	-	-	8,000
Reserves	10,019	-	-	-	10,019
Subtotal	<u>18,019</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>18,019</u>
Total	<u>36,030</u>	<u>76,839</u>	<u>(85,904)</u>	<u>-</u>	<u>26,965</u>

Transfers from restricted to unrestricted funds covers the core costs attributed to the grant projects.

UPSTART PROJECTS

England & Wales - Charity number 1157864

Accounts



voice

UPSTART PROJECTS 2022 TO 2023 ANNUAL REPORT

CHARITY NUMBER: 1157864
59 TRINITY STREET, SHREWSBURY, SY3 7PQ



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Welcome

In November 2022, after serving as a board member for three years, I was delighted to be elected as chair of the board by my fellow trustees. We bid farewell to our retiring founder chair, Felicity Woolf, thanking her for her tremendous eight years of leadership. She's a hard act to follow but I am excited to steer the charity into its next phase, alongside my talented fellow trustees, a number of whom joined us this year, expanding our pool of knowledge and expertise.

I am so proud of the work we do with young people, many of whom have previously had little or no access to arts experiences, and that we are able to open up new horizons for them with our opportunities and training. With our support, many have been able to find their first employment in the cultural sector (see pages 9 and 10). During the past year, using our arts magazine Voice as the vehicle, we developed a clear progression model from local projects to cultural jobs. We call this 'Creative Pathways' – more info on page 8.

As someone who works in the media, I strongly believe in the importance of giving back and am proud to be a patron of the charity. We are an agile organisation, running on a tight budget. As funding for the arts continues to suffer from budget cuts, reducing opportunities and access for young people, our work becomes even more imperative.

If, like me, you would also like to help a young person follow a creative path, please consider making a donation or even better, join us as a Friend or Patron of Voice. Your contribution will make a real difference in supporting the critical work we do: voicemag.uk/support-us
Thank you.

Holly Howe, Chair of Trustees, Upstart Projects



Our mission

Upstart Projects supports young people aged 13-30 to develop their creativity, skills and confidence by taking part in the arts and media.

Our projects open doors for young people to explore their personal interests and potential jobs. We focus on those with fewer opportunities to take part in the arts or pursue creative careers..

We champion youth voice, leadership and co-production through all our work.





Our projects

Voice magazine is a cultural publication and an open platform for young people's views on the arts and society. Voice attracted nearly **300k readers** and **1,500 posts** this year.

Creative Pathways is our progression programme, which supports young people to explore the arts on their doorstep, become arts reviewers at national festivals and take on work experience and employment as journalists on Voice magazine.

We supported **57 Local Reviewers, 22 Voice Reviewers and 8 Voice Contributors** during the year.

Upstart Training offers courses and services to organisations, helping them embed youth voice in their work. We trained **129 professionals** and worked with **11 organisations**, either running bespoke training or undertaking commissions.

"Working with Upstart and Voice made the arts world seem much more accessible and the skills I've developed have been invaluable."

Mystaya, 19, Voice Reviewer, Shropshire



VOICE MAGAZINE highlights

Voice magazine is our lead project and the bedrock for our work.

Voice is an online culture magazine, which supports young media-makers, journalists and arts reviewers and provides a platform for young people aged 13+ to showcase their art work and publish reviews or opinions.

Voice encourages and supports young audiences and provides skills development and career pathways for those aiming to work in the arts and media.

voicemag.uk

Highlights from 2022/23 include...

Wrapping up Voice's **Kickstart training programme**. During the past 2 years, we have provided 24 high-quality paid placements to unemployed young people aged under 25, funded by the Department for Work and Pensions

Relaunching the **Voice Contributor** programme as a 3-month training programme for 8 aspiring journalists leading to paid commissions

Introducing our **summer journalism placements** for 5 interns from 3 universities

Supporting **57 Local Reviewers** to explore the arts on their doorstep in Brighton, Burnley, Nottingham, Redditch, Shropshire and Stoke-on-Trent

Taking 6 young reviewers to **Edinburgh Festival Fringe** to cover nearly 160 shows – 15% by emerging artists

Creating **Media on Voice**, an online hub for all multimedia content published on Voice, popular with users who prefer media to the written word.



And some editors' picks from the year.



Voice's Summer Showcase celebrating young artists' work explored the theme 'Utopia/Dystopia: Reimagining the climate crisis'

[Summer Showcase](#)



With the advancement of technology, the lessons of Covid-19 and the ongoing fight for more access to the arts industry, what does the future of youth culture look like?

[The future of youth culture](#)



From how the media influences our views on climate change to the lack of trans visibility, our trainee Voice Contributors explored representation in the media.

[Media Representation](#)

This year young people have posted **492** reviews | **346** blogs | **227** interviews | **46** features | **12** How-to guides

Voice's [Creative Careers](#) area also provides insights into training and jobs with **532 arts careers** items including:

206 *Want My Job?* interviews with creative professionals [Want my job?](#)

73 *Instaviews* - live chats on Instagram with young artists about their career path [Instaviews with Voice](#)

Voice readers

- ★ **336,599 visits** this year
- ★ **286,871 unique visitors** this year

We use Google Analytics to track our reader audience as follows:

Age 30% are between 18-24, 24% are 25-34, 45% are over 35. We can't track under 18s

Gender balance 55% female and 45% male readers

Location Readers are spread across the UK, with 64% outside London, concentrations in many cities but reach to rural areas too.

Voice members, contributors and participants

- ★ **7,874 Voice members**, registered users who post and comment
- ★ **5,300+ Arts Award participants** using Voice for guidance and to post work for assessment
- ★ **57 Local Reviewers** exploring the arts where they live
- ★ **22 Voice Reviewers** reviewing the arts for Voice at national level
- ★ **8 Voice Contributors** developing their skills, publishing their work and gaining jobs.

See the profile of our members, contributors and project participants on page 11.

Creative Pathways is our progression programme, supporting young people to explore the arts as reviewers at local level, before progressing to opportunities, training and paid work with Voice magazine.



Hear from three young people who have moved through the Creative Pathways programme.

ELLIE BLACKWELL

Voice Reviewer



Voice gave me the opportunity to attend arts and music events, performances at my local theatre and much more.

I gained confidence in networking, communication and even interviewing for my reviews!

SASKIA CALLISTE

Contributor & Editor



Working with Voice while at uni helped reduce the anxiety about being newly graduated without a job! Voice gave me a pathway from Contributor to Deputy Editor and the skills and self-belief to enter the media world.

HECTOR MACDUFF

Voice Trainee



Voice helped me find creative opportunities without having years of experience or lots of funds. Working on the magazine gave me the confidence, and excuse, to reach out to people I wouldn't have known how to approach.



CREATIVE PATHWAYS jobs

We're proud of our trainees and contributors who developed their careers with Voice and have moved into media jobs over the past year! 70% of our trainees are now working or in training.

Here is a sample of what recent alumni have gone on to do

Ali, Voice Trainee Journalist 2022

Saskia, Voice Contributor & Deputy Editor 2020-22

Olivia, Business and Projects Assistant 2021-22

Kashmini, Voice Contributor 2022

Molly, Trainee Development Assistant 2021

Laura, Voice Internship 2022

Elle, Trainee Journalist 2021

Aneeka, Trainee Journalist 2021

Hamish, Trainee Journalist 2022

Faith, Trainee Journalist 2022

Lauren, Trainee Journalist 2022

Hector, Trainee Development Assistant 2021

Journalist on **Sky Sports**

Sub-editor at **LadBible**

Project Lead at **Cloud Artisans**

Assistant at **Book PR Company**

Marketing Assistant at **Stoneseed**

Communications Specialist at **KPMG**

AI and Tech Journalist **Freelance**

Senior Library Assistant at **University of Birmingham**

Creative Writing Judge at **NYC Midnight**

Journalist and Podcast host **Freelance**

Digital Content Producer at **NationalWorld**

Content Creator **Freelance**



Participants in our projects come from all backgrounds and with different interests.

We work hard to attract young people who might not usually engage in the arts and to recruit diverse staff and volunteers.

Profile of our staff, volunteers and project participants

Participants, volunteers, trainees or freelance staff we worked with during the year who submitted anonymous EDI information:

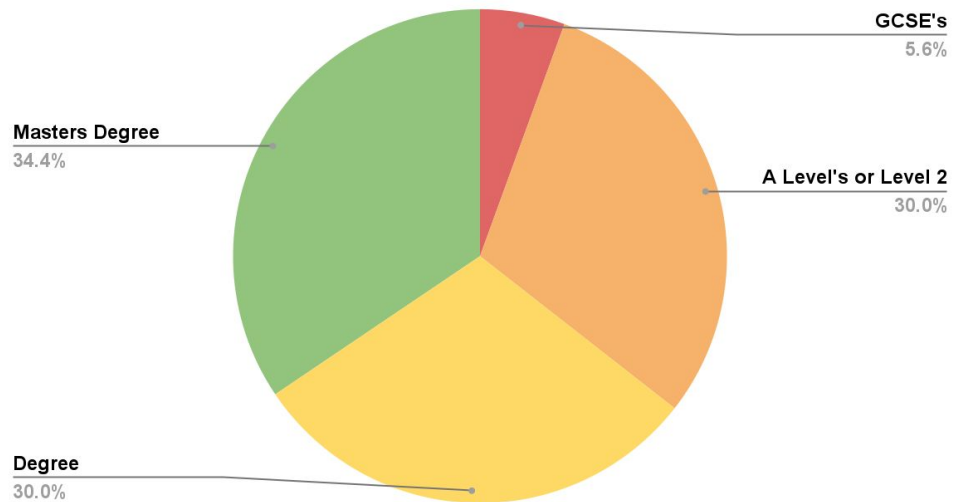
Age 69% under 30 years

Gender as self-identified 71% Female | 20% Male | 3% Non binary | 3% Another Gender | 3% Prefer not to say

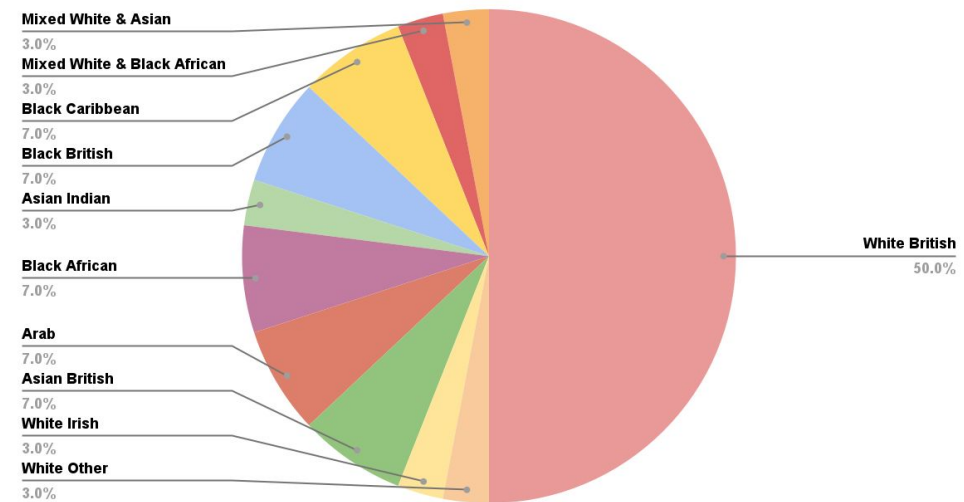
Sexual Orientation 69% Heterosexual | 24% Bisexual | 7% Prefer not to say

Disability 20% Yes | 80% No

Highest Educational attainment before joining a project



Ethnic Background



Alongside Voice magazine, we run Youth Voice Training, offering public and in-house courses to support organisations to develop skills and knowledge to engage young people as influencers, decision makers and change makers.

In 2022-23 we supported **129 participants** through public courses and ran in-house training for the British Youth Council, Living Sport, Prime Theatre, Nottingham UNESCO City of Literature, and Monkey Baa (Australia).

We had **113 participants** in our free online programmes: *Introduction to Youth Voice* and *Introduction to Facilitation*.

During the year we further developed our *Having a Voice in your Organisation* course for and with young people, which is now a popular part of our commissioned projects.

8.3/10

Avg. rating of our courses



Feedback from training participants

"I thought it was very important to come together and reflect on ways we could develop how we implement youth voice and also about integrating it within our organisation" **Rebecca**

"I really enjoyed the exercises and how the session was organised and handled" **Claire**

"The slides and exercises were really good" **Irshad**

"I enjoyed the use of both theory and models alongside discussion and collaboration in the breakout rooms" **Zoe**

"The presenters were enthusiastic and warm" **Hannah**

We regularly undertake commissions in youth consultation and facilitation and we expanded the range of partners and clients we worked with this year.

Warwickshire Cultural Education Partnership - Shout Out for the Arts

We developed a young trustee development programme to train and support more than 20 young people to join boards across Warwickshire. We delivered an online community and online workshops for six months after the training.

Arts Connect - Speak Up!

We worked with the West Midlands Bridge Organisation, Arts Connect, to facilitate a panel of seven young people who led on the evaluation of the SpeakUp! Youth Voice & Leadership conference. The group developed a manifesto and creative assets including illustrations on 'We believe in the power of imagination' alongside a poem and film 'We believe in imagination'.

Nottingham's Cultural Education Partnership - ChalleNGe

We continued to develop the Nottingham Youth Cultural Partnership 'Connecting Notts' and supported 28 young people to create events, offer new ideas for the city, evaluate provision for young people, develop a podcast and connect organisations.

Leicester & Leicestershire Enterprise Partnership - Careers Hub

We supported the 15 members of the Youth Advisory Board to inform and influence the LLEP's work, connecting young people and employers and contributing to the Local Skills Improvement Plan among other consultations.

Nottingham UNESCO City of Literature

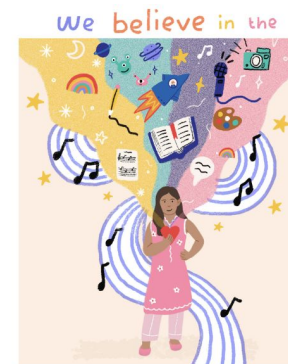
Producing the 'Young Voices Symposium' event in Nottingham has been a highlight of the year. We programmed a panel discussion about young people on boards and featured international examples of youth voice. We arranged performances by young people who were also launching their manifesto for Nottingham. We ran workshops with expert facilitators on youth journalism, how to develop a story of change and how to engage young people in evaluation.

Trinity College London

Our ongoing partnership with Trinity enables us to support young people working towards an Arts Award, promote arts qualifications and encourage progression into cultural jobs. Thousands of registered young people have used Voice and we consulted over 100 people to develop new resources to inspire young people doing their Arts Award.



POWER of imagination!



POWER of imagination!



POWER of imagination!

Upstart Projects board

We are grateful for the expertise and commitment of our board members who bring a wide range of skills and perspectives to the charity, including activism, arts education, environmental awareness, fundraising, HR, journalism, marketing and youth participation. This year we said goodbye to two of our founder trustees after nine years of dedicated support and welcomed four new trustees to the board.

[Meet our trustees](#)

Upstart and Voice staff team

Our team this year has consisted of five core part-time roles plus freelance associates running projects and courses, supported by paid young trainers.

[Meet the Upstart team](#) | [Meet the Voice team](#)

Trustees serving during 2022/23

Felicity Woolf (outgoing Chair, Nov 2022)

Holly Howe (incoming Chair, Nov 2022)

Martin Russell (Deputy Chair)

Amy Clewlow (appointed Jan 2023)

Tom Edwards

Phoebe Hill

Frances Perraudin (appointed March 2023)

Olivia Porritt

Beth Troakes

Maddy Ryle (resigned Jan 2023)

Nikeria Tannis (appointed Jan 2023)

Michael Zdanowski (appointed March 2023)

CIO Governing Document

The CIO Foundation Constitution

Trustees are appointed through recruitment and invitation

Reserves policy

To build reserves of 3 months of core running costs (£24,935)

At 31 March 2023 our reserves were £18,019

Charity number 1157864

Registered office 59 Trinity Street, Shrewsbury SY3 7PQ

Independent examiner Community360, Winsley's House, High Street, Colchester, Essex CO1 1UG

Bankers The Co-operative Bank, P.O. Box 250, Skelmersdale WN8 6WT

Note to accounts (overleaf)

The substantial carryforward from 2021/22 is due to several projects running across years and surplus income generated through training and services. This surplus underpinned our charitable projects in 2022/23 when fundraising became challenging after the Covid pandemic. Our DWP grant for Kickstart in 2021-2022 doubled our turnover which has now re-settled at sustainable pre-pandemic levels.

INDEPENDENT EXAMINERS REPORT

For the Year Ended 31 March 2023



I report on the accounts of Upstart Projects for the year ended 31 March 2023 which are set out on pages 15 to 23.

Respective responsibilities of trustees and examiner

The Charity's Trustees are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year (under section 144 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed).

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 145(5)(b) of the Charities Act, and
- To state whether particular matters have come to my attention.

Basis of independent examiner's Statement

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

Independent examiner's statement

In the course of my examination, no material matters have come to my attention 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 the 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 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.

Signed:

A handwritten signature in black ink, appearing to read 'Shelley'.

Shelley-Marie Rudling FMAAT AATQB
For and on behalf of Community360
Winsley's House, High Street, Colchester, Essex CO1 1UG

Date: 30th August 2023

Statement of Financial Activities

For the Year Ended 31 March 2023



	Note	Unrestricted Total £	Restricted Total £	Designated Total £	2023 Total £	2022 Total £
Incoming resources						
Donations & legacies	2	2,302	-	-	2,302	12,174
Charitable activities	3	18,555	100,818	-	119,373	267,540
Investments	4	105	-	-	105	20
Total incoming resources		20,962	100,818	-	121,780	279,734
Resources expended						
Charitable activities	5	102,391	87,919	-	190,310	207,104
Fundraising costs		-	-	-	-	1,600
Total resources expended		102,391	87,919	-	190,310	208,704
Net incoming resources before transfers		(81,429)	12,899	-	(68,530)	71,031
Transfer between funds		37,560	(44,773)	7,213	-	-
Net incoming resources after transfers		(43,869)	(31,874)	7,213	(68,530)	71,031
Total funds brought forward		61,880	31,874	10,806	104,560	33,529
Total funds carried forward		18,011	-	18,019	36,030	104,560

Signed:

Holly Howe
Chair of Upstart Projects' board of trustees

Date: 29th August 2023

Balance Sheet

As at 31 March 2023



	Note	2023 £	2022 £
Current assets			
Debtors	9	3,029	15,569
Cash at bank and in hand		52,546	102,740
		<u>55,575</u>	<u>118,309</u>
Current liabilities			
Creditors: amounts falling due within one year	10	19,546	13,750
		<u>19,546</u>	<u>13,750</u>
Net current assets		36,030	104,560
		<u>36,030</u>	<u>104,560</u>
Total assets less total liabilities		36,030	104,560
		<u>36,030</u>	<u>104,560</u>
Income funds	11		
Designated funds		18,019	10,806
Restricted funds		-	31,874
Unrestricted funds		18,011	61,880
		<u>36,030</u>	<u>104,560</u>
		<u>36,030</u>	<u>104,560</u>

Notes to the financial statement

1. Accounting policies

Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement on 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).

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

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy notes.

Cash flow

The financial statements do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard 1 "Cash flow statements".

Assessment of going concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Incoming resources

Grants receivable are recognised in the accounts when conditions for their receipt are satisfied. Grants with conditions attached to their use are included in restricted funds. Donations, legacies and other forms of voluntary income are recognised as incoming resources when receivable.

Notes to the financial statement

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SOFA in the same financial period as the gift to which they relate.

Resources expended

All expenditure is accounted for on an accruals basis and is recognised when there is a legal or constructive obligation to pay. Expenditure has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to a particular heading they have been allocated to activities on a basis consistent with the use of the resources.

Fund accounting

Unrestricted Funds are funds received which have no restrictions placed on their use and are available to spend on activities that further any of the purposes of the charity.

Designated funds are unrestricted funds of the charity which the trustees have decided to set aside to use for a specific purpose.

Restricted Funds are funds which are to be used for purposes as specified by the funder.

Notes to the financial statement (cont.)

Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the company and is, therefore, included in the relevant costs in the Statement Of Financial Activities.

2. Donations & legacies

	Unrestricted £	Restricted £	2023 £	2022 £
Donations	2,302	-	2,302	12,174
	2,302	-	2,302	12,174
2022	12,174	-	12,174	

3. Charitable activities

	Unrestricted £	Restricted £	2023 £	2022 £
Commissions to run activities	18,555	-	18,555	47,584
Grants	-	100,818	100,818	219,956
	18,555	100,818	119,373	267,540
2022	67,837	199,703	267,540	

Notes to the financial statement (cont.)

4. Investment income

	Unrestricted £	Restricted £	2023 £	2022 £
Interest	105	-	105	20
	<u>105</u>	<u>-</u>	<u>105</u>	<u>20</u>
2022	<u>20</u>	<u>-</u>	<u>20</u>	

5. Total resources expended

	Staff costs £	Other costs £	2023 £	2022 £
Charitable activities				
Management team	24,205	2,156	26,361	18,306
Delivery of activities	79,721	70,532	150,254	185,565
Accountancy	-	844	844	750
Trustee expenses	-	900	900	802
Administration	10,614	1,337	11,951	1,681
	<u>114,541</u>	<u>75,770</u>	<u>190,310</u>	<u>207,104</u>
2022	<u>120,065</u>	<u>87,039</u>	<u>207,104</u>	

6. Staff costs

The average number of employees for 2023 was 9 (2022 - 9). No employee earned more than £60,000 in the financial years being reported on in these accounts.

Notes to the financial statement (cont.)

7. Trustees

The trustees were reimbursed £163.23 (2022 - £45.80) for travel expenses.

8. Related parties

There were no related parties during the period.

9. Debtors

Trade debtors

2023	2022
£	£
3,029	15,569
<u>3,029</u>	<u>15,569</u>

10. Creditors: amounts falling due within one year

Trade creditors

Accruals and deferred income

2023	2022
£	£
4,070	13,330
15,476	420
<u>19,546</u>	<u>13,750</u>

Notes to the financial statement (cont.)

11. Statement of funds

	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers £	Carried Forward £
Unrestricted funds	<u>61,880</u>	<u>20,962</u>	<u>(102,391)</u>	<u>37,560</u>	<u>18,011</u>
Restricted funds					
Arts Council - Outreach	11,924	19,790	(29,071)	(2,643)	-
Trinity College	5,609	27,080	(6,862)	(25,827)	-
The Mighty Creatives	14,341	52,674	(50,712)	(16,303)	-
Queen Margaret University	-	774	(774)	-	-
The Mighty Creatives - Employer Network	-	500	(500)	-	-
Subtotal	<u>31,874</u>	<u>100,818</u>	<u>(87,919)</u>	<u>(44,773)</u>	<u>-</u>
Designated funds	8,000	-	-	-	8,000
Reserves	2,806	-	-	7,213	10,019
Subtotal	<u>10,806</u>	<u>-</u>	<u>-</u>	<u>7,213</u>	<u>18,019</u>
Total	<u>104,560</u>	<u>121,780</u>	<u>(190,310)</u>	<u>-</u>	<u>36,030</u>

Transfers from restricted to unrestricted funds covers the core costs attributed to the grant projects.

UPSTART PROJECTS

England & Wales - Charity number 1157864

Accounts

UPSTART PROJECTS

ANNUAL REPORT 2021 - 2022

Charity Number: 1157864

59 Trinity Street, Shrewsbury SY3 7PQ



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training & outreach 5-8

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Commissions & services 10

Who we work with 11

Making a difference 12

Part two: GOVERNANCE & FINANCE

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Introduction

Welcome to our annual review of 2021/22, a year in which we were happy to resume our face to face contact with young people and professionals alongside our digital production. It really does make a difference!

Highlights from the year include:

- ★ Supporting 24 unemployed young people on the government's Kickstart scheme. The majority joined the Voice team as trainee journalists and media-makers, while four supported our training and participation work.
- ★ Enabling 46 young people to become Voice Local Reviewers, equipped to explore and review the arts in their areas.
- ★ Publishing Amplify-Voice, a website we created for the English Bridge organisations to celebrate youth voice in arts education.

I hope you will enjoy reading about these and other projects.

Thank you for your interest and support.

Felicity Woolf, Chair of Trustees, Upstart Projects



About us

Upstart Projects supports young people to explore the arts, find their personal voice and gain the skills and experience to grow as arts and media practitioners.

We want to help create a society which values the creativity and opinions of young people from diverse backgrounds, and encourages them to flourish through arts and culture.

We run Voice magazine, training and outreach projects for young people and we support organisations to invite and listen to young people's voices.



Voice editorial team covering Edinburgh Fringe

Our activities

Voice Magazine is an arts and culture magazine providing peer-led news, opinions & opportunities for young people aged 13-30.

Voice Training supports aspiring journalists and critics from diverse backgrounds to develop their skills and experience.

Voice Outreach seeks out young people who think the arts are 'not for me' and supports them to explore arts and media events in their area.

Youth Voice Training helps arts professionals to strengthen young people's influence within their organisations.



Our mission...to champion youth voice and leadership

We believe that young people should have a strong voice about arts and culture.

We offer opportunities to explore cultural experiences and share opinions.

We aim to create new and diverse pathways into the media sector.

Opportunities for young people to review and report on the arts are currently both scarce and unevenly weighted towards those from more affluent socio-economic backgrounds.

We believe this bias acts as a barrier to access and participation in the arts and limits cultural commentary and feedback to the arts sector.

Our theory of change

We believe that attending and reviewing the arts builds

confidence and **cultural capital**.

We believe that forming and sharing opinions develops

thinking, critical judgement and **communication skills**.

Through the way we run our projects we aim to

Inspire Inform Experiment Empower



PROJECT 1 ~ VOICE magazine



Voice magazine is our lead project and the symbol for our work.

Voice is an online culture magazine which supports young journalists and arts reviewers and provides a platform for young people aged 13+ to publish reviews and opinions, and showcase their art work.

Voice sits at the heart of our work with young people and supports our training and outreach programmes. Our model of progression enables young people to start by reading the magazine or taking part in a local project, then move through training and opportunities to cover national or international events.

voicemag.uk

This year our trainee journalists have really pushed forward Voice's coverage, tackling everything from the Welsh and Scottish independence movements, the climate crisis, the latest releases in pop culture, and virtual festivals. We experimented with content delivery, embracing video and podcasts to tell stories in new ways.

Voice was press accredited for young journalists to cover Brighton Fringe, Mozilla Festival and COP26 in Edinburgh and in March our female writers led month-long coverage around International Women's Day.

Tom Inniss, Voice Editor



Voice: facts and figures in 2021/22

- ★ **215,548 visits** in year
- ★ **170,217 unique visitors** in year
- ★ **9,300 + published posts** by young people, including
3,200+ reviews | 2,500+ blogs
1,200+ interviews | 600+ opportunities
- ★ **7,035 registered users** who can post and comment
- ★ **24 Kickstarters** working on 6-month paid placements
- ★ **18 Voice Contributors** who we support to develop their skills and publish their work
- ★ **Wide-ranging art forms and topics** including
84 features on climate change
50 *Want My Job?* interviews about arts careers
21 Instagram live chats with young artists

Voice Outreach

Voice Local Reviewers is our outreach programme with local partners and communities.

We support young people to discover arts and culture in their local area and develop their confidence and skills in forming and expressing their opinions. In 2022 we started working with five partners and groups in Brighton, Burnley, Nottingham, Redditch and Shropshire. **46 young people** are involved, many of them exploring the arts for the first time and posting their reviews on Voice magazine.

Being a Local Reviewer enables a young person to explore new arts experiences and to join Voice's community for future opportunities.

voicemag.uk/local-reviewers



From Local Reviewer to Young Trainer & Edinburgh Fringe

I started my journey with Voice as part of Voice Outreach, reviewing films for my Silver Arts Award. This was through my local theatre, the New Vic, Stoke on Trent. I got the opportunity to see two art forms I had never experienced before: ballet and opera. After reviewing these and writing more pieces, Voice Editor Tom Inniss asked me to become a Voice Contributor and from there, I have gone on to co-facilitate workshops for Voice and review at Edinburgh Fringe.

Sadhana Narayanan

Voice Training : Kickstarters & Contributors

We open the doors to careers in the media for young people from diverse backgrounds.

Voice Kickstarters

Through the government's Kickstart programme we supported **24 unemployed young people** on paid placements to build their skills as journalists, media-makers and project assistants, of whom 70% went straight into employment or further training, including at Sky Sports and The Economist. A further **28 Kickstarters** based with other cultural employers joined our Kickstart Support scheme, gaining employability skills, 1:1 coaching and peer networking.

Voice Contributors

Our VC programme offered ongoing work experience and training opportunities to **18 aspiring journalists**. VCs progressed into paid work with Voice or other publications.

From Voice Contributor to Kickstarter

In November 2020 I started as a Voice Contributor and by December 2020 I had received my first paid writing brief! I then applied to become a Kickstarter and took on the role of Media Sub-editor. I gained so much hands-on experience in production, editing and writing, and a particular highlight was presenting Voice's Best Newcomer Award at Brighton Fringe 2022. Being a Kickstarter led me onto other ventures, such as freelance writing and pitching to other magazines, where I secured a salaried contract as a Technology Journalist and Presenter. My experience with Voice, and the portfolio I built up, opened these doors.

Elle Farrell Kingsley



Trinity College London

We work with Trinity College London to support their arts qualifications in the UK.

We run a range of projects for Trinity each year, including online resources for young people on Voice.

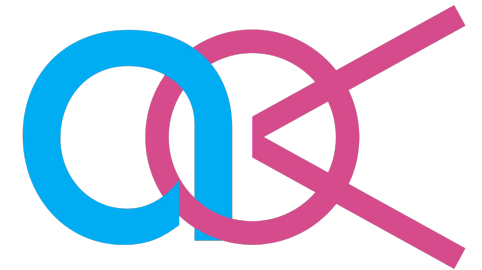
Arts Award Voice

We run Arts Award on Voice, a mini-site offering inspiration and guidance to young people taking part in Arts Award.

This year saw:

- ★ 46,000 views of Arts Award on Voice
- ★ 4,756 registered users, who can post work for assessment for their Arts Award
- ★ 980 registered Arts Award alumni who we keep in touch with after they have achieved their award

voicemag.uk/artsaward



Get qualified in the arts

This year we created a new area on Voice to promote arts qualifications and to support students who choose to study with Trinity.

voicemag.uk/get-qualified

TrinityTalent

We featured 57 young artists in our celebration of the talents and commitment of young people who achieve Trinity arts qualifications. Since 2019 TrinityTalent has featured 146 young people in the TrinityTalent gallery on Voice:

voicemag.uk/trinity-talent



PROJECT 2 ~ Youth Voice Training



We run training and services for professionals.

During the year we ran 10 online Youth Voice Training courses supporting 98 organisations to develop their youth voice practice.

We have developed our Youth Voice training as follows:

- ★ created courses for public and in-house delivery, including live and online versions
- ★ trained young facilitators to support more experienced trainers
- ★ refined and targeted our course marketing
- ★ created follow-up online resources and a consultancy offer

upstartprojects.uk/youth-voice-training

I discovered the number of reasons why youth voice in an organisation is important.

Suddenly, youth participation makes more sense!

There is no one simple answer to meaningful involvement of young people in decision making. We need to be open and flexible and listen to young people.

Feedback from training participants



PROJECT 3 ~ Commissions & Services



We work on commissions with partners to facilitate and promote young people's voice.

AMPLIFY

★ DEVELOPING MULTIMEDIA CONTENT

Amplify-voice | Commissioned by a collective of nine Bridge organisations, we created a digital platform that showcases youth voice in cultural education and offers inspirational case studies and practical tools. We produced nine videos and three audio interviews featuring 18 organisations across England, supported by additional resources curated by Bridges. The site has received over 4,000 page views.

'Amplify is a rich resource, excellently packaged and easy to navigate' RoH Bridge

[Amplify-voice.uk](https://amplify-voice.uk)

connecting
notts



★ FACILITATING YOUTH PANELS

Nottingham Youth Cultural Partnership | Connecting Notts is a youth group representing arts organisations in Nottingham that Upstart facilitates for ChalleNGe, the Nottingham Cultural Education Partnership. In 2021, members organised and hosted several events focused on professional development for young creatives. They are now collaborating with Nottingham Trent University to research how their arts organisations work with children and young people.

Leicester & Leicestershire Local Enterprise Partnership (LLEP) Careers Hub | We have recruited 10 young people for the LLEP Youth Advisory Board from schools, colleges and universities. The group has begun meeting at a range of venues across Leicester, met with guests from the council, employers and the LLEP board.

WHO WE WORK WITH

Participants in our projects come from all backgrounds and with different interests.

We work hard to attract young people who might not usually engage in the arts and to monitor the impact of our activities.

Profile of our staff, volunteers and project participants

Those who we worked with during the year as participants, volunteers, trainees or freelance staff who submitted anonymous EDI information (57 responses)

Age range 91% under 30 years

Gender as self-identified 23% Male | 74% Female | 3% Non binary

Sexual Orientation

24% Bisexual | 5% Gay | 65% Heterosexual | 6% Prefer not to say

Ethnic Background

69% White British | 9% White Other | 1% White Irish | 3% White and Black | 1% White and Asian | 10% Asian | 7% Black

Highest educational attainment before joining us

15% GCSEs | 17% A-Levels or Level 3 | 3% Foundation Degree | 54% Degree | 5% Masters Degree | 6% Prefer not to say

Voice readers (170,217)

Age c.30% are under 18, 50% 18-25 and 20% 25+

Gender balance Google Analytics indicate 60% female and 40% male readers

Location Readers are spread across the UK, with concentrations in many cities but reach to rural areas too

Voice members (7,035)

Readers who create a Voice profile so they can post their own content

Most popular art forms Combined Arts, Film, Music, Theatre and Visual Arts

Kickstarters (39 responses from 52 participants)

Voice Kickstarters and young people who joined our Kickstart Support scheme

Age All under 26

Gender balance 71% Female | 25% Male | 4% Non-binary

Ethnicity 10% Asian | 7% Black | 2% Mixed | 81% White

Disability 77% Not Disabled | 16% Disabled | 7% Prefer not to say

MAKING A DIFFERENCE

Hear from our project participants

I applied to be a Voice trainee to make some positive social change whilst gaining practical experience. I developed my skills in facilitation which led to a job as Project Leader with a tech company and gave me a new passion and a new career path!

Olivia - Kickstarter



Participating in Kickstart has helped me feel more confident. I have been able to develop new skills such as recording video content and interviewing. This has made a huge impact on my professional life as I have been able to find a new job with Sky Sports as a result of my time in this role.

Ali - Kickstarter

I joined Voice as a trainee journalist because I had a keen interest in music journalism and the challenges faced by journalists with disabilities, like me. Voice enabled me to build new skills and gave me the confidence to continue my career as a freelancer.

Faith - Kickstarter



I became a Voice Contributor due to my love of storytelling, which I want to take to a more professional level. The training and opportunities are now helping me to pursue a career in publishing.

Kashmini - VC

GOVERNANCE & FINANCE

The board

We are grateful for the expertise and commitment of our board members who bring a wide range of skills and perspectives to the charity, including activism, arts education, environmental awareness, fundraising, HR, journalism, marketing and youth participation. We will be recruiting new trustees to broaden the expertise of the board and are committed to roles for two young trustees (aged 16-25).

Meet our trustees

The staff team

Our team this year has consisted of five core part-time roles plus seven associates running projects and training, supported by 24 paid trainees.

Meet the Upstart team

Meet the Voice team

Trustees serving throughout 2021/22

Felicity Woolf (Chair)

Beth Troakes

Holly Howe

Maddy Ryle

Martin Russell (Deputy Chair)

Olivia Porritt

Phoebe Hill

Tom Edwards

CIO Governing Document

The CIO Foundation Constitution

Trustees are appointed through recruitment and invitation

Reserves policy

To build reserves of 3 months of core running costs (£24,544)

At 31 March 2022 our reserves were £10,806

What next?

Staff and trustees are working to plan Upstart's next steps: we want to open up roles for early career professionals, build our local participation work and generate more income through training and services.

We're delighted to be joining the Pilotlight 360 charity development programme in 2022/23 to strengthen our business planning and organisation development.



Diana Walton, Director

INDEPENDENT EXAMINERS REPORT

For the Year Ended 31 March 2022



I report on the accounts of Upstart Projects for the year ended 31 March 2022 which are set out on pages 15 to 21.

Respective responsibilities of trustees and examiner

The Charity's Trustees are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year (under section 144 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed).

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 145(5)(b) of the Charities Act, and
- To state whether particular matters have come to my attention.

Basis of independent examiner's Statement

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

Independent examiner's statement

In the course of my examination, no material matters have come to my attention 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 the 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 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.

Signed:

A handwritten signature in black ink, appearing to read "Shelley-Marie Rudling".

Shelley-Marie Rudling FMAAT AATQB
For and on behalf of Community360
Winsley's House, High Street, Colchester, Essex

Date: 04 November 2022

Statement of Financial Activities

For the Year Ended 31 March 2022



	Note	Unrestricted Total £	Restricted Total £	Designated Total £	2022 Total £	2021 Total £
Incoming resources						
Donations & legacies	2	12,174	-	-	12,174	3,657
Charitable activities	3	67,837	199,703	-	267,540	98,874
Investments	4	20	-	-	20	67
Total incoming resources		80,032	199,703	-	279,734	102,598
Resources expended						
Charitable activities	5	11,311	195,793	-	207,104	82,207
Fundraising costs		1,600	-	-	1,600	61
Total resources expended		12,911	195,793	-	208,704	82,269
Net incoming resources before transfers		67,121	3,910	-	71,031	20,329
Transfer between funds		-	(2,806)	2,806	-	(455)
Net incoming resources after transfers		67,121	1,104	2,806	71,031	19,874
Total funds brought forward		(5,241)	30,770	8,000	33,529	13,655
Total funds carried forward		61,880	31,874	10,806	104,560	33,529

Independent examiner Community360
Winsley's House
High Street
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Bankers The Co-Operative Bank
Albert Hall Building
High Street
Colchester
Essex
CO1 1JW

Signed: *Felicity Woolf*
Felicity Woolf (Chair)

Date: 17 October 2022

Balance Sheet

As at 31 March 2022



	Note	2022 £	2021 £
Current assets			
Debtors	9	15,569	1,431
Cash at bank and in hand		102,740	91,406
		<u>118,309</u>	<u>92,837</u>
Current liabilities			
Creditors: amounts falling due within one year	10	<u>13,750</u>	<u>39,308</u>
Net current assets		104,560	53,529
Creditors: amounts falling due after one year		-	20,000
Total assets less total liabilities		<u>104,560</u>	<u>33,529</u>
Income funds	11		
Designated funds		10,806	8,000
Restricted funds		31,874	22,330
Unrestricted funds		61,880	3,199
		<u>104,560</u>	<u>33,529</u>

Notes to the financial statement

1. Accounting policies

Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement on 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).

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

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy notes.

Cash flow

The financial statements do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard 1 "Cash flow statements".

Assessment of going concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Incoming resources

Grants receivable are recognised in the accounts when conditions for their receipt are satisfied. Grants with conditions attached to their use are included in restricted funds. Donations, legacies and other forms of voluntary income are recognised as incoming resources when receivable.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SOFA in the same financial period as the gift to which they relate.

Resources expended

All expenditure is accounted for on an accruals basis and is recognised when there is a legal or constructive obligation to pay. Expenditure has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to a particular heading they have been allocated to activities on a basis consistent with the use of the resources.

Notes to the financial statement (cont.)

2. Donations & legacies

	Unrestricted £	Restricted £	2022 £	2021 £
Donations	12,174	-	12,174	3,657
	12,174	-	12,174	3,657
2021	3,657	-	3,657	

3. Charitable activities

	Unrestricted £	Restricted £	2022 £	2021 £
Commissions to run activities	47,584	-	47,584	7,116
Grants	20,253	199,703	219,956	91,758
	67,837	199,703	267,540	98,874
2021	55,012	43,862	98,874	

4. Investment income

	Unrestricted £	Restricted £	2022 £	2021 £
Interest	20	-	20	67
	20	-	20	67
2021	67	-	67	

Notes to the financial statement (cont.)

5. Total resources expended

	Staff costs £	Other costs £	2022 £	2021 £
Charitable activities				
Management team	18,306	-	18,306	13,715
Marketing	-	-	-	131
Delivery of activities	101,564	84,001	185,565	66,258
Accountancy	-	750	750	553
Trustee expenses	-	802	802	205
Administration	195	1,486	1,681	1,347
	120,065	87,039	207,104	82,207
2021	51,653	30,554	82,207	

6. Staff costs

The average number of employees for 2022 was 9 (2021 - 4).

7. Trustees

The trustees were reimbursed £45.80 (2021 - £0) for travel expenses and £0 (2021 - £340) for project work.

8. Related parties

There were no related parties during the period.

Notes to the financial statement (cont.)

9. Debtors

Trade debtors

2022	2021
£	£
15,569	1,431
15,569	1,431

10. Creditors: amounts falling due within one year

Trade creditors

Accruals and deferred income

2022	2021
£	£
13,330	10,035
420	29,273
13,750	39,308

Notes to the financial statement (cont.)

11. Statement of funds

	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers £	Carried Forward £
Unrestricted funds	<u>(5,241)</u>	<u>80,032</u>	<u>(12,911)</u>	<u>-</u>	<u>61,880</u>
Restricted funds					
Arts Council	-	19,695	(16,889)	(2,806)	-
Arts Council - Outreach	-	19,790	(7,866)	-	11,924
Social Investment Business	22,330	-	(22,330)	-	-
Trinity College	-	45,000	(39,391)	-	5,609
Awards for All	-	5,410	(5,410)	-	-
The Mighty Creatives	8,440	109,808	(103,907)	-	14,341
Subtotal	<u>30,770</u>	<u>199,703</u>	<u>(195,793)</u>	<u>(2,806)</u>	<u>31,874</u>
Designated funds	8,000	-	-	-	8,000
Reserves	-	-	-	2,806	2,806
Subtotal	<u>8,000</u>	<u>-</u>	<u>-</u>	<u>2,806</u>	<u>10,806</u>
Total	<u><u>33,529</u></u>	<u><u>279,734</u></u>	<u><u>(208,704)</u></u>	<u><u>-</u></u>	<u><u>104,560</u></u>

UPSTART PROJECTS

England & Wales - Charity number 1157864

Accounts



Upstart Projects Annual Report 2020-2021

Charity Number: 1157864

59 Trinity Street, Shrewsbury SY3 7PQ

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Part three: Money	
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Introduction

Welcome to our review of 2020/21. What a tough year it was.

We are grateful to our trustees and supporters and proud of our staff and volunteers for keeping Upstart and Voice very much afloat though the Covid-19 era.

In fact, Voice, our online magazine, was in a fantastic position to support young people during lockdown and the team introduced innovative new activities to engage and entertain.

Alongside Voice, our projects also flourished in the online space, including youth voice training, youth panel facilitation and support for organisations to develop young people's voice.

Despite the external challenges, we've been able to experiment with far more wide-ranging digital activities and to develop a 'hybrid' way of working as a team.

We hope you will enjoying finding out more in this report.

Felicity Woolf, Chair, Upstart Projects



About us

Upstart Projects supports young people aged 13-30 to find their voice in the arts and gain the skills and experience to grow as arts and media practitioners.

We want to help create a society which values the creativity and opinions of young people, and encourages them to flourish through arts and culture.

We run Voice magazine, Voice Outreach, training programmes and projects which help us achieve our mission.



Our activities

Voice magazine is an arts and culture magazine providing opportunities for young people to develop as reviewers and journalists across the UK

Voice Outreach seeks out young people who think the arts is 'not for me' and supports them to explore arts and media events in their area

Youth Voice Training helps arts professionals to strengthen young people's influence on their organisations

Commissioned projects are undertaken where they support our charitable mission by working with other organisations with shared objectives



Our mission...to champion youth voice and leadership

We believe that young people should have a strong voice about arts and culture.
We offer opportunities to explore cultural experiences and share opinions.
We aim to create new and diverse pathways into the media sector.

Opportunities for young people to review and report on the arts are currently both scarce and unevenly weighted towards those from more affluent socio-economic backgrounds.

We believe this bias acts as a barrier to access and participation in the arts and limits cultural commentary and feedback to the arts sector.

Our theory of change...

We believe that attending and reviewing the arts builds **confidence** and **cultural capital**

We believe that forming and sharing opinions develops **thinking, critical judgement** and **communication skills**

Our values...

Opportunity Creativity Quality Trust



PROJECT | Voice magazine

Voice is our lead project and the symbol for our work - an online culture magazine which supports young journalists and arts reviewers and provides a platform for young people aged 13+ to publish reviews, opinions and showcase their art work

voicemag.uk

In 2020 we responded to Covid lockdown by developing Voice's online offer to young people - experimenting with Zoom workshops, Google Meet drop-ins and live Instaviews with artists. These activities proved very popular and are now part of our regular offer.

We also joined the government's Kickstart scheme, offering six-month training placements to six young people interested in journalism and media creation, which has increased the diversity of our content.



Voice: facts and figures in 2020/21

- ★ **498,204 visits** in year
- ★ **379,761 unique visitors** in year
- ★ **7,500+ published posts** by young people, including 2,600+ reviews, 1,700 blogs, 1,500 interviews, and 130 resources
- ★ **6,065 registered users** who can post and comment
- ★ **12 Voice Contributors** and **6 Voice Local Reviewers** who get access to press tickets and support to develop their skills and publish their work
- ★ **UK-wide reach** with top reader locations in London, Birmingham, Manchester, Bristol, Leeds
- ★ **Wide-ranging art forms and topics** to meet readers' interests, including film and media, literature, climate change and equality

The pathway from volunteer to editor

"It feels crazy that in two years, I've gone from volunteering as a Contributor, to reviewing Edinburgh Fringe to now being the Assistant Editor. Voice is more than just a gateway for young people to gain new experiences; it's a place where a person can grow, be nurtured and advance into an industry position that opens you up to a new world of interests, skills and experiences. I couldn't ask for a more supportive and encouraging environment to work in." **Saskia, (25)**

Innovating online during Covid-19

With support from Arts Council England's Emergency Fund, we experimented with our online offer to young people and artists throughout the lockdowns of 2020.

Between April and August 2020 the Voice team:

- ★ Engaged 12 artists for interviews and workshops, attracting 111 live interview participants, 600+ catch-up views, and 44 participants attending the workshops
voicemag.uk/artistworkshops
- ★ Launched a regular live interview series on Instagram, delivering 23 with 1600+ views, 300+ live
voicemag.uk/instaviews
- ★ Ran 28 online discussions exploring a range of online art experiences, attracting 135 attendees
- ★ Created **Media from Voice**, a resource hub that pulls in multimedia from Voice and other creatives
<https://www.voicemag.uk/media-from-voice>
- ★ Launched two podcasts, covering pop culture and interviews with creatives
- ★ Worked with Brunel University to offer two graduates paid work to run DIY media training for our contributors and readers
- ★ Commissioned a filmmaker to showcase young digital creatives who were creating art throughout lockdown

"I had an amazing time... All of you at Voice are so supportive...I will welcome any opportunity to work with the team again." Akash Prasad, actor

"Instagram is really accessible, great to see live content - feels fresh even when archived." Survey respondent

"I love all of them, especially the Hangout with Voice discussions, I love to share my thoughts about a specific subject, hear other people's opinion and discuss about it! It is a great space for learning and sharing."
Survey respondent



Voice Contributors and Reviewers

Voice Contributors

The Contributor programme was offered on a rolling basis this year, to accommodate those who were looking for new ways to engage with art and culture in a particularly turbulent time. We brought on 12 new Contributors over the course of the year, engaging them with lockdown initiatives like Hangout on Voice and giving them ownership of their own podcast. We were pleased to be able to offer 10 young people paid commissions, producing features like [The Tiger King of Wales](#) and [The New Vic: Establishing community through the power of theatre](#)

“Voice Magazine offered me an opportunity to grow and be recognised for my time with continuous support, which is entirely invaluable and highly recommendable to any young creative.” Elle (24)



Voice Outreach is our way of reaching young people who would not usually attend or review the arts. We work with partners to support local groups to attend events in their area, discuss their opinions and post reviews on Voice magazine. Local Reviewers can go on to join our national Voice Contributor network to gain access to training, events and artists across the country.

This year our local reviewers programme was funded by both UKYouth and Awards4All Lottery funding but was hit by Covid restrictions on live events. However we developed a new group in Brighton working with young people who never attend live arts and who met online to consider what Brighton has to offer, interview local creatives and explore digital culture. The full programme will run again in 2021/22 with additional funding from the Arts Council, enabling us to reach six new groups across England.

“It’s been good to have thoughtful and deep discussions during the lockdown” Will (17)

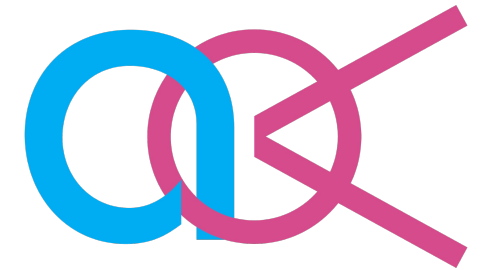
Trinity College London

We are delighted to have worked with Trinity College London for the past seven years to support their arts qualifications in the UK. We run a range of projects for Trinity each year, two of which take place on Voice and are highlighted below.

Arts Award Voice We run Arts Award on Voice, a mini-site offering inspiration and guidance to young people taking part in Arts Award artsawardvoice.com

This year saw:

- ★ 70,000 visitors to Arts Award Voice
- ★ 4,000 registered users, who can post work and create portfolio collections for assessment for their Arts Award
- ★ 869 registered Arts Award alumni who we keep in touch with after they have achieved their award
- ★ 4 young people supported remotely to achieve their award despite lockdown



TrinityTalent | Class of 2020

Since 2018, we have celebrated a group of stand-out young artists who have achieved Trinity College London arts qualifications during the year. Trinity specialists and a youth panel chose 35 young people selected from 120 public nominations and the artists are featured in an online gallery on Voice.

voicemag.uk/trinitytalent2020

"The experience was brilliant for her. It's the first time she has been involved in a selection panel. Thank you for making her feel so welcome." (parent)



PROJECT | Youth Voice Training



In late 2020 we gained support from the Social Investment Business, providing a grant worth £22,300 and access to the Enterprise Development Programme. This enabled us to work with the Centre for Youth Impact to build our offer for organisations.

We have developed our Youth Voice training as follows:

- ★ created courses for public and in-house delivery, including live and online versions
- ★ embedded the principle of training young facilitators to support more experienced practitioners to run the training
- ★ refined and targeted our course marketing
- ★ created follow-up online resources and a consultancy offer

We launched the training as an online course in March 2021 and were delighted that our first series sold out quickly!



PROJECT | commissions & services



Nottingham Youth Cultural Partnership | In September 2020 we launched our first meetings for the Nottingham Local Cultural Education Partnership (ChalleNGe) with young people who represent arts partners across the city. We have met virtually due to COVID-19 and worked with a passionate group of nine young people to date. connectingnotts.co.uk



Royal Opera House Youth Voice & Amplify website | Throughout 2020 we worked with the Royal Opera House Bridge to research practice in youth voice from organisations across their region. The work developed into a national project with eight of Arts Council England's Bridge organisations. We gained the commission to create a new website and to create a series of six episodes profiling good youth voice practice in cultural education. See the results at amplify-voice.uk



Kickstart Support Programme | Working closely with The Mighty Creatives in the East Midlands and employers across the country we developed an offer for young people on the Government's Kickstart programme, part of their response to youth unemployment caused by Covid. We are supporting young people aged 16-25 with personal coaching sessions, access to online resources around employability, skills, webinars, regular support meetings and a peer network.



UK Youth Digital Hub Consultancy | We were happy to work with three youth organisations in England and Wales through 2020 to help them engage young people using technology and digital innovations. We also created and delivered an interactive webinar for youth organisations across the UK on how to build partnerships and plan projects in collaboration with young people and partners.

PEOPLE | our participants

Our mission is to create opportunities for young people from all backgrounds to explore, enjoy and comment on arts, media and culture. We work hard to attract young people who might not usually engage in the arts and to monitor the impact of our activities.

Profile of our staff, volunteers and project participants

Those who we worked during the year as participants, volunteers, trainees or freelance staff who submitted anonymous EDI information (36 responses)

Age range 83% under 30

Gender as self-identified 25% Male | 75% Female

Sexual Orientation

25% Bisexual | 3% Gay | 67% Heterosexual | 5% Prefer not to say

Ethnic Background

67% White British | 8% White Other | 9% White and Black |
3% White and Asian | 6% Asian | 3% Black | 3% Prefer not to say

Highest educational attainment before joining us

44% Degree | 25% A-Levels or Level 3 | 11% Masters Degree |
8% Foundation Degree | 3% GCSEs | 9% None

Voice Readers (379,761)

Age Around 70% are under 18 and a further 10% are 25-35

Gender balance Google Analytics indicate 51% female and 49% male reader

Location Readers are spread across the UK, with concentrations in many cities but reach to rural areas too

Voice registered users (6,065)

Readers who create a Voice profile so they can post their own content

Age 55% of Voice's users are under 25 and a further 15% are 25-35

Arts Award users (4,098)

Young people and professionals register to get access to guidance for Arts Award. Many become magazine users and join other projects.

Arts Award participants & achievers: 3,590

PEOPLE | trustees and staff

Building board expertise

In 2020 Upstart benefitted from the impact of trustees who joined the board in 2019 bringing fresh perspectives and expertise. The board has refined our fundraising, developed a new Friends of Voice scheme and engaged fully with organisation development. Our young trustees help us to focus on the interests of young people and early career creatives. [Meet our trustees](#)

“Serving on the board of trustees has been a huge learning experience and I am so grateful for being given the opportunity.” **Muhammad Ibrahim**

Staff team

The staff team has been maintained as four core part-time freelance roles plus six associates running projects and training, supported most recently by six paid trainees.

[Meet the Upstart team](#) [Meet the Voice team](#)

Planning for the future

Trustees and staff have celebrated seven years of independent existence and are working together to plan the organisation's future, with a focus on creating new roles for early career professionals and building our participation work at local level.

As the year ended, we received the offer of an Arts Council Cultural Recovery Fund grant of £19,695 which will help us to restore our reserves and work with a specialist fundraiser in 2021-22.

Trustees serving throughout 2020/21

Felicity Woolf (Chair)

Beth Troakes

Holly Howe

Maddy Ryle

Martin Russell (Deputy Chair)

Muhammad Ibrahim [resigned 13/06/2021]

Olivia Porritt

Phoebe Hill

Tom Edwards

CIO Governing Document

The CIO Foundation Constitution

Trustees appointed through recruitment & invitation

Reserves policy

To build reserves of 3 months of core running costs (£16,209)

At 31 March 2021 our reserves were £8,000

MONEY | Grants and donations 2020/21

Grants received and used in year

Arts Council England Emergency Fund	£15,072
Trinity College London	£45,000

Grants received and used partly in year and partly in 21/22

Social Investment Business, Access Foundation Grant	£22,330
Department of Work & Pensions (Kickstart scheme)	£9,360

Grants received prior to year and used in year

UK Youth Fund (Department for Digital, Culture, Media and Sport)	£6,910
--	--------

Donations

Via personal fundraisers, Amazon Smile and Easy Fundraising	£2,242
---	--------

Friends of Voice

Scheme launched this year and attracted 15 friends and two patrons	£1,415
--	--------

Total received in year	£102,531
-------------------------------	-----------------

Thank you to our funders, donors and supporters for investing in young people's voice

MONEY | ACCOUNTS

Statement of Financial Activities For the Year Ended 31 March 2021



	Note	Unrestricted Total £	Restricted Total £	Designated Total £	2021 Total £	2020 Total £
Incoming resources						
Donations & legacies	2	3,657	-	-	3,657	3,077
Charitable activities	3	55,012	43,862	-	98,874	67,028
Investments	4	67	-	-	67	137
Total incoming resources		58,736	43,862	-	102,598	70,242
Resources expended						
Charitable activities	5	73,615	8,592	-	82,207	93,423
Fundraising costs		61	-	-	61	-
Total resources expended		73,677	8,592	-	82,269	93,423
Net incoming resources before transfers		(14,941)	35,270	-	20,329	(23,181)
Transfer between funds		12,935	(13,390)	-	(455)	-
Net incoming resources after transfers		(2,006)	21,880	-	19,874	(23,181)
Total funds brought forward		4,750	450	8,000	13,200	36,381
Total funds carried forward		2,744	22,330	8,000	33,074	13,200

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Signed: *Felicity Woolf*
Felicity Woolf (Chair)

Date: 16/11/2021

MONEY | ACCOUNTS

Balance Sheet, as at 31 March 2021



	Note	2021 £	2020 £
Current assets			
Debtors	9	1,431	7,510
Cash at bank and in hand		91,406	24,751
		<u>92,837</u>	<u>32,261</u>
Current liabilities			
Creditors: amounts falling due within one year	10	<u>39,308</u>	<u>19,061</u>
Net current assets		53,529	13,200
Creditors: amounts falling due after one year		20,000	-
Total assets less total liabilities		<u>33,529</u>	<u>13,200</u>
Income funds	11		
Designated funds		8,000	8,000
Restricted funds		22,330	450
Unrestricted funds		2,744	4,750
		<u>33,074</u>	<u>13,200</u>

Notes to the Financial Statements For the Year Ended 31 March 2021



1. Accounting Policies

Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement on 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). (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy notes.

Cash Flow

The financial statements do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard 1 "Cash flow statements".

Assessment of Going Concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Incoming resources

Grants receivable are recognised in the accounts when conditions for their receipt are satisfied. Grants with conditions attached to their use are included in restricted funds. Donations, legacies and other forms of voluntary income are recognised as incoming resources when receivable.

Tax reclaims on Donations and Gifts

Incoming resources from tax reclaims are included in the SOFA in the same financial period as the gift to which they relate.

Resources expended

All expenditure is accounted for on an accruals basis and is recognised when there is a legal or constructive obligation to pay. Expenditure has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to a particular heading they have been allocated to activities on a basis consistent with the use of the resources.

2. Donations & legacies

	Unrestricted £	Restricted £	2021 £	2020 £
Donations	3,657	-	3,657	3,077
	3,657	-	3,657	3,077

3. Charitable activities

	Unrestricted £	Restricted £	2021 £	2020 £
Commissions to run activities	7,116	-	7,116	16,144
Trinity marketing commissions	-	-	-	4,084
Grants	47,896	43,862	91,758	46,800
	55,012	43,862	98,874	67,028

4. Investment income

	Unrestricted £	Restricted £	2021 £	2020 £
Interest	67	-	67	137
	67	-	67	137

5. Total resources expended

	Staff costs £	Other costs £	2021 £	2020 £
Charitable activities				
Management team	13,715	-	13,715	19,297
Marketing	-	131	131	1,329
Delivery of activities	37,939	28,319	66,258	70,267
Accountancy	-	553	553	505
Trustee expenses	-	205	205	783
Administration	-	1,347	1,347	1,242
	51,653	30,554	82,207	93,423

Notes to the Financial Statements For the Year Ended 31 March 2021



6. Staff costs

The average number of employees for 2021 was 4 (2020 - Nil).

7. Trustees

The trustees were reimbursed £0 (2020 - £783) for travel expenses and £340 (2020 - £1,200) for project work.

8. Related parties

There were no related parties during the period.

9. Debtors

Trade debtors

2021	2020
£	£
1,431	7,510
<u>1,431</u>	<u>7,510</u>

Notes to the Financial Statements For the Year Ended 31 March 2021



10. Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	10,035	6,458
VAT	-	181
Accruals and deferred income	29,273	12,423
	39,308	19,061

11. Statement of funds

	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers £	Carried Forward £
Unrestricted funds	4,750	58,736	(73,677)	12,935	2,744
Restricted funds					
Arts Council	-	15,072	(7,021)	(8,051)	-
Social Investment Business	-	22,330	-	-	22,330
Trinity College	-	-	-	-	-
UK Youth Fund	450	6,460	(1,571)	(5,339)	-
Subtotal	450	43,862	(8,592)	(13,390)	22,330
Designated funds	8,000	-	-	-	8,000
Total	13,200	102,598	(82,269)	- 455	33,074