



CREATIVE CONSCIENCE



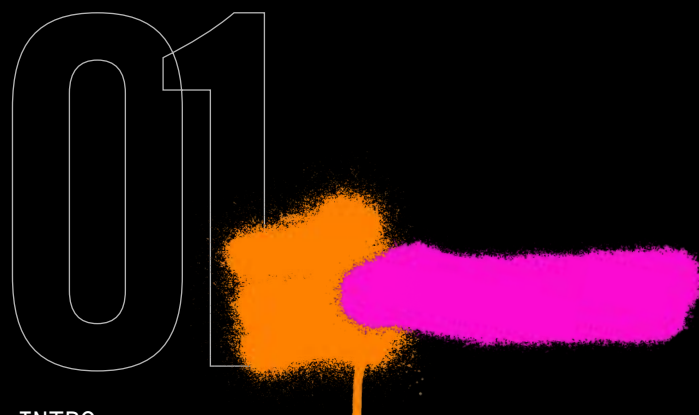
12

Years ...

... OF CREATING
POSITIVE SOCIAL+
ENVIRONMENTAL
IMPACT

01.06.23 – 30.05.24

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Overview of Creative
Conscience + our mission
Chairman's + Founder's
statements. Key areas of
work and focus.

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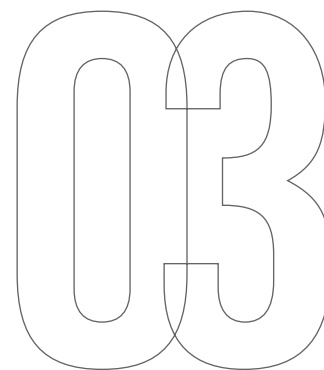


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PEOPLE

The amazing individuals
who make up this
community-built
organisation.

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AWARDS + OUR WORK

Facts + Figures about our
global awards scheme,
events, educational
connections, talks,
presentations, workshops,
partnerships and other
activities undertaken
throughout the year.

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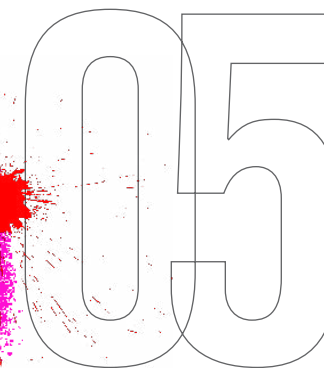


04

DIGITAL / WEBSITE + SOCIAL NETWORKS

Numbers and channels
through which we reach
the world with our
messages of hope.

Page 31-34



05

IMPACT

Events and projects
we've worked on
that have positively
impacted the people we
reach and connect with
through our community
and network

Page 35-68

We're all about...

...IMPACT



INTRODUCTION

Creative Conscience is a charity that empowers the next generation of creative thinkers and the design industry to apply their talents to socially valuable projects.

Promoting sustainability, freedom, social justice, health and well-being.

We change the world for the better by:

- Empowering and supporting young creative people
- Inspiring them to create purpose-driven, socially-valuable projects, both now and in the future
- Training and supporting creative thinkers to use their talents to build a better world
- Engaging with leading creative thinkers and organisations to realise the best of these projects
- Delivering positive social benefit and change, through the projects we inspire and support



CHAIRMAN

RAOUL SHAH

Our mission at Creative Conscience is to harness the power of creativity to make the world a better place through collaboration. Not simply to make the world look better, but to work better. Since 2012, Chrissy and our team have been an unstoppable force for good - using creativity in all its forms to make a positive social, societal and global impact. Through education, mentoring, online courses, Change Makers events and financial support, we want to empower our global community to create a fairer, healthier and more sustainable world for everyone.

The highlight of our year is the Creative Conscience Awards. This year we saw over a thousand entries and awarded over 100 creatives who demonstrated radical, progressive and truly inspiring thinking applied to a vast range of subjects including mental health, equality,

conscious consumption and the climate crisis.

Having celebrated our 10th anniversary in 2022, a milestone moment in our mission, we are more focused than ever to engage educators, industry leaders and commercial partners to help us extend our work and increase the support we provide for young people. Continued partnership and the spirit of collaboration will enable our charity to extend its reach and, most importantly, have a bigger impact on the issues that matter to us today, and to future generations.

I'd like to thank the whole Creative Conscience team for their relentless energy and enthusiasm, all our education partners, our generous advisors and brand ambassadors and our global network of creators and change makers whose immeasurable talent brings our mission to life.

KEY AREAS

Our five key areas of support and inspiration:

01. Advancing the education of young people

02. Conservation, sustainability and the protection of the environment

03. Equality, diversity and social inclusion

04. Physical + mental health and wellbeing

05. Promoting respect for human rights



Themes

CLIMATE CRISIS

COMMUNITY

CONSCIOUS
CONSUMPTION

ENVIRONMENT

HEALTH

HUMAN RIGHTS

EQUALITY

EDUCATION
& LEARNING

IMPACT

MENTAL HEALTH

RACIAL JUSTICE

SOCIAL JUSTICE

WAR & CRISIS

Disciplines

ADVERTISING

ANIMATION

ARCHITECTURE
& INTERIORS

DIGITAL & TECH

EXPERIENCE

FASHION
& TEXTILES

FILM &
PHOTOGRAPHY

GRAPHIC DESIGN

ILLUSTRATION

MOTION GRAPHICS

PRODUCT &
STRUCTURAL DESIGN

SERVICE DESIGN

TYPOGRAPHY

1 PEOPLE

The people who make Creative Conscience work. Our passionate team, trustees and ambassadors.

Change-makers who can spot a great idea. An idea that has the potential to go on and make real impact.

We wouldn't exist without this great community of individuals who make this organisation work year after year.

TRUSTEES



Tim Bourne
Co Chair
CEO and Co-founder of
The Casbah Group



Raoul Shah
Co Chair
CEO of Exposure

Nicole Yershon
Trustee
Founder NY Collective



**Professor Lawrence
Zeegen**
Trustee
Independent Creative
Education Consultant



Tom Savigar
Trustee
Independent
Creative Education
Consultant



Andrew Tapson
Finance Trustee
Founder Perle
Partnership

AMBASSADORS + TEAM

Creative Conscience wouldn't be what it is today without its team, all of whom share the passion of making positive change in the world through creative thinking. The names to the right summarise some key members of the team, but our real team is much bigger.

Thank you to our community of passionate volunteers, judges and speakers who often give their spare time to help us empower and grow, whether that be helping us to run our social media platforms, assisting at our events or simply being an advocate of our cause.

Barlow
Director

James Bray
Senior Digital Designer
UX+UI

Linda McDonagh
Head of Partnerships

Eddy Altmann
Training + Web Tech

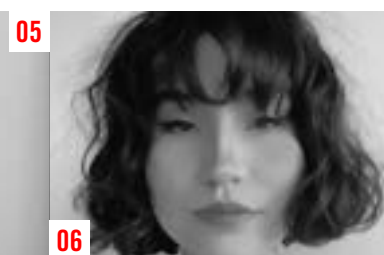
Aleksandra Wasacz
Events + Marketing Manager

David Hensley
Director

Chrissy Levett
Co-Founder + Creative
Director

Madani Sidibe
Film + Digital Editor

Libby Collar
Designer + Social Media
Manager



- 01 Prof. Helen Story MBE
- 02 Sir Quentin Blake
- 03 Adah Parris
- 04 John Paul Flintoff
- 05 Rosa Kim
- 06 Paola Delgado
- 07 Sir Jonathon Porritt
- 08 Jasmine Arthur
- 09 Michael Wolff
- 10 Tylar Edwards

JUDGES



01

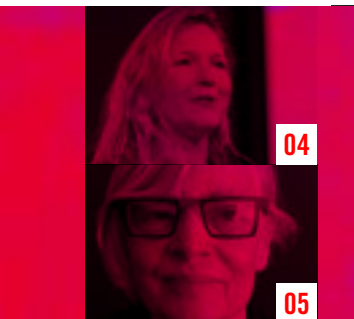


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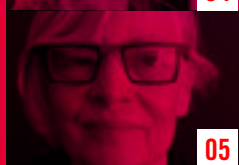


03

- 01 BINE
- 02 Jim Reeves
- 03 John Brown
- 04 Sevrá Davis
- 05 Stephanie Mills
- 06 Tom Savigar
- 07 Jo Godden
- 08 Carol Rose
- 09 Sophie Thomas
- 10 Umesh Pandya
- 11 Andrea Maloney
- 12 Amelia Noble
- 13 Tara Hanrahan
- 14 Jane Ni Dhulchaointigh
- 15 Dan Burgess



04



05



06



07



08

- 16 Matt Hocking
- 17 Merlin Nation
- 18 Nicky Kaur
- 19 Nicole Yershon
- 20 Islam Aboush
- 21 Dino Myers-Lampty



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16



17



18



19



20



21



09



10



12



13



14



15

FACTS + FIGURES

OVER
700
68

APPLICANTS
entered the 2023/24
awards

NATIONALITIES
took part

Nationalities of applicants include:

EGYPT **MEXICO**
ARGENTINA
NORWAY **BRAZIL**
SAUDI ARABIA
MOZAMBIQUE **ITALY**
PERU **CHINA**
JAPAN **AUSTRALIA**
USA **ICELAND** **RUSSIA**
VENEZUELA **INDIA** **UK**
SOUTH KOREA **NIGERIA**

AWARDS

The Creative Conscience awards welcomes projects from students and graduates (of up to two years) from any creative discipline. The awards are the perfect opportunity for creatives to push their curiosity and create the change they want to see in the world.

By entering, applicants will be directly supporting our work as a charity, helping to build a fairer, healthier, more sustainable and regenerative world.

I was first introduced to CC when they came into my uni to deliver a talk.

Everything changed for me - this is when I realised exactly what it was that I was meant to do"



“

That single hour **completely changed the trajectory of my career.**”



“ I felt compelled to create a project responding to the CC award briefs, and invested all my energy into that project which gave me a huge amount of fulfilment.

I am hugely grateful to CC for showing me that it is very much possible to create real-world impact using creativity.

Libby Collar - Manchester Metropolitan University

AWARDS NIGHT

The 2023 Creative Conscience Awards took place online on 19th September. The ceremony was hosted via Zoom from L&Co's studio in London. We were delighted by the standard of the projects that were submitted, even though many young creatives had been in lockdown across the world. The advantage of doing a virtual event was that we could engage with participants from all over the globe: from Britain to Brazil, the States to Singapore.

See the event film [HERE](#).

We continue to push and support these projects, to help realise ideas so they have a positive, social impact on the world.

Over...

850



2023

...participants took part:
the next generation of
creative thinkers taking
action from more than 68
nationalities

LIVE EVENTS

23

Throughout 2023-24 we attended, spoke at and hosted, various events as an advocate for positive social and environmental change. At these events, we engaged, empowered, inspired and trained audiences, institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behaviour change.

This last year has 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.

Including:

'Making a Difference' Royal Society of Arts (RSA) London with Amlitude - May 2023

The Psychology of Climate Inaction - on line with Creatives for Climate.

BBC Radio Nottingham - Creative Change Makers 12.06.23

Creative Change Makers 2023 Nottingham - 15/16.06.2023

Creativity for the Health of People and Planet interview UAL 19.06.23

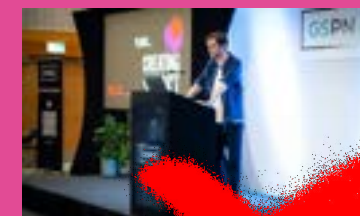
New Designers 2023 - 2 weeks 05/12.7.23

UK Creative Festival - talks and workshops 12/13.07.23

'How to fix Parliament' Royal Society of Arts (RSA) London - 25.10.23

TOPICS INCLUDED:

EQUALITY + DIVERSITY MENTAL HEALTH CLIMATE CRISIS SOCIAL JUSTICE AI FOR GOOD + DEMOCRACY



Creative Change Makers 2024 London LinkedIn HQ in partnership with Alliance of Independent Agencies - 21.02.2024

Creative Change Makers 2024 Nottingham - 21.02.2024

CHEAD Women in Leadership - 21.03.2024.

Link to CHEAD 2023 talk [HERE](#)

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EDUCATIONAL IMPACT

Throughout the year we hosted talks and workshops at colleges universities across the UK and around the world; in-person and online.

For each workshop, we tailored material for a variety of disciplines, themes and topics.

We provided the tools, advice, inspiration and encouragement needed for educational change - focusing on both students and staff. We created meaningful content to inspire educators and corporates - building ethically-driven purpose into curricula + institutions across the world.

ADVISORY ROLES:

- Advisory Board Global Sustainability Partnership Network (GSPN) 2024
- Advisory UK Creative Festival 2024

TRAINING + DEVELOPMENT WORKSHOPS AT:

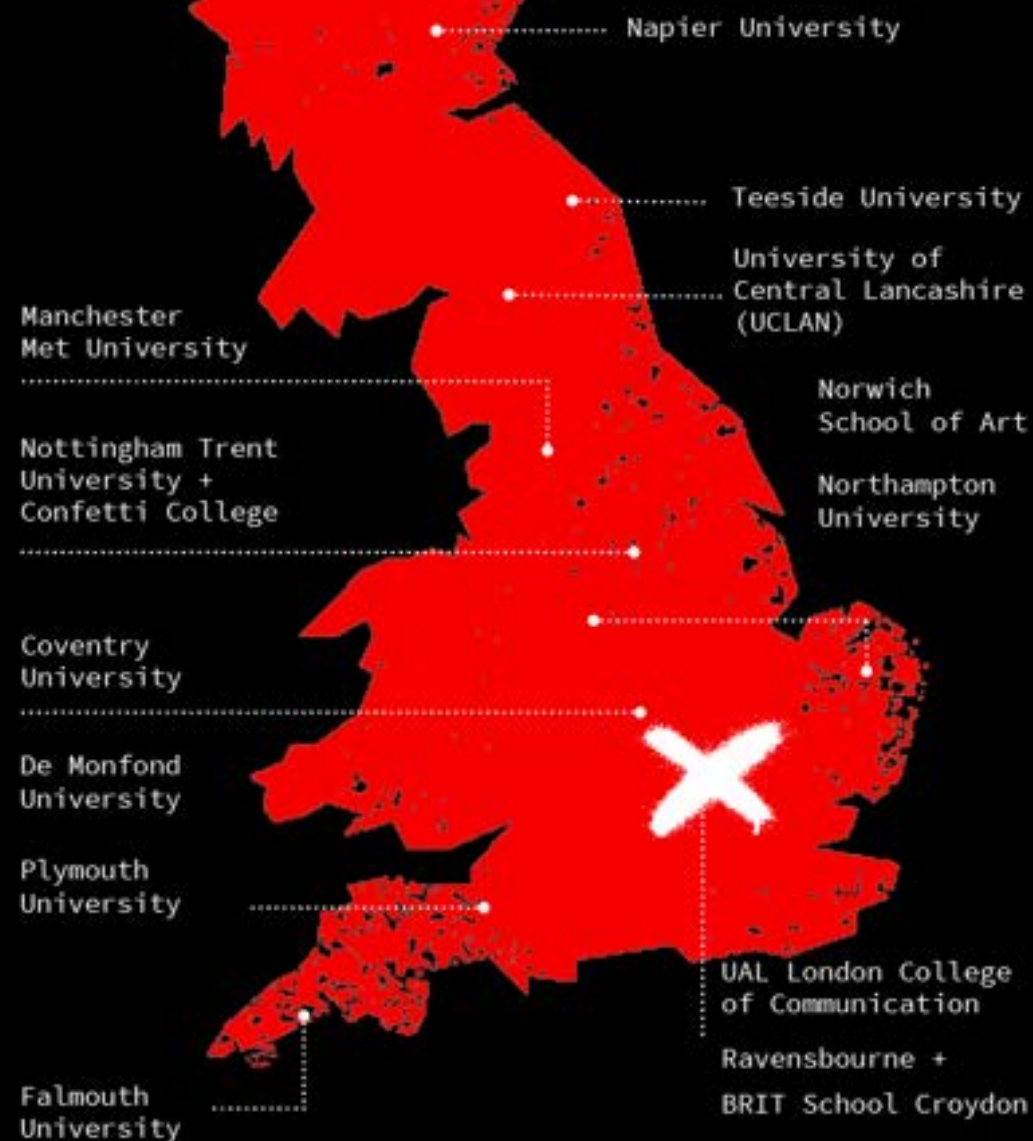
- New Designers: judging, talks + workshops
- Collabs: Nottingham & Trent University 16.02.24
- London College of Communication (UAL) Digital Staff training Day 09.23
- Norwich Arts University Staff training Day 07.23
- Ravensbourne Staff Development Day - 11.01.24

Details on page **FINAL PAGE** no's

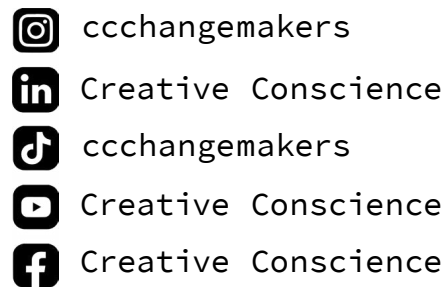
2023

Cumulus
International
Design
Education
Conference
College of
Creative
Arts
Detroit USA

24



SOCIAL MEDIA



Our social media following increased, we shared empowering work, stories + reels.

INSTAGRAM:

6,757

Increased online community on LinkedIn, Facebook, YouTube, Instagram, TikTok + The Dots.

LINKEDIN:

4,550

BLOGS

We also published many news stories to inspire our community to support action for positive change. These included:

- Interviews with winners
- Interviews with judges and industry experts
- Guest articles from our sponsors, and other advocates for the cause
- Posts supporting social entrepreneurs & start-up projects with shared values

FACEBOOK:

2,300

YOUTUBE:

375

THE DOTS:

18,024

LAUNCHED NEW BRAND



During this year, we rebranded Creative Conscience logo with the help of **L&Co** our B Corp branding partner and sponsor.

See new branding blog [HERE](#).

Impact Report 2023/24

CREATIVE CONSCIENCE

TEES THAT PLEEZE!

Between November 23 and January 24 we bought a load of second hand pre loved tee shirts. We hand painted this with our brand colours then screen printed positive anti consumptive messages on them along side our new logo as a way of raising funds and inspiring creativing, circular design thinking and regeneration ideas.



See one of our team [HERE](#) screen printing in a community workshop in East London.

... we're all about

IMPACT

Beyond the awards, Creative Conscience helps to support, and bring to life some of the brightest and most imaginative projects from our community.

By providing the tools, contacts and advice, we empower creative thinkers to build better, helping to create real, tangible impact in the world.

We create events, workshops and programmes focusing on behaviour change to influence society and, consequently, the future of our planet. These empowering events and workshops train groups and individuals to build impact in their world and the world around us.

See our 'Call to Action' film [HERE](#).



CREATIVE CHANGE MAKERS

OVERVIEW CREATIVE CHANGE MAKERS 2023 / 24

- **Creativity for a Better World** - Metronome
Nottingham UK + globally
on-line see below -
16.06.23 see [HERE](#)
- **Creativity, AI + a Better World** - 21.01.24 See [HERE](#)
- **Creativity for a Better World** - Metronome
Nottingham UK + globally
on-line see below -
24.02.24 see [HERE](#)

I've met people who really care, they're creative and they have a conscience, I recommend you become part of this movement and help make the world a better place"

Alan Pitchforth - Founder
Kamilian Creative

CREATIVE CHANGE MAKERS

CREATIVE CHANGE MAKERS FESTIVAL

Creative Conscience hosted yet another powerful Creative Change Makers event, this time in Nottingham. A day with over 20 speakers and panellists, with TED style talks, connections, commitment to actions and great conversations. An event focused on Creativity for Social + Environmental impact. Empowering and transformational, designed to build a fairer, healthier, more sustainable + regenerative world, through the power of creative thinking - city by city + community by community.

2206
2023

Watch our past Creative Change Makers LIVE event in London [HERE](#) on our YouTube channel.

Watch an event summary [HERE](#) and read the blog post [HERE](#).




Creative industry experts + change-makers, from local communities + beyond, came together to discuss and celebrate the power of creative thinking to solve social + environmental challenges. We showcased numerous successful initiatives that have achieved outstanding local + global impact. A diverse audience of around 300 participants, live at Metronome and online, enjoyed the day of moving stories and powerful actions around what we can do to build a better world. The day kicked off with Craig Chettle MBE – Confetti Media Group Founder + Chief Executive, key partner + sponsor, and Chrissy Levett – Creative Conscience Founder + Creative Director – both setting a powerful intention for impact actions to come from the event.

Our MC for the day was Mark Shayler – Ape, our speakers included: Sir Tim Smit – Co-Founder of the Eden Project, John Morgan & Steven Lane from Leonard Design Architects

– key partners + sponsor, alongside Penney Poyzer – the ‘Queen of Green’, Adam Pickering – Partnerships Manager + Environment Editor at LeftLion and Founder of the festival Green Hustle, Chrissy Levett, Wolfgang Buttress – award winning artist, Nicky Kaur, Raoul Shah – our Chair, Founder and Joint CEO of Exposure, John Brown – Founder of Don’t Cry Wolf, Stephanie Newton6*), Action Labs, Nick Ebbs, Cathy Mahmood / Challenge Nottingham, Wingshan Smith / Chaos Magic and a creative panel of NTU graduated, hosted by Amy Williams.

Creative Conscience award winners:: Owen Sutton, Ella Oulton, Katherine Davies & Aaliyah Duberry. Plus a B-Corp panel with Barlow from L&Co, Michelle Pavey from Kind.

Notts TV attended and interviewed speakers, here with Penney Poyzer.



“You bathed Nottingham in the light of positive action yesterday. I’ve never attended a conference like this before, it was joyful!”

Penney Poyzer – Chair of Nottingham Good Partnership



Special thanks to all our crew, friends and supporters who bought tickets and made a collective commitment to positive change, individually and within their organisations.

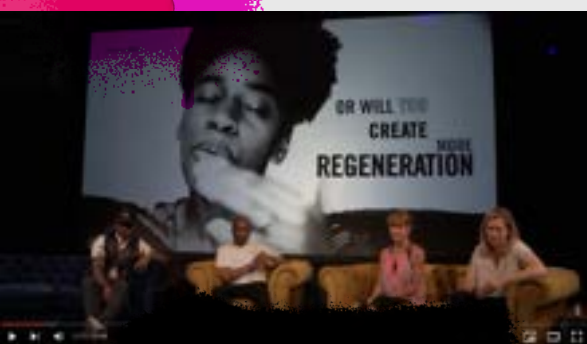
Watch all the sessions Part 01 [HERE](#), Part 02 [HERE](#), Part 03 [HERE](#) + part [HERE](#) 04.

UK CREATIVE FESTIVAL +... ...CAREER FAIR

2023

I just wanted to send you over a **HUGE thank you** for all of your work at the UK Creative Festival last week and with running a session in the careers fair. **Your contribution is massively valued!**

Sara Maddocks – UKCF Head of Partnerships & Operations



The UK Creative Festival looks to supercharge the UK's creative industries. Be part of a network that inspires ideas-led thinking to foster a culture of daring creativity – for now and for the future. At the heart of the festival is the free-to-attend Careers Fair. This is where we engage with young creatives, enabling them to understand the opportunities and pathways available to them.

The 2023 talks featured a panel and workshops from our own, Chrissy Levett & friend Ben Akers. Plus fantastic big-name speakers such as Tracey Emin, Trevor Robinson OBE, Chaka Sobhani, Sam Delaney, Dane Baptiste, Tom Skinner, Jordan Rossi, Miranda Bowen and many more. It was a great event to be part of.

Creative Conscience was invited onto the stage for a discussion called “F*ck the System” on 12.07.23. See [HERE](#).

We also held a Creative Impact workshop at the event held at Dreamland in Margate, Kent, UK. See [HERE](#).

CREATIVITY + AI FOR A BETTER WORLD

We kick-started 2024 with a much anticipated and inspiring event. Held in the central London offices of LinkedIn, and in partnership with LinkedIn and Alliance of Independent Agencies, Creative Conscience hosted Creative Change Makers: Creativity + AI for a Better World.

Gathering together some of the most influential + creative minds in AI, we aimed to empower and engage creative thinkers using AI positively to build a better society, and world.

A diverse audience of around 100 participants joined us live (with many more online) to enjoy a day of stimulating and educational presentations. Creative industry experts showcased a variety of uses and insights into the emerging and ever-changing world of AI.

Watch our past Creative Change Makers AI LIVE event in London [HERE](#) on our YouTube channel.

16.01 2024

Introductions from speakers Raffy Vita and Evan Healy (LinkedIn), Graham Kemp (Alliance of Independent Agencies), and from Creative Conscience: Rosa Kimosa, Eddy Altmann, and Chrissy Levett, started the day.

Fascinating video presentations followed from John Malik (Goodpoint), and Kadine James (Global head of generative AI Web3 at Artificial Rome)



CREATIVE CHANGE MAKERS - AI FOR GOOD

We listened to Matthew Blakemore, (AI Inventor + Digital Transformation Expert), who used a very helpful traffic light analogy to categorise and explain AI-related issues and opportunities; Niharika Hariharen (Design 3 founder), asked us as designers to consider 'How do we want to live life?', and not use AI simply to create faster and cheaper solutions; and Sevena Surana, below, (Co-founder Identity 2.0), discussed 'AI isn't smart, but we can be'.

Following lunch, we heard presentations from Raffy Vita (Creative Agency lead at LinkedIn); Omar Karim (Creative Director, AI Image maker), who gave a passionate

presentation from a Creative Director's perspective noting 'Creativity is not just the ability to create, it's about perspective, emotion and human experience'; Mark Winn (Life Coach), gave a captivating talk about the benefits of AI; Guy Gadney, below, (CEO of Charisma AI), talked us through his work where AI was used for important socially beneficial projects; Sophie Larsmon, below, (Immersive Director) who used AI to extend the theatre experience with focus on the pandemic of loneliness; and Ade Wright (AI image maker + designer), who ended his presentation by inviting attendees to take part in a Midjourney workshop.

Finally, Chrissy invited us to make a commitment to become more conscious about our individual, organisational and collective behaviours and to move towards building a better, sustainable and regenerative future for all, with or without the use of AI.

We would like to say a big THANK YOU to our partners at this event, to LinkedIn for your hospitality and organisation, and to Alliance of Independent Agencies for all your support.

Watch an event summary [HERE](#) and read the blog post [HERE](#).



CREATIVE CHANGE MAKERS

CREATIVE CHANGE MAKERS FESTIVAL

21022
2024

For the second year running in Nottingham, Creative Conscience hosted another powerful Creative Change Makers on 21st February 2024. Our aim was to bring together the best creative minds to celebrate, envision + connect positive game changing projects.

The event was powered by Confetti Media Group (CMG), a family of innovative and entrepreneurial businesses at the heart of Nottingham's cultural, social, and economic scene, and held once again in their wonderful cross-media venue, Metronome.



Watch our past Creative Change Makers LIVE event in London [HERE](#) on our YouTube channel.

Watch an event summary [HERE](#) and read the blog post [HERE](#).

CREATIVE CHANGE MAKERS

The event focused on different disciplines within the creative industries, creating impact through empowerment and collaboration by:

Sharing examples of projects and creativity that have and can build positive change.

Inspiring behaviour change for individuals, businesses and education.

Sharing examples of projects and creativity that have and can build positive practical tools and solutions.

Our MC for the day was Mark Shayler – Ape.

Speakers included: Awzeen Ramli – Senior Associate Leonard Design Architects – a key partner + sponsor; Steven Lane from Leonard Design Architects; Tim Bourne – Joint CEO of Exposure; Eddy Altman – Creative Conscience; Mat Hayward – Partnership Director at Kind, a B-Corp Agency. Presenting with Michelle Pavey; Abi Chapman – Creative Conscience Award Winner and founder of The Accessibility Project UK; Jonny Prest – Purpose lead Creative / Seed Creativity; Raoul Shah – our Chair, Founder and Joint CEO of Exposure; David Keyte – CEO Universal Works – a key partner + sponsor; Casey Soma – Artist + Founder Mad Truth, Chrissy Levett – Creative Conscience; Creative panel hosted by Libby Collar, featuring Creative

Conscience competition entrants of #WhyVote? Initiative: Beth Trim, Natalia Posnett (Nottingham and Trent University) + Poppy Scoffings (graduate from Northumbria); Si Beales – Creative Educator, Founder + Film maker; Nick Corston – Founder of STEAM Co. Jessica Fishman – Clean Energy Marketing Expert USA; Adam Pickering – Partnerships Manager + Environment Editor at LeftLion and founder of festival Green Hustle; Penney Poyzer – the ‘Queen of Green’ + Chair of the Nottingham Green Food Partnership.

Finally, we were all asked to make a commitment to taking positive action. To become more conscious about our individual, organisational and collective behaviours and to move towards building a better, sustainable and regenerative future for all.

Special thanks to Universal Works, Leftlion, The Green Hustle + Bird & Blend for kindly sponsoring and supporting us with their products and services.

Watch the four sessions [HERE](#), [HERE](#), [HERE](#) + [HERE](#) on our YouTube channel.



Creative Change Makers is an invaluable opportunity to meet some of the leading minds from industry, community organisations and education, and hear examples of projects that can build positive change.”

Craig Chettle MBE –
Confetti Media Group

NEW DESIGNERS

In July 2023, for the fourth year running, we partnered with **New Designers** at the Business Design Centre, London N1. This was our largest collaboration with them to date. We set briefs and a competition for over 2,000 graduate designers and makers, all heading out into the creative industries. We worked across both weeks with two panels of judges. Thanks to **Paul Barlow, Linda McDonagh, Andrea Maloney, Sally Costen, Chrissy Levett, Ian Lambert, Annabel Totty, Charlotte Brandon and Cate Grundy.**

It's always a privilege to work with partner organisations who are supporting and promoting design and creativity. **New Designers** have given us the platform to bring social and environmental impact into the conversation.

We ran live talks as part of the event, to empower more young creatives to get involved in solving the world's most pressing challenges.

New Designers website [HERE](#).

Learn more about the partnership and outcomes [HERE](#).

...what we have to grapple with now, and **Creative Conscience** has been really good at this, is the reality of how we sustain our energy, our love, our compassion through times which are really difficult”

Sally Bent –
Event Director Immediate



CREATIVE IMPACT PROGRAMME

Over the last few years, we've refined and developed our online **Creative Impact Programme**.

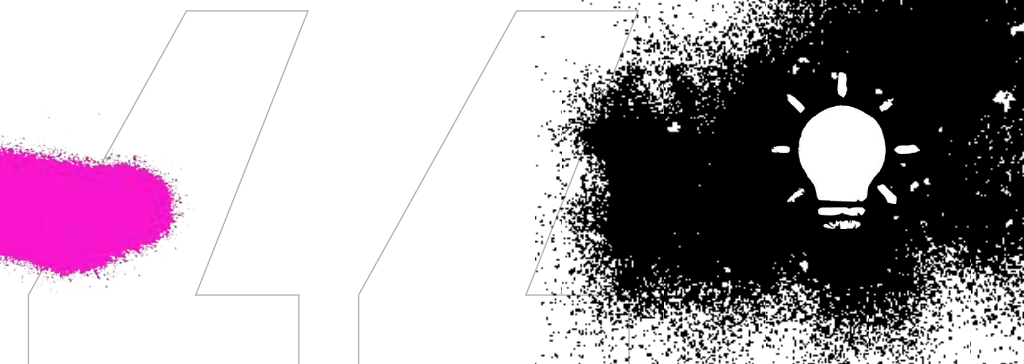
Since we started, we have trained over 70 creative individuals from different backgrounds and industries. Empowering and supporting people of all ages, genders, socio-economic backgrounds, and nationalities. This programme trains people in social entrepreneurship within the start-up and brand building space, but only focuses on ethical change. It's been designed for both graduates and industry professionals who want to learn how to hone their talents and skills to build a better society and world.

This course was developed from the learnings we gained from two previous pilot programmes, plus a year long cohort from 2021-22.

This time, using pre-recorded content hosted on Thinkific, an educational platform that sat alongside live bi-weekly coaching calls. All candidates worked with accountability partners. Course details and testimonials can be seen [HERE](#).

We designed, built + delivered two 3-month programmes.

24 participants from around the world took part in the programme during 2023-24, with some great results. The programme also involved live sessions with guest industry speakers.



The programme gave me
the most warm, positive,
expert guidance and
support, I didn't realise
I had been looking for."

“

The Creative Impact Programme enabled me to pinpoint my true passion and purpose and to regain my confidence. To dare to dream and make it happen”

Sarah Cromwell - Head of Art TK Max

When it comes to something as important as the need to vote, powerful campaigns that really catch the eye and the mind can really make a difference”

ALASTAIR CAMPBELL – The Rest is Politics
Creative Conscience #WHYVOTE? Judge

Watch Alastair Campbell’s interview with us [HERE](#).

IMPACT

#WHYVOTE FREE COMPETITION
+ CAMPAIGN LAUNCH 23/24

In August 2023 we partnered with the Politics Project (TTP) and The Democracy Classroom to launch a new and powerful initiative ‘WHYVOTE?’ a campaign to engage and empower young people across the UK and beyond to register to vote and have their voices heard.

We first designed and launched a social media campaign, employing Libby Collar, a CC award winner from the 2023 awards, who had created a project focused on democracy + politics. The project enrolled young creatives from across the UK and around the world in a free design competition that would be developed and used across the UK as a real campaign ahead of the UK general election.

Read the launch story [HERE](#).

The competition opened in October 2023, in the run up to the UK general election (July 2024), with two age categories: one for 16–18 year olds and one for 18+. Judging took place in January 2024 and we are thrilled to announce that Alastair Campbell was one of our judges, along with other high-profile experts from the world of politics, design + education.

#WHY VOTE CAMPAIGN

The aim of #WHYVOTE is to encourage political participation and educate young people on the importance of their vote. And what better way to do this than through creativity and reaching out to our own creative community?

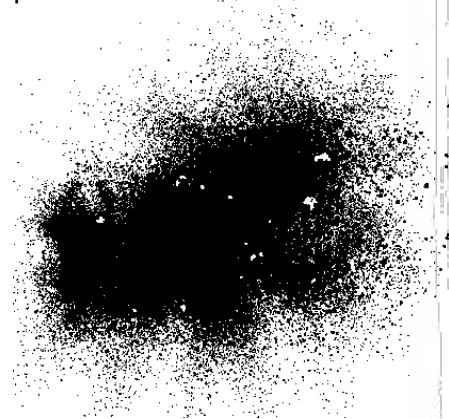
See the brief [HERE](#).

We were keen to be involved as we know that the UK is far behind most European countries when it comes to getting the youth vote. In the 2019 General Election, less than half of young people aged 18 to 24 voted. This compares to 75% of 65+ year olds. Meanwhile, trust in politics is at an all time low. When surveyed, 49% of the UK population said they did not trust the government (ONS 2022).

Many young people have never been told that their voice matters. This competition aims to amplify their voice. Young people will get involved in the political process by educating

themselves and their peers on democracy and its importance, meanwhile, having the opportunity to get creative and design with a purpose. Campaigns which are youth-led are much more attractive and engaging to young people. A successful voter engagement campaign could play a huge role in encouraging young people to vote. We are delighted to work with so many educational institutions across the country to get these voices amplified.

Watch our presentation on the #WHYVOTE campaign + youth panel [HERE](#).



The more young people are confronted with messaging which underlines the power in their hands, the better.”

Alastair Campbell – Author + Political Commentator

Politics: A Challenging Arena

Bill Clinton’s former political strategist, Paul Begala, once said that “politics is show-business for ugly people.”

The unprecedented scale of threat of murder, violent attack, personal abuse that Diane Abbott MP receives on a daily basis is powerfully illustrative of a deeply threatening ‘political’ culture that singles out and attacks Black leaders, across the political spectrum. British politics needs urgent and radical reform.

See the results [HERE](#).



VOTE FOR YOUR LIFE

In April 2024 we started working with another NGO, Operation Black Vote (OBV), the home of black politics. And with an independent Ad duo Steve Moss and Nick Simons.

OBV are on the a mission to amplify Black* and brown voices and ensure complete engagement in the national debate about how to build a better Britain founded on accessible citizenship, judicial rights, climate and racial justice, equality, and fairness.

**OBV defines Black as a politically-inclusive term that includes African, Asian, and Caribbean heritage communities and other non-white radicalised minorities living in the UK.*



On May 2nd, 2024, we had Mayoral, Combined Authorities and Police and Crime Commissioner elections taking place across London.

The perennial question among Black and Asians who are registered to vote, is whether they should bother to vote at all? And who can blame them.



Well done team. Thanks for all your hard work, the campaign looks great. Humble thanks ”

Lee Jasper – Co-Founder OBV

As we approached a turbulent election season, OBV & Creative Conscience were alarmed by the current state of our democracy. This campaign highlighted the critical importance of casting one's vote and the significant consequences of failing to participate in the electoral process', hostile, and aggressive arena.

The support from your team has been invaluable”

Steve Moss – Campaign lead OBV

Many would agree that party and Westminster politics in the UK has become an increasing ugly, hostile, and aggressive arena.

The unprecedented scale of threat of murder, violent attack and personal abuse that non-white male MP's receive is powerfully illustrative of a deeply threatening 'political' culture. An important issue.

British politics needs urgent and radical reform.

See the social media campaign graphics [HERE](#).

Operation Black Vote website [HERE](#).

GREEN CAREERS FAIR

“I liked the Creative Conscience stand”

Student – EGA School



We hosted a stand at Green Skills Career Fair at the Elizabeth Garrett Anderson (EGA) comprehensive secondary school for girls in Islington, London on 24th April 12:30 – 16:00.

The initiative was hosted by Love Design Studio.

Thinking about future careers can be tough and stressful for young people. We are frequently advised that to be successful in our careers, we must follow a certain path; however, we know this is not the case.

There are many twists and turns in life, and we frequently find ourselves in an interesting career that we never expected or even knew existed.

Unlike a traditional careers fair, this event dispelled what a Green Skills profession entails, showcasing the wide range of jobs available that are related to sustainability.

Special thanks to Libby Collar for running this session.

Images courtesy of Love Design Studio

TRAINING THE TRAINERS



We know “education is the most powerful weapon to have to change the world” *Nelson Mandela*

In 2023-24 we had the opportunity to empower and train tutors and leaders in higher creative education. Staff workshops and training sessions. The first of which was at Assembly House, Theatre Street Norwich. **Norwich University of Arts**. Then **University of Arts**

London (LCC), **Ravensbourne University** and finally **New City College**.

We worked with over 300 educators, training the trainers in creativity and social + environmental impact, on how can we better teach and empower the next generation for the future.

It was awesome.



Eddy Altmann from our team, was also asked to speak at the Global Sustainable Partnership Network, in Manchester. See [HERE](#).

TESTIMONIALS

The creative energy in the packed out room was dynamic and positively infectious and was a joy to be part of”

Zann Hoad – CEO Sharp Sharp Media

I was evicted from my home with my two young sons after winning a Creative Conscience New Designers Award. I want to thank you so much again for all the help you gave me and sending the laptop. We are all doing great now”

Nomi Maci – Interior Designer Glasgow Scotland

“After being introduced to Creative Conscience with a university talk, I felt this overwhelming wave of passion and inspiration come over me. That is when I realised that design activism is what I was meant to do.

It's rare to feel connected with an organisation instantly, but they showed me what integral design for change could look like and how it can be used to help make a fairer world”

Libby Collar – Graphics Graduate MMU

It made me realise we can actually make change, thank you so much”

Graduating student – NTU School of Architecture

“Creative Conscience made me gain clarity and confidence in my career path. Despite the challenges, I now know I'm on the right track, doing what truly matters.

Through their individual coaching and supportive environment, I've gained understanding on my goals and received great strategies to overcome career obstacles. Before the course, I was struggling, but now my path is more clear thanks to their guidance and wealth of knowledge.

Thank you for empowering me to pursue my creative passions with purpose.”

Trixi Marx – Sugar Studio

Creative Conscience talks a lot about the power and importance of hope, turning that hope into action, secondly the power of anger and humour”

Sir Jonathon Porritt – CC Ambassador

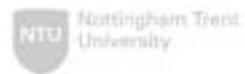
LEAD SPONSORS



Exposure

PARTNERS

NEW
DESIGNERS



THANK
YOU

Charity registration number 1170093 (England and Wales)

CREATIVE CONSCIENCE
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2024

CREATIVE CONSCIENCE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Tim Bourne Tom Savigar Raoul Raja Shah Andrew Tapson Nicole Yershon Professor Lawrence Zeegen Paul Barlow Rifa Sultana Thorpe-Tracey	(Resigned 10 June 2024) (Resigned 7 January 2025) (Resigned 2 April 2024) (Appointed 27 January 2025) (Appointed 10 June 2024)
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 Accoutants Ltd Beyond Aldgate Tower, 2 Leman Street, London, E1 8FA	

CREATIVE CONSCIENCE

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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 2024

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)".

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 's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)".

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 2024

Achievements and performance

Significant activities and achievements against objectives

The 2024 Creative Conscience Awards took place online with more than 200 attendees on 24th September 2024. We were delighted by the standard of the projects that were submitted from across the world. Holding the awards online 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 where we can to help bring the ideas to reality so they have a real, positive, social impact on the world through the power of design.

Throughout 2023-24 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 and live. 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 2023-24 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. Through our work, we have more engagement 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 have trained graduates and industry team members to deliver purpose-driven social and community enterprises through our online Creative Impact Programs, increasing engagement and impact on serious global challenges.

Financial review

Total income for year ended 31 May 2024 was £56,232 (2023: £46,731). After expenditure of £54,093 (2023: £48,018), this resulted in a surplus of £2,139 being recognised (2023: recognised a deficit of £1,287). At the year end fund balances totalled £32,806 (2023: £30,667).

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 £ 32,806(2023: £30,667).

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 2024

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	(Resigned 10 June 2024)
Raoul Raja Shah	(Resigned 7 January 2025)
Andrew Tapson	(Resigned 2 April 2024)
Nicole Yershon	
Professor Lawrence Zeegen	
Paul Barlow	(Appointed 27 January 2025)
Rifa Sultana Thorpe-Tracey	(Appointed 10 June 2024)

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 seeking and 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 programs plus we are still looking for partners to help launch the ethical industry awards in order to shift behaviours and over-consumption. We are finding it challenging in the present climate to secure partnerships and funding and will be looking closely at our current model in order to become, more sustainable financially in order to continue our work.

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.


.....
Nicole Yershon
Trustee

DocuSigned by:

.....8EBE5869925444E....
Professor Lawrence Zeegen
Trustee

Date: ...14/03/2025.....

CREATIVE CONSCIENCE

STATEMENT OF TRUSTEES RESPONSIBILITIES

FOR THE YEAR ENDED 31 MAY 2024

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.

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

In preparing these financial statements, the 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.

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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

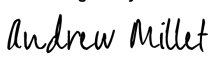
Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting 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.

DocuSigned by:

5231C8B2D5694F8...

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

18 March 2025

Dated:

CREATIVE CONSCIENCE

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MAY 2024

	Notes	Unrestricted funds 2024 £	Unrestricted funds 2023 £
<u>Income and endowments from:</u>			
Donations and legacies	3	6,957	1,702
Charitable activities	4	37,038	37,881
Other trading activities	5	11,680	7,148
Other income	6	557	-
Total income		56,232	46,731
<u>Expenditure on:</u>			
<u>Raising funds</u>			
Fundraising and publicity	7	-	6,903
Charitable activities	8	54,093	41,115
Total resources expended		54,093	48,018
Net (expenditure)/income for the year/ Net movement in funds		2,139	(1,287)
Fund balances at 1 June 2022		-	31,954
Fund balances at 1 June 2023		30,667	
Fund balances at 31 May 2024		32,806	30,667

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.

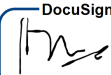
CREATIVE CONSCIENCE

BALANCE SHEET
AS AT 31 MAY 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Debtors	11	546		5,152	
Cash at bank and in hand		35,740		27,555	
		<u>36,286</u>		<u>32,707</u>	
Creditors: amounts falling due within one year	12	(3,480)		(2,040)	
		<u></u>		<u></u>	
Net current assets			32,806		30,667
			<u></u>		<u></u>
The funds of the					
Unrestricted funds	13		32,806		30,667
			<u>32,806</u>		<u>30,667</u>
			<u></u>		<u></u>

The financial statements were approved by the on ...14/03/2025.....


.....
Nicole Yershon
Trustee

DocuSigned by:

.....
8EBE5869925444E...
Professor Lawrence Zeegen
Trustee

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MAY 2024

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 2024

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 2024 £	Unrestricted funds 2023 £
Donations and gifts	6,957	1,702

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MAY 2024

4 Income from charitable activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Services provided under contract	23,154	-
Award entrance fees	732	3,407
Lectures, Workshops & Events	10,767	34,474
Membership Fees	2,385	-
	<u>37,038</u>	<u>37,881</u>
Analysis by fund		
Unrestricted funds	<u>37,038</u>	<u>37,881</u>

5 Income from other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising Event	<u>11,680</u>	<u>7,148</u>

6 Other income

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Other income	<u>557</u>	<u>-</u>

7 Expenditure on raising funds

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising and publicity		
Other fundraising costs	<u>-</u>	<u>6,903</u>

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MAY 2024

8 Expenditure on charitable activities

	2024 £	2023 £
Direct costs		
Freelance Design Fees	30,312	22,542
Coaching, Training, Lecture Events	179	475
	<u>30,491</u>	<u>23,017</u>
Share of support and governance costs (see note)		
Support	20,122	15,912
Governance	3,480	2,186
	<u>54,093</u>	<u>41,115</u>
Analysis by fund		
Unrestricted funds	<u>54,093</u>	<u>41,115</u>

Support Cost

	Support costs £	Governance cost £	2024 Support costs £	Governance cost £	2023 £
Travel, Accommodation and Subsistence cost	2,190		2,190	5,565	5,565
Printing , Postage & Stationery cost	302		302	36	36
Advertising and Promotional costs	1,244		1,244	170	170
General Administrative Cost	2,148		2,148	-	-
Computer and Website costs	5,376		5,376	7,421	7,421
Bank Charges	38		38	18	18
Other Professional fees				-	-
Bad debt	8,825		8,825	2,702	2,702
Accountancy		3,480	3,480		2,186
	<u>20,122</u>	<u>3,480</u>	<u>23,602</u>	<u>15,912</u>	<u>18,098</u>
Analysed between Charitable activities	<u>20,122</u>	<u>3,480</u>	<u>23,602</u>	<u>15,912</u>	<u>18,098</u>

Governance costs include payments to the independent examiner of £1,200 (2023: £1,000) for independent examinations fees and £2,280 (2023: 700) 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 2024

10 Taxation

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

11 Debtors

	2024 £	2023 £
Amounts falling due within one year:		
Other Debtor	546	5,152

12 Creditors: amounts falling due within one year

	2024 £	2023 £
Accruals and deferred income	3,480	2,040

13 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 2023 £	Incoming resources £	Resources expended £	At 31 May 2024 £
General funds	30,667	56,232	(54,093)	32,806
Previous year:	At 1 June 2022 £	Incoming resources £	Resources expended £	At 31 May 2023 £
General funds	31,954	46,731	(48,018)	30,667

Creative Conscience
308 Screenworks
22 Highbury Grove
London N5 2ER

Andrew Millet
Millet Accountants Ltd
andrew@millet.org.uk

28.03.2025

Dear Sirs

We confirm that the following representations are made on the basis of enquiries of management and staff with relevant knowledge and experience and, where appropriate, of inspection of supporting documentation, sufficient to satisfy ourselves that we can properly make each of the following representations to you, in connection with your examination of the charity's financial statements for the year ended 31 May 2024.

- 1 We acknowledge, as trustees our collective responsibility under the Charities Act 2011 for presenting financial statements, which give a true and fair view and confirm that we have approved the financial statements for the year ended 31 May 2024. We also acknowledge our responsibility for making accurate representations to you. All the accounting records have been made available to you for the purpose of your assignment and all the transactions undertaken by the charity have been properly reflected and recorded in the accounting records. All other records and related information, including minutes of all trustee and management meetings, have been made available to you.
- 2 We confirm that the charity is eligible for an independent examination of its financial statements and that there are no circumstances which we should draw to your attention which would invalidate this eligibility. We acknowledge that the work performed by you is substantially less in scope than an audit performed in accordance with International Standards on Auditing (UK).
- 3 We confirm that the accounting policies and estimation techniques adopted for the preparation of the financial statements are the most appropriate to the circumstances in which the charity operates.
- 4 All grants, donations and other incoming resources, the receipt of which is subject to specific terms or conditions, have been notified to you. There have been no breaches of terms or conditions during the period in the application of such incoming resources. There were no endowments and restricted income grants or restricted donations during the period.
- 5 Other than those disclosed in the financial statements we are not aware of any material liabilities, provisions, contingent liabilities, contingent assets or contracted for capital commitments that need to be provided for or disclosed in the financial statements.
- 6 The charity has satisfactory title to all assets and there are no liens or encumbrances on the charity's assets except as disclosed in the notes to the financial statements.
- 7 Other than those disclosed in the financial statements, the charity has not entered into any transactions or has balances outstanding involving trustees, officers or other related parties, which require disclosure under the law or the financial reporting framework adopted, including the Charities SORP. If relevant, appropriate disclosure has been made of the control of the charity.
- 8 We acknowledge our responsibility for the design and implementation of internal controls to prevent and detect errors or fraud, and have disclosed to you the results of our assessment of the risk that the financial statements may be materially misstated as a result of fraud. We are unaware of any irregularities, including.

fraud and suspected fraud, involving management, employees or others who have significant roles in internal control, or those employed by the charity where the fraud could have a material effect on the financial statements. No allegations of such irregularities or breaches have come to our notice.

- 9 We are unaware of any breaches or possible breaches of statute, regulations, contracts, agreements or the charity's constitution which might result in the charity suffering significant penalties or other loss. No allegations of such irregularities or breaches have come to our notice. We confirm that the charity has had no non-routine communication with Charity Commission during or since the period of which you are unaware.
- 10 We have reviewed the affairs of the charity and confirm that no income is subject to income or capital gains tax. We have also reviewed the VAT treatment in relation to contractual services provided by the charity and confirm that the Charity is not required to register for VAT.
- 11 The financial statements have been prepared on the going concern basis as we believe that adequate cash resources will be available to cover the charity's requirements for working capital and capital expenditure for at least the next twelve months. We are not aware of any other factors which could put into jeopardy the charity's going concern status during or beyond this period.
- 12 There have been no events since the balance sheet date which necessitate revision of the figures included in the financial statements or inclusion of a note thereto. Should further material events occur, which may necessitate revision of the figures included in the financial statements or inclusion of a note thereto, we will advise you accordingly.

Yours faithfully



Professor Lawrence Zeegen
Signed on behalf of the board of trustees