

UPSTART PROJECTS

ANNUAL REPORT 2021 - 2022

Charity Number: 1157864

59 Trinity Street, Shrewsbury SY3 7PQ



Contents

About us 2-3

Part one: PROJECTS & IMPACT

Voice magazine,
training & outreach 5-8

Youth Voice Training 9

Commissions & services 10

Who we work with 11

Making a difference 12

Part two: GOVERNANCE & FINANCE

Trustees & staff 13

Accounts 14-21

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.

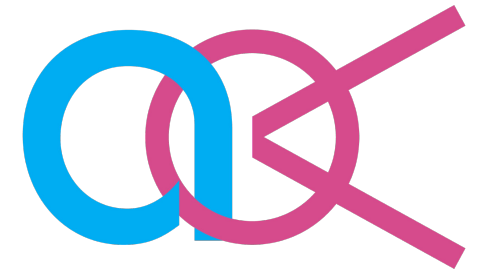
Arts Award Voice

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
Colchester
Essex
CO1 1UG

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>33,529</u>	<u>279,734</u>	<u>(208,704)</u>	<u>-</u>	<u>104,560</u>