

Charity registration number 1170093

CREATIVE CONSCIENCE
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2023

CREATIVE CONSCIENCE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Tim Bourne
Tom Savigar
Raoul Raja Shah
Andrew Tapson
Nicole Yershon
Professor Lawrence Zeegen

(Appointed 1 September 2023)

(Appointed 15 September 2022)

Charity number

1170093

Registered office

Unity 308/ co.L&Co
Screenworks
22 Highbury Grove
London
N5 2ER

Independent examiner

Andrew Millet BA MBA FCA
Millet Accountants Ltd
Beyond Aldgate Tower,
2 Leman Street, London,
E1 8FA

CREATIVE CONSCIENCE

CONTENTS

	Page
Trustees report	1 - 3
Statement of Trustees responsibilities	4
Independent examiner's report	5
Statement of financial activities	6
Balance sheet	7
Notes to the financial statements	8 - 12

CREATIVE CONSCIENCE

TRUSTEES REPORT

FOR THE YEAR ENDED 31 MAY 2023

The trustees present their report and financial statements for the year ended 31 May 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The objects of the CIO are:

- For the public benefit to advance the education of young people studying, and people who have studied, in the Creative disciplines (including, but not limited to, Advertising, Architecture, Fashion, Textile Design, Film, Photography, Graphic Design, Illustration and Animation, and Product & Structural Design), developing their creative talents and moral capabilities.
- To promote for the benefit of the public the conservation and protection of the environment and to advance the education of the public in conservation of the environment through helping the implementation of projects in that area.
- To promote sustainable development for the benefit of the public by the preservation, conservation and the protection of the environment and the prudent use of resources and to advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment through helping the implementation of projects in that area.
- To promote human rights (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations) throughout the world by helping the implementation of projects.
- To promote equality and diversity for the benefit of the public through helping the implementation of projects in those areas.
- To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society through helping the implementation of projects in that area.
- To promote physical and mental health and well-being through helping the implementation of projects in that area.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

CREATIVE CONSCIENCE

TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2023

Achievements and performance

Significant activities and achievements against objectives

The 2023 Creative Conscience Awards took place online with more than 200 attendees on 19th September 2023. We were delighted by the standard of the projects that were submitted from across the world. Holding the awards on-line again meant that we could engage with participants from all over the globe: from across the UK, Europe and as far as South America, Africa, the States and over to Singapore.

We continue to push and support some of these projects, to help bring the ideas to reality so they have a real, positive, social impact on the world, through the power of design.

Throughout 2022-23 we attended and hosted various events as an advocate for positive social and environmental change. At these events we engaged, empowered, inspired and trained institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behaviour change.

Following our work last year, we have seen even more engagement and events, talks and conversations on how to embed these principles into educational institutions across the country and around the world. We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

We continue to teach online. We have trained graduates and industry team members to deliver purpose driven talks and workshops to increase engagement and impact on serious global challenges.

Throughout 2022-23 we attended and hosted various events as an advocate for positive social and environmental change. At these events we engaged, empowered, inspired and trained institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behavior change. Following our work last year, we have seen even more engagement and events, talks and conversations on how to embed these principles into institutions across the country and around the world. We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

We took our training online within a week of lockdown in the UK. We have trained graduates and industry team members to deliver purpose driven talks and workshops to increase engagement and impact on serious global challenges.

Financial review

Total income for year ended 31 May 2023 was £46,731 (2022: £47,030). After expenditure of £48,018 (2022: £59,594), this resulted in a deficit of £1,287 being recognised (2021: recognised a deficit of £12,564). At the year end fund balances totalled £30,667 (2021: £31,954).

Trustees regularly review our spending plans, to make sure we are making the best of our resources. We ended the financial year with a healthy balance sheet. Nonetheless, trustees will continue to maintain a focus on increasing our income and containing our costs.

Reserves policy

It is the agreed policy to maintain a reserves of no less than three months' running costs. This is currently being achieved with general reserves totalling £ 30,667 (2022: £31,954).

Major risks

Trustees consider that all risks including financial and operational, are being well managed and present a low risk overall. Trustees are satisfied that risk management in use is proportionate and sufficient.

Structure, governance and management

The trustees meet on a regular basis to make decisions and monitor the work of the charity. The board of trustees is authorised to appoint new trustees to fill new vacancies arising through the resignation or death of an existing trustee.

CREATIVE CONSCIENCE

TRUSTEES REPORT (CONTINUED) FOR THE YEAR ENDED 31 MAY 2023

The trustees who served during the year and up to the date of signature of the financial statements were:

Tim Bourne	(Appointed 1 September 2023)
Tom Savigar	
Raoul Raja Shah	
Andrew Tapson	(Appointed 15 September 2022)
Nicole Yershon	
Professor Lawrence Zeegen	

Other matters

Governing Document

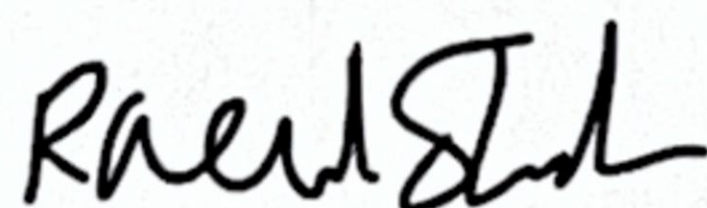
Creative Conscience operates under a Constitution dated 8 November 2016. Creative Conscience is a Charitable Incorporated Organisation.

Future Plans

Future plans includes receiving some funding this year that will enable us to launch and complete another year of global awards and creative change maker events. Continue our training and mentorship programmes plus we are still looking for partners to help launch the ethical industry awards in order to shift behaviours and over-consumption.

None of the trustees have any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The trustees' report was approved by the Board of Trustees.



Raoul Raja Shah
Trustee



Andrew Tapson
Trustee

29 February 2024

CREATIVE CONSCIENCE

STATEMENT OF TRUSTEES RESPONSIBILITIES FOR THE YEAR ENDED 31 MAY 2023

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

CREATIVE CONSCIENCE

INDEPENDENT EXAMINER'S REPORT TO THE OF CREATIVE CONSCIENCE

I report to the trustees on my examination of the financial statements of Creative Conscience (the charity) for the year ended 31 May 2023.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

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

Independent examiner's statement

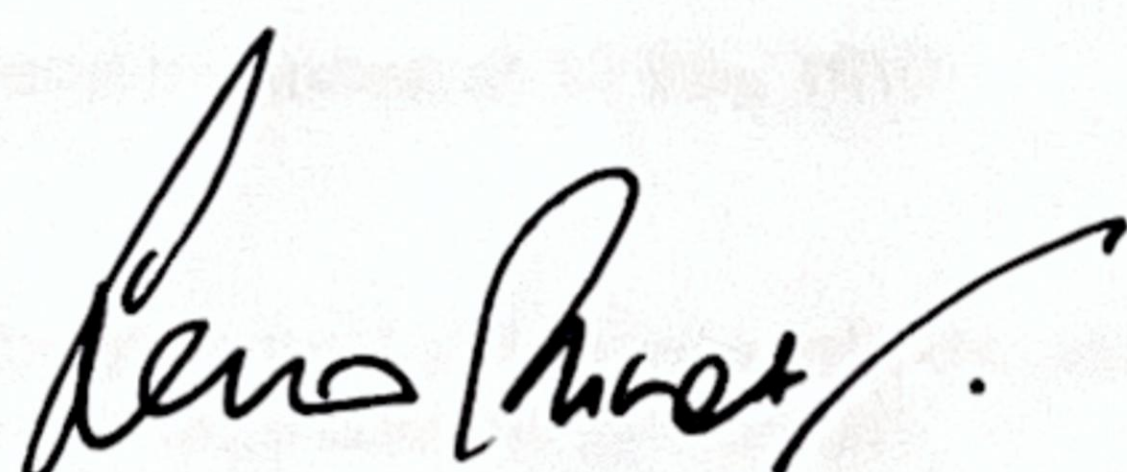
Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no 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 charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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



Andrew Millet BA MBA FCA
Millet Accountants Ltd
Beyond Aldgate Tower,
2 Leman Street, London,
E1 8FA

Dated: 14 March 2024

CREATIVE CONSCIENCE

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MAY 2023

	Notes	Unrestricted funds 2023 £	Unrestricted funds 2022 £
<u>Income from:</u>			
Donations and legacies	3	1,702	334
Charitable activities	4	37,881	43,385
Other trading activities	5	7,148	3,311
Total income		<u>46,731</u>	<u>47,030</u>
<u>Expenditure on:</u>			
<u>Raising funds</u>			
Fundraising and publicity	6	<u>6,903</u>	<u>-</u>
 Charitable activities	7	<u>41,115</u>	<u>59,594</u>
Total resources expended		<u>48,018</u>	<u>59,594</u>
Net (expenditure)/income for the year/ Net movement in funds		<u>(1,287)</u>	<u>(12,564)</u>
 Fund balances at 1 June 2022		<u>31,954</u>	<u>44,518</u>
 Fund balances at 31 May 2023		<u><u>30,667</u></u>	<u><u>31,954</u></u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 8 to 12 form part of these financial statements.

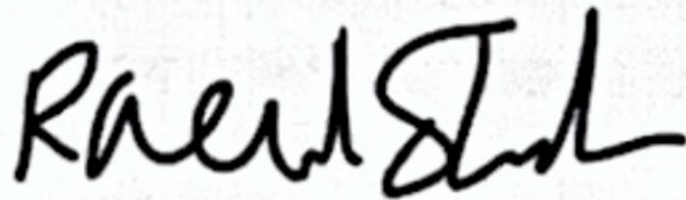
CREATIVE CONSCIENCE

BALANCE SHEET

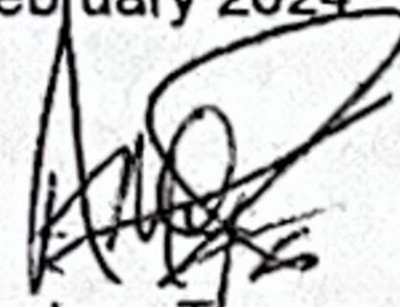
AS AT 31 MAY 2023

	Notes	2023 £	£	2022 £	£
Current assets					
Debtors	10	5,152		7,022	
Cash at bank and in hand		27,555		28,010	
		<u>32,707</u>		<u>35,032</u>	
Creditors: amounts falling due within one year	11	2,040		3,078	
		<u></u>		<u></u>	
Net current assets			<u>30,667</u>		<u>31,954</u>
The funds of the					
Unrestricted funds			<u>30,667</u>		<u>31,954</u>
			<u>30,667</u>		<u>31,954</u>

The financial statements were approved by the on 29 February 2024



Raoul Raja Shah
Trustee



Andrew Tapson
Trustee

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MAY 2023

1 Accounting policies

Charity information

Creative Conscience is a charity with registration number 1170093 and registered office at Unit 308/ co.L&Co, Screenworks, 22 Highbury Grove, London, N5 2ER.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2023

1 Accounting policies

(Continued)

1.5 Expenditure

Liabilities are recognised as expenditure once there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated to the charitable activity in the statement of financial activities. Costs of raising funds are those costs incurred in relation to charity's on going projects.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Donations and gifts	1,702	334

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MAY 2023

4 Income from charitable activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Award entrance fees	3,407	17,142
Lectures, Workshops & Events	34,474	24,706
Membership Fees	-	1,537
	<u>37,881</u>	<u>43,385</u>
Analysis by fund		
Unrestricted funds	<u>37,881</u>	<u>43,385</u>

5 Income from other trading activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Fundraising Event	<u>7,148</u>	<u>3,311</u>

6 Expenditure on raising funds

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Fundraising and publicity	6,903	-
Other fundraising costs	<u>-</u>	<u>-</u>

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2023

7 Expenditure on charitable activities

	2023 £	2022 £
Direct costs		
Freelance Design Fees	22,542	40,309
Coaching, Training, Lecture Events	475	3,660
	<u>23,017</u>	<u>43,969</u>
Share of support and governance costs (see note)		
Support	21,985	13,172
Governance	2,186	2,453
	<u>47,188</u>	<u>59,594</u>
Analysis by fund		
Unrestricted funds	<u>41,115</u>	<u>59,594</u>

Support Cost

	Support costs £	Governance cost £	2023 Support costs £	Governance cost £	2022 £
Travel, Accommodation and Subsistence cost	5,565		5,565	1,946	1,946
Printing , Postage & Stationery cost	36		36	55	55
Advertising and Promotional costs	170		170	2,795	2,795
General Administrative Cost				318	318
Computer and Website costs	7,421		7,421	5,017	5,017
Bank Charges	18		18	56	56
Other Professional fees				1,013	1,013
Bad debt	8,775		8,775	2,985	2,985
Accountancy		2,186	2,186	1,440	1,440
	<u>21,985</u>	<u>2,186</u>	<u>24,171</u>	<u>13,172</u>	<u>15,625</u>
Analysed between Charitable activities	<u>21,985</u>	<u>2,186</u>	<u>24,171</u>	<u>13,172</u>	<u>15,625</u>

Governance costs include payments to the independent examiner of £1,000 (2022: £1,440) for independent examinations fees and £700 (2022: 960) for assistance regarding the preparation of accounts.

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the during the year.

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2023

9 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

10 Debtors

	2023 £	2022 £
Amounts falling due within one year:		
Other Debtor	5,152	7,022

11 Creditors: amounts falling due within one year

	2023 £	2022 £
Other creditors	-	678
Accruals and deferred income	2,040	2,400
	<u>2,040</u>	<u>3,078</u>

12 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used.

	At 1 June 2022 £	Incoming resources £	Resources expended £	At 31 May 2023 £
General funds	31,954	46,731	(48,018)	30,667
Previous year:	At 1 June 2021 £	Incoming resources £	Resources expended £	At 31 May 2022 £
General funds	44,518	47,030	(59,594)	31,954

13 Related party transactions

There were no disclosable related party transactions during the year (2022 - none).