



Charity Commission

Chair's Annual Report for the period:

01/07/2023 to 30/06/2024

Section A

Reference and Administration

Charity name – The Market Hall Cinema and Arts Trust

Other names the charity is known by – N/A

Registered Charity Number – 1167284

Charity's Principal Address –

The Market Hall Cinema,

Market Square

Brynmawr

Blaenau Gwent

Postcode – NP23 4AJ

Name of person (or body) entitled to appoint Trustee (if any)

Names of the charity Trustees who manage the charity –

Beth Watkins – Chair

Lorraine Powell – Secretary

Andrea Durban – Treasurer

Brent Durban – Business Support

Ian Cowley – Business Support

Daniel Perkins – Legal

Julian Gardener – Culture and Arts Advisor

Natasha Price – Partnerships and Funding

Keith Ansell – Business risk assessment

Section B

Structure, governance and management

Type of governing document - CIO Foundation

How the charity is constituted - Trust CIO

Trustee Selection Methods

Initially, Trustees were selected from Community Group members who expressed an interest. Subsequent Trustees are proposed, reviewed, and elected by a majority vote of the existing Trustees, subject to a quorum.

Additional Governance

Trustee Training/Induction

All Trustees are expected to engage annually with additional information or specific training to ensure they fully understand their duties and responsibilities. Upon first becoming a Trustee, individuals are provided with the latest documentation from the Charity Commission's website, along with overviews of financial processes, policies, and procedures. New Trustees are also offered peer support from longstanding Trustees. The charity now operates as a standalone organisation.

Organisational Structure

The charity's organisational structure comprises a Chair and Trustees, who are allocated roles and responsibilities based on the charity's needs and the Trustees' expertise, interests, and wishes. The charity also includes non-voting members and a wider member base that advises on various areas of need, including Health and Safety and Grant Applications.

Risk Management

A major risk is the management of the cinema's revenue base and the potential inability of any parties to continue generating revenue. To mitigate this risk, several personnel have been fully trained and have become competent in multiple tasks, reducing the risk of a single point of failure. This broader skills base will continue to develop in line with the charity's growth.

Section C

Objectives and activities

Summary of the objects of the charity set out in its governing document

The charitable intent and aspirations of the Market Hall project were, from the outset based on all financial resources being utilised to advance the cultural objectives of the Trustees and staff and volunteers. The community group taking acquisition of the historic cinema/theatre as an asset from the local authority allowed immediate programme redevelopment and cultural objectives being put in place for public benefit. The intention was to build a financially strong business model based around an income generating cinema that would 'subsidise' and co-fund community arts and cultural projects/provision as well as developing social inclusion/cohesion through the art form of film itself and the cinema's delivery to the local populace. The overall plan was that the cinema could trading

arm for the community group to achieve it's cultural, artistic and charitable goals, working in conjunction with partner organisations, the Market Hall Community Group and other charities/organisations and individuals were to deliver projects and events both charged and free at the point of entry for the general public. Charitable objects/goals are as follows:

- The advancement of the Arts as a charitable purpose
- The advancement of cultural industries development for public benefit
- The advancement of Arts education for the public benefit To Preserve Wales' Oldest Cinema for the public benefit, through the provision of an educational programme, Cinema & Arts delivery within the Borough of Blaenau Gwent
- To promote public understanding and appreciation of the Arts
- To develop Cultural and Artistic activities and engagements
- To educate and engage the community through cultural development
- Ensuring an 'access for all' Arts policy thus helping to break down social exclusion using Cinema, the Arts and culture as a tool for engagement and participation

Goals

- The advancement of culture by providing access & provision to the arts music & cultural pursuits in one of the most deprived areas in the Wales
- Addressing Arts & Culture access that is currently unavailable to the local populace
- Empowering people and helping to strengthen the local economy by providing new skill sets and greater social well-being opportunities via cultural development, many of which that offer 'real life' experiences imitating those within the industry itself
- The advancement of educational access to the cinematic arts via a 'Film School of The Valleys' programme to be expanded
- To establish and maintain the cinema for the benefit of the public and to utilise profits to subsidise arts & cultural pursuits
- To promote Culture for the benefit of the public by the re-establishment and maintenance of the Cinema, Theatre & venue utilising profits from ticket sales to develop projects, the public, the venue & infrastructure
- To advance Cultural education by the establishment and maintenance of a Cinema, Theatre & venue, working with funding bodies to deliver programmes/projects
- To promote social inclusion for the public benefit by preventing people from becoming artistically, culturally & socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society via cultural participation.
- To develop a future 'Arts Hub' based around the Market Hall, working with partners including the Local Authority, Arts Council Wales, Welsh Government, and other charities such as Community Music Wales, Zoom Cymru, Film Hub Wales etc, to achieve the goal
- The provision and maintenance of the Cinema/Theatre for the use of the inhabitants of [area of benefit] without distinction of political, religious, or other opinions. Including use for:

1. Development of the cinematic arts (FSV)
2. Workshops & Training programme
3. Educational arts practice
4. Exhibitions
5. Live Music events
6. Amateur Dramatics & theatre groups

7. Free film and cinema events
8. Comedy performance & workshops
9. Developing a 'Film School of the Valleys' programme
10. Free access to training via funded projects
11. To develop a 'Blaenau Gwent 'Arts Village' pilot programme funded by the Ashley Family Foundation into a three-year programme/project.
12. Other forms of recreation and leisure time occupation, with the object of improving the conditions of life for the inhabitants of Blaenau Gwent and the surrounding areas

Film & Cultural Provision for Public Benefit

Over the period during which the charity has managed this historic venue, The Market Hall has provided substantial film, arts, and cultural opportunities for public benefit. Central to our mission is using the arts as a tool for engagement and participation. By employing these means, we aim to widen access to arts and culture while ensuring an inclusive “access for all” policy, thereby helping to combat social exclusion.

Cultural development is a pivotal tool in enhancing arts activities, particularly considering governmental budget cuts. By leveraging the arts and cultural industries, we strive to uplift the aspirations of not only our participants but also the broader community, thus aiding in the fight against poverty. As articulated in the Welsh Government's 'Culture & Poverty Document 2014,' by identifying access to and participation in the arts, culture, and heritage as an aspect of social justice and a powerful weapon against poverty, the Welsh Government recognises the role of culture in shaping our identity and aspirations (Baroness Kay Andrews OBE).

Our project aims to reinforce and expand the inclusion of cultural activities beyond state parameters within Blaenau Gwent and surrounding areas. By highlighting best practices and seeking positive methods to encourage participation, The Market Hall, as a cultural organisation, is better positioned to collaborate with other sectors in film, the arts, cultural provision, and audience development.

Several studies, including those by Professor Dai Smith, have demonstrated that involvement in the arts significantly bolsters the academic achievements of young people from disadvantaged backgrounds.

Main Activities Undertaken for Public Benefit

The Trustees have adhered to the guidance issued by the Charity Commission on public benefit in relation to these objectives. The summary of the main activities undertaken for the public benefit includes:

- Provision of arts and cultural opportunities that are accessible to all members of the community.
- Implementation of initiatives aimed at reducing social exclusion through engagement in the arts.
- Collaboration with various sectors to enhance cultural offerings and audience development.
- Continued efforts to use arts and culture as tools to combat poverty and raise community aspirations.

Additional details of objectives and activities (Optional)

August saw the 100th Anniversary of Disney, and The Market Hall Cinema joined the celebration by screening Disney classics. These included classics such as Bambi, Peter Pan and Jungle Book. All of

the films we screened attracted an intergenerational audience consisting of Great Grandparents, and also new babies. There were so many younger children who had never seen these fantastic animations before. In September we took part in the UK wide National Cinema Day with reduced admissions for every screening. Following an online vote, our film for our fully funded outdoor screening was chosen by our audience. This year's event was held on a warm late summer evening when around 200 people gathered outside the cinema to watch Back to the Future. We carried out a large online consultation with our customers asking what they would like to see us provide as part of our plan for The Market Hall Arts Hub. The results have given us a focus for our future development. Blaenau Gwent Youth Service joined us at the Cinema following a consultation that took place with the young people of Brynmawr. 32 visitors enjoyed a film with us. Once again, we partnered with the Spectrum Homeless project to collect gift boxes for distribution to homeless people across south Wales. As always, we received a huge number of boxes. February saw us fill our auditorium with an exciting audience who joined us for a special screening of Twin Town, followed by a Q&A session with Director Kevin Allen. This fantastic event helped us to celebrate the 130th Birthday of The Market Hall. June saw us for a new partnership with the Southeast Wales Branch of the Motor Neurone Disease Association, who joined with us to raise awareness of the disease through a special film screening at the cinema.

Section D

Achievements and Performance

During the year we have been success in increasing our paid and volunteer workforce. Our volunteer programme continues to provide opportunities to volunteers from our community. Our commitment to inclusivity allows us to provide opportunities to both neuro-typical and neuro-divergent individuals regardless of ability, age, gender, or race. Two of the Trust's volunteers, who are both neuro-divergent have become paid employees at the cinema. Several volunteers have joined us to gain work experience in customer service and have progressed to employment in a variety of other businesses but continue to volunteer with us in their spare time, one as a Cinema Assistant, and one as our highly competent and only Cinema Projectionist. We continue to benefit from a successful Facebook page, that now has over 15000 followers who continue to engage with us regularly. Our social media followers are honest and always happy to offer suggestions of how we can improve. Our page also gives us the opportunity to consult regularly with local people. Financially, we have reviewed the way the cinema operates to ensure that we are operating in a sustainable way. Cinema finances are constantly under review and our risk registers are continuously reviewed. We continue to develop partnerships with new organisations and maintain long lasting relationships with community food banks and homeless charities. We are also developing strong partnerships with local business, helping to promote the "keep it local" scheme which is crucial to the survival of our town centre.

Section E

Financial Review

Reserves are designated for reinvestment purposes, primarily aimed at the refurbishment of the adjoining building, which will be utilised as a second screen. This additional screen will enable us to

highlight a wider variety of films, including those from independent filmmakers, art house productions, and foreign language films. We endeavour to maintain a contingency fund to ensure the continuation of our activities during any closures, whether enforced or due to adverse weather conditions. Furthermore, reserves will be allocated to develop additional training opportunities for volunteers, including those from minority groups.

The Board of Trustees has conducted a thorough review of its Risk Register to elevate the risk levels in response to the cost-of-living crisis, substandard film production, increasing utility costs, and the rising National Minimum Wage.

Section F

Other optional information

The principal source of funds is the revenue generated from operating the cinema as a commercial enterprise, net of costs. Additionally, the charity receives donations and sponsorships, solicited on both long-term and short-term bases.

Many of the charity's community activities are funded from day-to-day revenue and costs rather than through a specific project budget. This approach, combined with fundraising efforts, ensures that expenditure is aligned with the key objectives of the charity.

The charity's investment policy and objectives, including any adopted ethical investment policy, are designed to support its financial sustainability and ethical standards.

Section G

Declaration The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

A handwritten signature in black ink, appearing to read 'Beth Watkins', is written on a light blue background.

Signature(s)

Beth Watkins – Chair

The Market Hall Cinema And Arts Trust

Independent Examiner's Report to the trustees of The Market Hall Cinema And Arts Trust

I report to the charity trustees on my examination of the accounts of the charity for the year ended 30 June 2024 which are set out on pages 2 to 12.

Responsibilities and basis of report

As the charity trustees of The Market Hall Cinema And Arts Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

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

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of The Market Hall Cinema And Arts Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



.....
Mr Andrew Hill
FCCA ACA DChA BFP

Severn House
Hazell Drive
Newport
NP10 8FY

21 February 2025

The Market Hall Cinema And Arts Trust

Statement of Financial Activities for the Year Ended 30 June 2024

	Note	Unrestricted funds £	Total 2024 £
Income and Endowments from:			
Donations and legacies		1,130	1,130
Charitable activities		14,678	14,678
Other trading activities		<u>178,551</u>	<u>178,551</u>
Total income		<u>194,359</u>	<u>194,359</u>
Expenditure on:			
Raising funds		(177,388)	(177,388)
Charitable activities		<u>(43,876)</u>	<u>(43,876)</u>
Total expenditure		<u>(221,264)</u>	<u>(221,264)</u>
Net expenditure		<u>(26,905)</u>	<u>(26,905)</u>
Net movement in funds		(26,905)	(26,905)
Reconciliation of funds			
Total funds brought forward		<u>25,568</u>	<u>25,568</u>
Total funds carried forward	16	<u><u>(1,337)</u></u>	<u><u>(1,337)</u></u>

The notes on pages 5 to 12 form an integral part of these financial statements.

The Market Hall Cinema And Arts Trust

Statement of Financial Activities for the Year Ended 30 June 2024

	Note	Unrestricted funds £	Total 2023 £
Income and Endowments from:			
Donations and legacies		783	783
Charitable activities		3,882	3,882
Other trading activities		<u>153,781</u>	<u>153,781</u>
Total income		<u>158,446</u>	<u>158,446</u>
Expenditure on:			
Raising funds		(161,631)	(161,631)
Charitable activities		<u>(41,597)</u>	<u>(41,597)</u>
Total expenditure		<u>(203,228)</u>	<u>(203,228)</u>
Net expenditure		<u>(44,782)</u>	<u>(44,782)</u>
Net movement in funds		(44,782)	(44,782)
Reconciliation of funds			
Total funds brought forward		<u>70,350</u>	<u>70,350</u>
Total funds carried forward	16	<u><u>25,568</u></u>	<u><u>25,568</u></u>

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2023 is shown in note 16.

The Market Hall Cinema And Arts Trust

(Registration number: 1167284)

Balance Sheet as at 30 June 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	10	7,382	9,792
Current assets			
Stocks	11	3,567	3,423
Debtors	12	849	-
Cash at bank and in hand	13	28,529	52,745
		32,945	56,168
Creditors: Amounts falling due within one year	14	(32,096)	(25,988)
Net current assets		849	30,180
Total assets less current liabilities		8,231	39,972
Creditors: Amounts falling due after more than one year	15	(9,568)	(14,404)
Net (liabilities)/assets		(1,337)	25,568
Funds of the charity:			
Unrestricted income funds			
Unrestricted funds		(1,337)	25,568
Total funds	16	(1,337)	25,568

The financial statements on pages 2 to 12 were approved by the trustees, and authorised for issue on 21 February 2025 and signed on their behalf by:



Beth Watkins
Chairman and trustee

The notes on pages 5 to 12 form an integral part of these financial statements.

The Market Hall Cinema And Arts Trust

Notes to the Financial Statements for the Year Ended 30 June 2024

1 Accounting policies

Statement of compliance

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation

The Market Hall Cinema And Arts Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income and endowments

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Other trading activities

Income arising from cinema trading activities is recognised, net of VAT, upon receipt.

The Market Hall Cinema And Arts Trust

Notes to the Financial Statements for the Year Ended 30 June 2024

Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Raising funds

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees's meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets

Individual fixed assets costing £500.00 or more are initially recorded at cost.

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Fixtures and fittings	15% Straight line

Stock

Stock is valued at the lower of cost and estimated selling price less costs to complete and sell, after due regard for obsolete and slow moving stocks. Cost is determined using the first-in, first-out (FIFO).

The Market Hall Cinema And Arts Trust

Notes to the Financial Statements for the Year Ended 30 June 2024

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees's discretion in furtherance of the objectives of the charity.

2 Income from donations and legacies

	Unrestricted		
	General	Total	Total
	£	2024	2023
		£	£
Donations and legacies;			
Donations from individuals	1,130	1,130	783
	<u>1,130</u>	<u>1,130</u>	<u>783</u>

The Market Hall Cinema And Arts Trust

Notes to the Financial Statements for the Year Ended 30 June 2024

3 Income from charitable activities

	Unrestricted funds General £	Total 2024 £	Total 2023 £
Grants received	14,678	14,678	3,882

4 Income from other trading activities

	Unrestricted General £	Total 2024 £	Total 2023 £
Trading income; Cinema admission, confectionary sales and advertising	178,551	178,551	153,781
	178,551	178,551	153,781

5 Expenditure on charitable activities

	Unrestricted funds General £	Total 2024 £	Total 2023 £
Rates, utilities, repairs and other similar costs	33,467	33,467	32,007
Depreciation, amortisation and other similar costs	2,410	2,410	2,410
Governance costs	7,999	7,999	7,180
	43,876	43,876	41,597

The Market Hall Cinema And Arts Trust

Notes to the Financial Statements for the Year Ended 30 June 2024

6 Analysis of governance and support costs

Governance costs

	Unrestricted funds General £	Total 2024 £	Total 2023 £
Independent examiner fees			
Examination of the financial statements	1,825	1,825	1,275
Legal fees	6,174	6,174	5,905
	<u>7,999</u>	<u>7,999</u>	<u>7,180</u>

7 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any reimbursed expenses or any other benefits from the charity during the year.

8 Staff costs

The aggregate payroll costs were as follows:

	2024 £	2023 £
Staff costs during the year were:		
Wages and salaries	<u>78,714</u>	<u>73,568</u>

No employee received emoluments of more than £60,000 during the year

The Market Hall Cinema And Arts Trust

Notes to the Financial Statements for the Year Ended 30 June 2024

9 Taxation

The charity is a registered charity and is therefore exempt from taxation.

10 Tangible fixed assets

	Furniture and equipment £	Total £
Cost		
At 1 July 2023	16,066	16,066
At 30 June 2024	16,066	16,066
Depreciation		
At 1 July 2023	6,274	6,274
Charge for the year	2,410	2,410
At 30 June 2024	8,684	8,684
Net book value		
At 30 June 2024	7,382	7,382
At 30 June 2023	9,792	9,792

11 Stock

	2024 £	2023 £
Stocks	3,567	3,423

12 Debtors

	2024 £
Prepayments	784
Other debtors	65
	849

The Market Hall Cinema And Arts Trust

Notes to the Financial Statements for the Year Ended 30 June 2024

13 Cash and cash equivalents

	2024 £	2023 £
Cash on hand	1,496	1,225
Cash at bank	27,033	51,520
	<u>28,529</u>	<u>52,745</u>

14 Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	9,753	8,547
Other loans	4,836	4,836
Other taxation and social security	533	735
VAT grant repayable	7,480	5,803
Other creditors	4,619	353
Accruals	4,875	4,884
Deferred income	-	830
	<u>32,096</u>	<u>25,988</u>

15 Creditors: amounts falling due after one year

	2024 £	2023 £
Other loans	<u>9,568</u>	<u>14,404</u>

16 Funds

	Balance at 1 July 2023 £	Incoming resources £	Resources expended £	Balance at 30 June 2024 £
Unrestricted funds				
General	<u>25,568</u>	<u>194,359</u>	<u>(221,264)</u>	<u>(1,337)</u>
	Balance at 1 July 2022 £	Incoming resources £	Resources expended £	Balance at 30 June 2023 £
Unrestricted funds				
General	<u>70,350</u>	<u>158,446</u>	<u>(203,228)</u>	<u>25,568</u>

The Market Hall Cinema And Arts Trust

Notes to the Financial Statements for the Year Ended 30 June 2024

17 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 30 June 2024 £
Tangible fixed assets	7,382	7,382
Current assets	32,945	32,945
Current liabilities	(32,096)	(32,096)
Creditors over 1 year	(9,568)	(9,568)
Total net assets	(1,337)	(1,337)
	Unrestricted funds General £	Total funds at 30 June 2023 £
Tangible fixed assets	9,792	9,792
Current assets	56,168	56,168
Current liabilities	(25,988)	(25,988)
Creditors over 1 year	(14,404)	(14,404)
Total net assets	25,568	25,568