

**REPORT OF THE TRUSTEES AND  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2024  
FOR  
OUTSIDE IN ART**

Lewis Brownlee (Chichester) Limited  
Chartered Accountants  
Appledram Barns  
Birdham Road  
Chichester  
West Sussex  
PO20 7EQ

**OUTSIDE IN ART**  
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**FOR THE YEAR ENDED 31 MARCH 2024**

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## OUTSIDE IN ART

### CHAIRMAN'S REPORT FOR THE YEAR ENDED 31 MARCH 2024

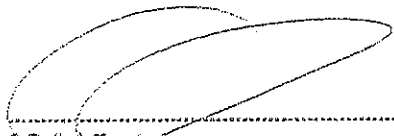
I am pleased to present this annual report for the year ended March 2024. The charity has come a long way since it became a stand-alone charity 8 years ago and our growing body of artists are reaping the rewards. For so many of our artists, Outside In has provided a validation of their artistic and creative abilities. Their resultant self-belief and often self-advocacy is invaluable. But I am also delighted to report that several of our artists now have professional representation, as well as one, who at the time of writing has her own solo show in New York.

None of this would have been possible without the original vision and drive of the Director, Marc Steane. I am therefore delighted that Marc was awarded an OBE during the year, reflecting all that he has achieved in promoting a more inclusive art world. Marc has been supported by an enthusiastic and growing team, who in turn gain much assistance from our ambassadors programme. These Ambassadors, who are all Outside In artists, help us to find more creatives within their own personal networks who need our help. I am most grateful to all of them.

Of course all this has to be financed and it continues to be a challenging environment to raise funds. So much more could be done if we had access to additional funds. The charity would like to do more in Scotland, in Wales, in the South West and East of the country. Thus I highlight the generosity of our grant makers and donors, including patrons, super patrons and friends. We also have increasingly valuable help from Howden Group and other corporates including Sothebys and Christies, all who appreciate the work we are doing and support our programmes. Although the charity is secure, we need more financial support and will continue to explore ways to gain additional funds.

As we look ahead there are many new programmes for our artists including efforts to find more ways to bring our artists together. It has been a consistent request from our artists to help find ways to meet either online or in person.

I want to take this opportunity to thank my fellow trustees who have worked tirelessly with Marc and the Outside In team to ensure the foundations are in place to support our artists for many years to come. However this is the time for a natural generational change - not least because a number of trustees have reached their recommended term limits. Scott Greenhalgh has stepped down and we have been fortunate enough to be able to replace him as Treasurer with Garret Turley, a long term supporter and patron. Dannielle Madson has also stepped down as artist representative but we hope to continue a close relationship with her. A wider search is now on for a trustee with a legal background and importantly, a trustee to represent the artists body to take on the role of liaison with the Artists Advisory Group. On a personal note, this will also be my final Chairman's Report as I will be retiring as Chair in March 2025. The trustees are delighted that our Vice Chair, Frances Christie, has agreed to take on the role. I am proud of what we have achieved in the last 8 years and confident that Frances and the new team can take the charity forward boldly into the future.

  
C. Ellis - Trustee

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The trustees present their report with the financial statements of the charity for the year ended 31 March 2024. The trustees have adopted the provisions of 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**

**Objectives and aims**

Outside In ("the Charity") provides a platform for artists who face barriers to the art world due to health, disability, social circumstance or isolation.

Outside In's aim is to create a more inclusive, fairer art world by challenging preconceptions as to who is an artist and what is art.

The main objective of the Charity as expressed in its Constitution, is 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 by providing opportunities for such people to take part in art-related activities.

This objective is achieved by:

- a programme of in person and online artist support activities;
- training programmes for excluded artists, including new skills for employment;
- offering important commissions and residencies;
- a national programmes of exhibitions;
- representing excluded artists at national and international conferences and events;
- displaying works at fairs;
- an active website, online galleries for Outside In artists and virtual exhibition programme;
- regular newsletters and communications;
- active and regularly updated social media profiles;
- providing projects that afford opportunities to research and respond to historical art collections around mental health;
- holding a small collection of artworks which preserves the work and promotes the understanding of excluded artists.

**Public benefit**

The trustees confirm that they have complied with Section 17 of the Charities Act 2011 to have due regard to the Public Benefit guidance published by the Charity Commission for England and Wales. The Charity aims to benefit the public by improving people's lives through art and by being a means to bring the public into contact with artists and art with which they would not normally engage.

Outside In achieves this by working in partnership with large and small organisations around the UK to deliver a programme of exhibitions, commissions, residencies and training. The exhibitions often act as a powerful means to enable people to reassess their relationship to art and why it is made. The benefit which the Charity's artists feel is shared by its audiences who often leave exhibitions feeling liberated and enthused. This can be evidenced through the many positive comments from the visitors' books at Outside In exhibitions and feedback on the website and on social media. Outside In spearheads a campaign to create a fairer, more accessible art world and, through outreach work, actively searches to reach artists who need our support.

Artists receive powerful validation through joining the Charity and many speak about the significant impact this has had on their health and wellbeing, enabling them to function more effectively and with confidence to the benefit of all.

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**OBJECTIVES AND ACTIVITIES**

**Volunteers**

The trustees continue to be grateful for the unstinting efforts of the volunteers who help the work of the Charity.

124 volunteer Ambassadors have all come through the Charity and play a vital role in helping to find new artists, represent the Charity publicly, build networks, and share their experiences. The Ambassadors and their collective voice are a powerful and important means of communicating the Charity's work. Thirteen Ambassadors were trained during the year.

There were eight trustees during the year. Trustees do not receive any payment or benefits for their work as trustees and have contributed financially and through their network of contacts to the work of the Charity.

**Overview**

Since its inception in 2006, Outside In has successfully engaged more than 5,000 artists helping them to establish online galleries and welcoming thousands of audience members to over 80 exhibitions of artists' work. It has developed relationships with over 170 partner organisations in the UK and from across Europe and the world and has trained over 225 artists through its Step Up programme.

For those numerous artists who took part in the programmes, positive outcomes cited in evaluations included; Transformation, validation, confidence, new skills and stimulated creative processes, experience of a safe inclusive space, opportunity to promote conversation and real inclusion where their work was previously misunderstood.

Secondary benefits include a positive effect on self-esteem, health and wellbeing; social development and professional networking opportunities; the alleviation of symptoms of illness and the reduction in loneliness caused by isolation.

One artist said, "Thank you for the work of Outside In, the sense of community, creativity, and opportunities that being part of this amazing organisation provides."

Exhibition visitors exposed to non-traditional art rated the work as very high quality and commented that it was 'inspiring' and 'exceeded all expectations'

Impacts upon the wider arts and/or cultural sector included: making the case for diversity; diversifying the sector workforce; promoting work of non-traditional artists; challenging preconceptions and practice.

Following the success of the digital activities offered during the pandemic Outside In's programme has retained online exhibitions, artist development sessions and training courses alongside in-person activities across the UK and will continue to offer a hybrid programme.

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**ACHIEVEMENT AND PERFORMANCE**

Outside In's primary offer is its website hosting over 4,500 artists' online galleries. The website provides the means for artists to share their work, take part in events, submit work for exhibitions and apply for training opportunities. 253 new online galleries were published during the period and over 1,000 updates to galleries were recorded and there were an average 8,416 monthly visitors to the site. Building on its virtual gallery spaces four online exhibitions were held with increased function and accessibility and two interactive events. This was a significant step towards having a larger interactive virtual space for online visitors.

The Charity completed the tour of its National Open exhibition, titled Humanity, in January 2024 at Hove Museum of Creativity, following its opening at Sotheby's in London and touring to Projectability in Glasgow. To coincide with the exhibition at Hove Museum of Creativity, Outside In organised a Symposium, Humanising the Artworld, held at Fabrica in Brighton. Bringing together national and international figures in the art world and supported studios the event was a great success with over 50 attendees.

Outside In's Director Marc Steene was awarded an OBE in the King's New Year's Honours List for his services to art and his book, Outside In - Exploring the margins of art, was published by Lund Humphries in November.

**Training**

Outside In's Step Up training programme enables artists to learn and develop arts sector skills and confidence in a gallery setting. Tailored professional training opportunities support participants to develop their careers and learn skills to enter the cultural workforce as researchers, curators, or workshop leaders.

During the year Outside In delivered:

- 7 Step Up Training courses, engaging 47 artists to build up professional skills necessary for entering the cultural workforce.  
Courses included:
  - 2 Curating Exhibitions courses. One was online via Zoom and participants curated a virtual exhibition of works from Outside In's collection, Where There is Art, There is Light. The other course was at Phoenix ArtSpace (Brighton) to explore Outside In's Collection and two participants were selected to co-curate the National Open exhibition at Hove Museum of Creativity in Autumn 2023.
  - 2 Exploring Collections in partnership with the Herbert Museum and Art Gallery (Coventry) and with the Jerwood Collection (online, Midlands). A final digital resource and Share Art style event were produced.
  - 2 Leading Workshops courses (online) and in partnership with the Grundy Art Gallery and Blackpool Museums (Blackpool). Following this, artists have had the opportunity to lead workshops in partnership with Yard Theatre (Manchester), Howden (London), Broken Grey Wires (Phoenix ArtSpace, Brighton) and Visual Arts South West (online).
  - 1 Talking About Art (online, South East). Following the course, participants spoke at two Share Art events online and in partnership with Phoenix ArtSpace (Brighton).
  - A legacy programme related to the Patient Art Works project was delivered and included six creative workshops at The Art House (Wakefield).
  - A research group alongside this was established (National, British Art Network funded), engaging over 160 members.
  - Monthly Step Up Alumni Networking Meetings and Introducing Collections talks continued.
  - Train the Trainer programme to train ten Course Assistants to be Course Tutors was established.

**Exhibitions**

Outside In's Exhibition Programme enables the work of its artists to be shown in mainstream art venues and online, celebrating the talent of artists outside of the mainstream. The Exhibitions Programme provides a vital tool for changing and challenging audience attitudes and to support organisations to diversify their audiences and curatorial programmes, as well as offering career development opportunities for its artists.

During the year Outside In delivered:

Physical exhibitions:

The Grange: Inside Outside In  
Christie's Lates: Picasso/Colliding Worlds  
Great Northern Contemporary Craft Fair  
Humanity - Project Ability Glasgow  
Humanity - Hove Museum Creativity  
The Pride Parade Goes On Without Me - Peoples History Museum

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**London Art Fair**

A total of over 22,000 audience members attended the exhibition programme.

**Virtual exhibitions:**

Where there is Art there is Light

All Kinds of Work

Sotheby's 'Humanity' virtual

A total of 1,263 audience members attended the virtual exhibition programme.

**Artist Support**

Meeting the needs of its artists and those others it has yet to reach is vital if it is to be able to support their creative journeys and help address their barriers to inclusion in the art world. Outside In is working in a context of drastic cuts in social care and cultural provision, it is supporting those artists and individuals most vulnerable and excluded in our society at a regional, national, and international level.

The Charity has developed a responsive and tailored Artist Development Programme to find and support artists. Artist Support Days are one of the Charity's primary activities held across the UK, often in areas of low arts engagement. They are the primary outreach means by which artists join the Charity. Artist Support Days help tackle digital exclusion, enabling artists to get their work photographed, introduce them to new digital skills and empowering them to have a digital presence through their own online gallery. Another important aspect of the Artist Development Programme is its programme of Share Art events which enable artists to present and share their work to an audience of peers through a presentation of digital images of their work.

During the year the Charity piloted, Make Art: Bournemouth, a monthly art group for artists to meet, make work together and share ideas. It is run by a trained Outside In Ambassador. There were twelve sessions in the year, with 95 artists coming to the group in total.

A new programme has been developed, Sketchbook Socials, as a means to inform artists about the Charity and encourage their creativity. Sketchbook Socials are relaxed creative sessions exploring what Outside In can offer artists who encounter barriers to the art world. Eleven sessions took place in the year with 139 artists attending.

Outside In continued its partnership with the Arts Society South Downs offering the Dr Andrew Edney Bursary to its artists. Three artists were selected to receive bursaries towards their professional development in the period.

During the year Outside In delivered a total of:

- 24 online Artist Support Days
- 24 in person Artist Support Days
- 13 online Share Art sessions
- 7 in person Share Art sessions

Of these:

**Core**

- 11 online Artist Support Days
- 12 in person Artist Support Days
- 12 online Share Art sessions
- 4 in person Share Art sessions

**West Midlands**

- 9 online Artist Support Days
- 6 in person Artist Support Days

**North West**

- 4 online Artist Support Days
- 6 in person Artist Support Days
- 1 online Share Art sessions
- 3 in person Share Art sessions

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Approximately 230 artists have been provided with direct support by Outside In during the period. This pastoral care also helped with the creation of an additional 253 online galleries during the period.

**Core Artist Development**

Eleven Artist Support Days were held in person as part of the Core Artist Development programme and another twelve online. Each of these days gave artists one to one support and informed advice on their creative processes, artist statement and further opportunities. Over 92 artists attended these days. Four in person and twelve online Share Art events were held in the year.

**National Growth**

Outside In has developed a series of Hubs to develop its physical footprint across the UK. The Hubs aim to increase engagement with artists who meet the Charity's criteria.

**West Midlands Hub**

The Midlands Hub began operating again in June 2023, following the departure of the Midlands Hub Manager in February 2023. Ije, artist and Midlands Artist Advisory Group member, was recruited as freelance West Midlands Hub Coordinator in June 2023. She organised the West Midlands Hub launch on 20 October 2023 at the New Art Gallery Walsall, an event which announced the arrival of Outside In in the region and provided a networking opportunity for artists and professionals in the area. It was also an opportunity for the Midlands Artists Advisory Group to present their work to the audience and develop new skills in public speaking.

Ije chaired the Midlands Artist Advisory Group, who met quarterly throughout the year. This Group ran a series of nine art workshops and networking drop ins online and at the New Art Gallery Walsall, from October 2023 to March 2024. This enabled new artists to connect with the Charity and each other, as well as learning new creative skills.

In September four West Midlands artists were trained as Ambassadors.

Throughout the year there were nine online Artist Support Days and six in person, in Smethwick, Walsall, Leamington Spa and Coventry. 36 artists were supported in total.

Ije's role ended in December 2023 and the Community Development Manager covered the region until Jalieka Campbell was recruited in March 2024 as Midlands Hub Coordinator. Her role has included organising and delivering Artist Support Days, chairing and minuting the Midlands Artist Advisory Group and applying for funding for the group to run a series of workshops in 2025 to reach out to new audiences ahead of the 2025 National exhibition.

**North West Hub**

The North West Hub Manager transferred to the role permanently from Venture Arts and the Whitworth in February 2023. The first few months of the role involved a focused mapping and research time, including a Cumbria-specific outreach programme.

The North West Hub Manager was recruited to Manchester City Council's Cultural Consortium, and has directly contributed a number of access and inclusion measures to Manchester City Council's new 10-year Cultural Strategy. Outside In also became part of the VEETO network of organisations in the North West supporting vulnerable young adults with development opportunities.

A team of five freelance artist development facilitators were recruited and provided with Artist Support Days, Share Arts and safeguarding training.

As a result of the Step Up Exploring Collections course with The Whitworth, five artists exhibited in the virtual exhibition 'All Kinds of Work' alongside several artists from the Musgrave Kinley Outsider Art Collection.

During the year Artist Support Days were held in St Helens, Liverpool, Manchester, Bury and Salford.

An exhibition grant was awarded by the People's History Museum to Outside In, where three new works were commissioned by an Outside In artist and seven artists exhibited as part of 'The Pride Parade Goes On Without Me' exhibition, which was about the intersect of disabled and LGBTQIA+ activist identities.

Outside In became charity partners for the Great Northern Contemporary Craft Fair and 22 artists exhibited at the exhibition stand. Footfall for the fair was 4,000 and several artworks and copies of the Directors book were sold.



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**Artist Advisory Group**

At the very start the Charity established an Artist Advisory Group to provide an opportunity for Outside In artists to provide guidance and feedback into the development and delivery of its programmes. The Artist Advisory Group consists of six artists from a range of backgrounds representing the wider artist body and includes individuals with lived experience of physical and/or mental health issues, learning disabilities and social isolation. A survey to all Outside In artists is carried out on a regular basis, with questions guided by the Artist Advisory Group, the findings of the survey are shared with the Artist Advisory Group and their feedback is shared with the Board of Trustees. This ensures that the experience and thoughts of artists are heard at board level. In addition to providing a collective perspective for the Charity at its meetings one member of the Group is a trustee of the Charity, acting as a conduit between the wider artist group and Outside In's Board of Trustees.

During the year Outside In held three Artist Advisory Group meetings. Their discussions have guided the Charity's activities particularly in terms of accessibility, planning online activities and grass roots outreach campaign.

The Artist Advisory Group changed in the year to welcome five new representatives of Outside In's artist community. The Group gave valuable input throughout the year on trigger and content warnings, the benefits system for artists and dealing with rejection.

A Midlands Artist Advisory Group was formed, consisting of four artists from the region.

**Communications**

Through its communication and audience development activity and website, Outside In has a proven and effective record of bringing the work of overlooked and excluded artists to new and established arts audiences with team expertise around arts and lifestyle press and social media ensuring the Charity gains widespread attention.

Outside In's monthly e-newsletter is sent to over 5,000 recipients and a hard copy is sent to 146 recipients who are digitally excluded. The Charity shares content on X/Twitter, Facebook and LinkedIn and has over 6,500 followers on Instagram.

**FINANCIAL REVIEW**

**Financial position**

The work of the Charity is largely financed by grants and donations. Unrestricted income for the year totalled £398,988. Comparable income for the previous year was £601,923.

Expenditure during the year totalled £584,172, which was an increase of £12,239 compared to the previous year.

The overall result was a deficit of £159,050 before investment gains (2023: £29,990 surplus).

There was an unrealised gain of £29,483 in the endowment fund investments (2023: £140,996 loss).

At the year end, net current assets available for the general work of the Charity stood at £8,710 (2023: £161,753). While this is sufficient for the immediate operating needs the fall is a matter that is being addressed by the trustees.

The Charity benefits greatly from valuable work undertaken by volunteers which is not reflected in the financial accounts.

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**FINANCIAL REVIEW**

**Fundraising**

The Charity's year-on-year fundraising activities are an absolute necessity for its work.

It has a range of income streams, including art sales, core grants, grants from trusts and foundations, donations, and contributions from partner organisations, patrons and friends. The trustees are truly grateful to each and every grant maker, funder and donor, without their incredible support the Charity's valuable work would never happen. Details of grants received are disclosed in Note 2 to the Financial Statements.

Outside In currently has nine patrons and continues to actively recruit members to its Friends scheme.

The Charity continues to build on existing relationships with trusts and foundations and is working towards diversifying its income streams.

As a small Charity, Outside In is not registered with the Fundraising Regulator, but it is committed to adhere to the Code of Fundraising Practice. The Charity does not use external fundraisers.

In accordance with GDPR regulations, Outside In's website provides access to the Charity's Privacy Policy and to its Data Protection Policy. The website also provides information about how to unsubscribe from Outside In's communications.

**Investment policy and objectives**

Funds not required for current needs may be invested in investments of any kind at the absolute discretion of the trustees.

In 2017 the Charity received donations to establish an endowment fund and this was augmented by a further donation in 2020. The purposes of the fund are to both generate an income to assist with core costs and to provide the Charity with adequate reserves.

Following a review Cazenove Capital, a part of Schroders and Co. Limited, manage the fund on a balanced basis.

An investment committee, which reports to the trustees, has immediate responsibility for the monitoring of investment matters.

**Reserves policy**

The trustees' reserves policy is to hold unrestricted cash equal to the total of four month's budgeted expenditure on:

- staff costs
- other core costs (office and administration)
- unfunded project expenditure

Unrestricted cash excludes cash held for projects.

The budgeted expenditure for the year to 31 March 2025, as defined in the reserves policy, is £484,000 and therefore the unrestricted cash reserve, rounded down to the nearest thousand, should be £161,000. At 31 March 2024 the unrestricted cash, excluding cash held for projects, was £129,667. In addition £66,388 cash held in the endowment fund was available if required.

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**FUTURE PLANS**

Outside In will continue to develop its digital and physical programmes to support more artists and extend its reach. Through new and established partnerships, it will continue its development of regional Hubs for artist development, exploring the possibility of establishing a new Hub in the South West of England in partnership with the Arnolfini in Bristol, and will continue to develop new and interactive digital spaces and engagement.

A survey will be undertaken by an external freelance evaluator with all the Charity's artists to inform future strategy. Grass roots outreach will also continue in non-digital formats; paper leaflets, newsletters and the efforts of the Charity's Ambassadors will continue the work to bring non-digitally engaged artists into Outside In's networks and make opportunities available to them. A further funded roll out of the Ambassador-led Make Art groups will take place as well as a programme of Sketchbook Socials.

The Charity has secured a partnership with The New Art Gallery in Walsall as a base for its Midlands Hub and as a venue for its 2025 Biennial National Open Exhibition. Two major commissions to be undertaken by Outside In artists as a curated exhibition on the theme of Shelter will take place alongside the National Exhibition.

Outside In's trading arm Studio OI will look to secure funding to enable its startup and the recruitment of a new commercial position and implementation of an online sales platform.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

Outside In Art is a charitable incorporated organisation registered by the Charity Commission in England and Wales on 16 January 2017. It is governed by its Constitution. The trustees are the only members of the Charity. They have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

**Recruitment and appointment of new trustees**

Trustees are recruited by making the opportunity known as widely as possible, including using social media, and are appointed from those who share the Charity's aims and aspirations and who are believed to be able to bring a breadth and depth of experience and skills to the trustee body.

Prior to appointment, trustees are briefed on the Charity's activities, on the obligations of trustees and on the latest guidance from the Charity Commission for England and Wales. Each trustee is required to complete a Declaration of Interests and a Fit and Proper Person form. They take seriously their obligations to maintain their knowledge and attend relevant courses and seminars. Each year one third of the trustees retire by rotation. Those retiring are eligible for re-election but may not serve for more than three consecutive terms.

**Key Management Personnel Pay Policy**

The Key Management Personnel are those listed within these accounts. Together with the trustees, the Key Management Personnel are those in charge of directing and controlling the Charity and running and operating the activities of the Charity on a day-to-day basis. The pay of the Key Management Personnel is reviewed annually and is benchmarked against the pay levels in other charities.

**Employees and HR**

With guidance from outside specialists, the Charity has developed both the relevant HR policies needed for the Charity and a staff and volunteer handbook has been written. Employees' remuneration is determined by benchmarking against market rates and rates paid by comparable organisations. Outside In has a core team of twelve staff members.

**Risk management**

The trustees have identified the major risks to which they believe the Charity is exposed, including risks to volunteers and visitors. Where appropriate, systems have been established to minimise those risks. Procedures are in place to ensure compliance with health and safety requirements.

**Serious Incidents**

In line with the Charity Commission's guidance on reporting serious incidents, the trustees declare that during the reporting period there were no serious incidents that they have failed to bring to the Commission's attention.

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**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governance**

The Charity is led by a highly skilled Board which includes an Outside In artist. It has an Artist Advisory Group, comprised of Outside In artists, to give strategic guidance from those with a shared lived experience of the Charity's beneficiaries. The Board met four times during the year and the Finance and Operations committee met as required between board meetings. The Director is responsible for the day-to-day management.

The trustees take governance seriously and seek to apply the Charity Governance Code, including the updated Code published on 8 December 2020, and to operate in accordance with the seven Principles identified by the Nolan Committee on Standards in Public Life (selflessness, integrity, objectivity, accountability, openness, honesty and leadership). Furthermore, believing that corruption, bribery and unfair actions hamper development and impede progress they insist on integrity in all aspects of the Charity's activities and expect the same from those who work with the Charity.

**Independent Examiner**

Sheen Stickland (Chichester) became part of Lewis Brownlee (Chichester) Limited on 16 December 2024. As a result the independent examiners report will be signed in the name of Lewis Brownlee.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Charity number**

1171128

**Principal address**

PO Box 5571  
Brighton  
East Sussex  
BN50 8UR

**Trustees**

C T Rolls  
G Turley (appointed 6.12.24)  
F Christie (appointed 6.9.24)  
Ms S Catto (appointed 7.6.24)  
S Chappatte (appointed 7.6.24)  
Ms K J Rosser Frost  
C Martin  
Ms D Hodson (resigned 6.12.24)  
S Greenhalgh (resigned 6.12.24)  
T E James (resigned 6.12.24)

**Director & Key Management Personnel**

M Steene

**Independent Examiner**

Sarah Alexander FCCA FCA  
Lewis Brownlee (Chichester) Limited  
Chartered Accountants  
Appledram Barns  
Birdham Road  
Chichester  
West Sussex  
PO20 7EQ

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REFERENCE AND ADMINISTRATIVE DETAILS

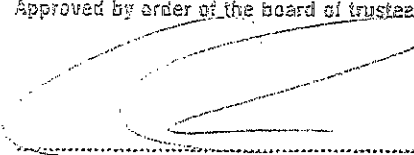
Bankers  
CAF Bank Ltd  
25 Kings Hill Avenue  
Kings Hill  
West Malling  
Kent  
ME19 4JQ

Investment Manager  
Cazenove Capital  
1 London Wall Place  
London  
W1S 3ED

Email address  
info@outsidein.org.uk

Website  
www.outsidein.org.uk

Approved by order of the board of trustees on 29<sup>th</sup> January 2025 and signed on its behalf by:

  
G T Rolls - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
OUTSIDE IN ART**

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**Independent examiner's report to the trustees of Outside In Art**

I report to the charity trustees on my examination of the accounts of Outside In Art (the Trust) for the year ended 31 March 2024.

**Responsibilities and basis of report**

As the charity trustees of the 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 Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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 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 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 accounts to be reached.



Sarah Alexander FCCA FCA

Lewis Brownlee (Chichester) Limited  
Chartered Accountants  
Appledram Bams  
Birdham Road  
Chichester  
West Sussex  
PO20 7EQ

Date: 30.1.25

OUTSIDE IN ART

STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds £	Restricted funds £	Endowment fund £	2024 Total funds £	2023 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>						
Donations and legacies	2	354,801	24,660	-	379,461	527,168
Other trading activities	3	31,336	1,474	-	32,810	61,494
Investment income	4	12,851	-	-	12,851	13,261
<b>Total</b>		<b>398,988</b>	<b>26,134</b>	<b>-</b>	<b>425,122</b>	<b>601,923</b>
<b>EXPENDITURE ON</b>						
Raising funds	5	19,420	14	-	19,434	38,814
<b>Charitable activities</b>						
Charitable activities		532,061	32,677	-	564,738	533,119
<b>Total</b>		<b>551,481</b>	<b>32,691</b>	<b>-</b>	<b>584,172</b>	<b>571,933</b>
Net gains/(losses) on investments		-	-	29,483	29,483	(140,996)
<b>NET INCOME/(EXPENDITURE)</b>		<b>(152,493)</b>	<b>(6,557)</b>	<b>29,483</b>	<b>(129,567)</b>	<b>(111,006)</b>
<b>RECONCILIATION OF FUNDS</b>						
Total funds brought forward		161,753	7,097	953,345	1,122,195	1,233,201
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>9,260</b>	<b>540</b>	<b>982,828</b>	<b>992,628</b>	<b>1,122,195</b>

The notes form part of these financial statements

OUTSIDE IN ART

BALANCE SHEET  
31 MARCH 2024

	Notes	Unrestricted funds £	Restricted funds £	Endowment fund £	2024 Total funds £	2023 Total funds £
<b>FIXED ASSETS</b>						
Tangible assets	8	550	-	-	550	1,251
Investments	9	-	-	916,440	916,440	919,343
		550	-	916,440	916,990	920,594
<b>CURRENT ASSETS</b>						
Debtors	10	19,949	-	-	19,949	16,445
Investments	11	-	-	66,388	66,388	82,002
Cash at bank and in hand		129,667	549	-	130,216	215,610
		149,616	549	66,388	216,552	327,057
<b>CREDITORS</b>						
Amounts falling due within one year	12	(140,905)	(9)	-	(140,915)	(70,456)
<b>NET CURRENT ASSETS</b>		8,710	540	66,388	75,638	250,601
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		9,260	540	982,828	992,628	1,122,195
<b>NET ASSETS</b>		9,260	540	982,828	992,628	1,122,195
<b>FUNDS</b>	13					
Unrestricted funds					9,260	161,753
Restricted funds					540	7,097
Endowment funds					982,828	953,345
<b>TOTAL FUNDS</b>					992,628	1,122,195

The financial statements were approved by the Board of Trustees and authorised for issue on 29 May 2024 and were signed on its behalf by:

C. T. Ralls, Trustee

The notes form part of these financial statements



**OUTSIDE IN ART**  
**CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2024**

	Notes	2024 £	2023 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>(102,245)</u>	<u>(121,422)</u>
Net cash used in operating activities		<u>(102,245)</u>	<u>(121,422)</u>
<b>Cash flows from investing activities</b>			
Purchase of fixed asset investments		(1,115,025)	(710,402)
Sale of fixed asset investments		1,098,411	654,111
Sale of current asset investments		16,614	56,291
Dividends received		12,851	13,261
Net cash provided by investing activities		<u>12,851</u>	<u>13,261</u>
<b>Change in cash and cash equivalents in the reporting period</b>		<u>(89,394)</u>	<u>(108,161)</u>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>219,610</u>	<u>327,771</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>130,216</u></u>	<u><u>219,610</u></u>

The notes form part of these financial statements

**OUTSIDE IN ART**

**NOTES TO THE CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 MARCH 2024**

**1. RECONCILIATION OF NET EXPENDITURE TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2024 £	2023 £
<b>Net expenditure for the reporting period (as per the Statement of Financial Activities)</b>	<b>(129,567)</b>	<b>(111,006)</b>
<b>Adjustments for:</b>		
Depreciation charges	701	3,416
(Gain)/losses on investments	(29,483)	140,996
Dividends received	(12,851)	(13,261)
(Increase)/decrease in debtors	(1,504)	5,035
Increase/(decrease) in creditors	70,459	(146,602)
<b>Net cash used in operations</b>	<b><u>(102,245)</u></b>	<b><u>(121,422)</u></b>

**2. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1.4.23 £	Cash flow £	At 31.3.24 £
<b>Net cash</b>			
Cash at bank and in hand	219,610	(89,394)	130,216
	<u>219,610</u>	<u>(89,394)</u>	<u>130,216</u>
<b>Liquid resources</b>			
Deposits included in cash	-	-	-
Current asset investments	83,002	(16,614)	66,388
	<u>83,002</u>	<u>(16,614)</u>	<u>66,388</u>
<b>Total</b>	<b><u>302,612</u></b>	<b><u>(106,008)</u></b>	<b><u>196,604</u></b>

The notes form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2024

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1. ACCOUNTING POLICIES

**Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, as modified by the revaluation of certain assets.

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Governance costs**

Governance cost comprise the cost of governance arrangements which relate to the general running of the Charity.

**Tangible fixed assets**

Art collections are not depreciated but are stated at their cost to the Charity. The trustees are of the opinion that the market value of these assets exceeds their book value, the assets are regularly maintained and restored and their long useful economic life would result in any depreciation charge being immaterial.

**Taxation**

The Charity is exempt from direct tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The Endowment fund is an expendable endowment with funds invested to produce income to support the charitable activities of the Charity.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

**Pension costs and other post-retirement benefits**

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

## OUTSIDE IN ART

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2024

#### 2. DONATIONS AND LEGACIES

	2024	2023
	£	£
Donations	50,067	93,950
Grants	323,479	418,543
Friends subscriptions	315	175
Patrons subscriptions	5,600	14,500
	<u>379,461</u>	<u>527,168</u>

Grants receivable include grants from the following organisations:

	2024	2023
	£	£
Paul Hamlyn Foundation	117,166	106,032
George Dannatt Trust	-	10,000
John Ellerman Foundation	-	40,000
Garfield Weston Foundation	46,000	40,000
The Roddick Foundation	30,000	33,000
The Creative Art House	3,000	-
British Art Network	4,540	1,750
Paradise Row	-	14,150
Venture Arts Northern Initiative	-	6,325
Colin Norton - Supporter Exhibition Fund	-	18,750
Project Art Works	7,500	7,500
Arts Council England NPO	101,840	101,840
Exploring Collections, Poole Museum	-	6,134
Arts Council England Outreach & Digital Development	-	2,655
The 29th May 1961 Charitable Trust	10,000	-
Arts Society	100	4,500
National Heritage Lottery Fund	-	6,740
Linbury Trust	3,333	19,167
	<u>323,479</u>	<u>418,543</u>

#### 3. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Art work and postcard sales	22,899	54,968
Sponsorships	5,000	6,000
Other revenue	2,950	526
Conference and exhibition fees	1,961	-
	<u>32,810</u>	<u>61,494</u>

OUTSIDE IN ART

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

4. INVESTMENT INCOME

	2024	2023
	£	£
Dividend income	<u>12,851</u>	<u>13,261</u>

5. RAISING FUNDS

Raising donations and legacies

	2024	2023
	£	£
Support costs	<u>11,102</u>	<u>10,611</u>

Other trading activities

	2024	2023
	£	£
Purchases	<u>7,247</u>	<u>28,203</u>

Investment management costs

	2024	2023
	£	£
Portfolio management	<u>1,085</u>	<u>-</u>

Aggregate amounts

2024	2023
£	£
<u>19,434</u>	<u>38,814</u>

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2024 nor for the year ended 31 March 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 March 2024 nor for the year ended 31 March 2023.

7. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	317,975	280,525
Social security costs	23,822	20,444
Other pension costs	7,058	5,901
	<u>348,855</u>	<u>306,870</u>

The average monthly number of employees during the year was as follows:

	2024	2023
	13	12
Charitable	<u>13</u>	<u>12</u>

No employees received emoluments in excess of £60,000.

# OUTSIDE IN ART

## NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2024

### 8. TANGIBLE FIXED ASSETS

	Art collections £	Website redevelopment £	Totals £
<b>COST</b>			
At 1 April 2023 and 31 March 2024	<u>550</u>	<u>44,686</u>	<u>45,236</u>
<b>DEPRECIATION</b>			
At 1 April 2023	-	43,985	43,985
Charge for year	-	701	701
At 31 March 2024	-	<u>44,686</u>	<u>44,686</u>
<b>NET BOOK VALUE</b>			
At 31 March 2024	<u>550</u>	-	<u>550</u>
At 31 March 2023	<u>550</u>	<u>701</u>	<u>1,251</u>

### 9. FIXED ASSET INVESTMENTS

	Listed investments £	Cash and settlements pending £	Totals £
<b>MARKET VALUE</b>			
At 1 April 2023	625,389	244,954	870,343
Additions	670,225	444,800	1,115,025
Disposals	(442,278)	(671,311)	(1,113,589)
Revaluations	44,661	-	44,661
At 31 March 2024	<u>897,997</u>	<u>18,443</u>	<u>916,440</u>
<b>NET BOOK VALUE</b>			
At 31 March 2024	<u>897,997</u>	<u>18,443</u>	<u>916,440</u>
At 31 March 2023	<u>625,389</u>	<u>244,954</u>	<u>870,343</u>

There were no investment assets outside the UK.

Cost or valuation at 31 March 2024 is represented by:

	Listed investments £	Cash and settlements pending £	Totals £
Valuation in 2024	<u>897,997</u>	<u>18,443</u>	<u>916,440</u>

The historical cost of investments held at 31 March 2024 was £870,126 (2023: £550,524).

**OUTSIDE IN ART**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024**

**10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2024	2023
	£	£
Trade debtors	14,574	6,871
Other debtors	3,875	375
Prepayments and accrued income	1,500	11,199
	<u>19,949</u>	<u>18,445</u>

**11. CURRENT ASSET INVESTMENTS**

	2024	2023
	£	£
Investment cash	<u>66,388</u>	<u>83,002</u>

**12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2024	2023
	£	£
Trade creditors	16,888	13,893
Social security and other taxes	6,332	5,321
Other creditors	1,480	1,244
Accruals and deferred income	116,215	49,998
	<u>140,915</u>	<u>70,456</u>

**13. MOVEMENT IN FUNDS**

	At 1.4.23	Net movement in funds	At 31.3.24
	£	£	£
<b>Unrestricted funds</b>			
General fund	161,753	(152,493)	9,260
<b>Restricted funds</b>			
Lund Humphries	7,097	(7,097)	-
Venice Fellowship	-	540	540
	<u>7,097</u>	<u>(6,557)</u>	<u>540</u>
<b>Endowment funds</b>			
Outside In Endowment Fund	953,345	29,483	982,828
	<u>1,122,195</u>	<u>(129,567)</u>	<u>992,628</u>
<b>TOTAL FUNDS</b>			
	<u>1,122,195</u>	<u>(129,567)</u>	<u>992,628</u>

OUTSIDE IN ART

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

13. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
<b>Unrestricted funds</b>				
General fund	398,988	(551,481)	-	(152,493)
<b>Restricted funds</b>				
Lund Humphries	1,474	(8,571)	-	(7,097)
British Art Network	4,540	(4,540)	-	-
Creative Minds	3,000	(3,000)	-	-
Explore Art	6,000	(6,000)	-	-
John Ellerman Foundation	3,750	(3,750)	-	-
Art Society	2,600	(2,600)	-	-
Artist Support Days	150	(150)	-	-
Venice Fellowship	2,120	(1,580)	-	540
London Art Fair	2,500	(2,500)	-	-
	26,134	(32,691)	-	(6,557)
<b>Endowment funds</b>				
Outside In Endowment Fund	-	-	29,483	29,483
<b>TOTAL FUNDS</b>	<u>425,122</u>	<u>(584,172)</u>	<u>29,483</u>	<u>(129,567)</u>

Comparatives for movement in funds

	At 1.4.22 £	Net movement in funds £	At 31.3.23 £
<b>Unrestricted funds</b>			
General fund	130,860	30,893	161,753
<b>Restricted funds</b>			
Lund Humphries	8,000	(903)	7,097
<b>Endowment funds</b>			
Outside In Endowment Fund	1,094,341	(140,996)	953,345
<b>TOTAL FUNDS</b>	<u>1,233,201</u>	<u>(111,006)</u>	<u>1,122,195</u>



**OUTSIDE IN ART**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024**

**13. MOVEMENT IN FUNDS - continued**

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
<b>Unrestricted funds</b>				
General fund	601,923	(571,030)	-	30,893
<b>Restricted funds</b>				
Lund Humphries	-	(903)	-	(903)
<b>Endowment funds</b>				
Outside In Endowment Fund	-	-	(140,996)	(140,996)
<b>TOTAL FUNDS</b>	<u>601,923</u>	<u>(571,933)</u>	<u>(140,996)</u>	<u>(111,006)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.22 £	Net movement in funds £	At 31.3.24 £
<b>Unrestricted funds</b>			
General fund	130,860	(121,600)	9,260
<b>Restricted funds</b>			
Lund Humphries	8,000	(8,000)	-
Venice Fellowship	-	540	540
	<u>8,000</u>	<u>(7,460)</u>	<u>540</u>
<b>Endowment funds</b>			
Outside In Endowment Fund	1,094,341	(111,513)	982,828
<b>TOTAL FUNDS</b>	<u>1,233,201</u>	<u>(240,573)</u>	<u>992,628</u>

## OUTSIDE IN ART

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2024

#### 13. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
<b>Unrestricted funds</b>				
General fund	1,000,911	(1,122,511)	-	(121,600)
<b>Restricted funds</b>				
Lund Humphries	1,474	(9,474)	-	(8,000)
British Art Network	4,540	(4,540)	-	-
Creative Minds	3,000	(3,000)	-	-
Explore Art	6,000	(6,000)	-	-
John Ellerman Foundation	3,750	(3,750)	-	-
Art Society	2,600	(2,600)	-	-
Artist Support Days	150	(150)	-	-
Venice Fellowship	2,120	(1,580)	-	540
London Art Fair	2,500	(2,500)	-	-
	26,134	(33,594)	-	(7,460)
<b>Endowment funds</b>				
Outside In Endowment Fund	-	-	(111,513)	(111,513)
<b>TOTAL FUNDS</b>	<u>1,027,045</u>	<u>(1,156,105)</u>	<u>(111,513)</u>	<u>(240,573)</u>

#### Lund Humphries

This fund is to be used for a book on Outside In Art published by Lund Humphries.

#### 14. RELATED PARTY DISCLOSURES

During the year ended 31 March 2024 the Charity received a donation of £11,500 from Charles Rolls, a Trustee of the Charity.

The Trustees are able to purchase works of art from the Charity and the artists on the same terms as members of the general public.

**OUTSIDE IN ART**  
**DETAILED STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 31 MARCH 2024**

	2024 £	2023 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	50,067	93,950
Grants	323,479	418,543
Friends subscriptions	315	175
Patrons subscriptions	5,600	14,500
	<u>379,461</u>	<u>527,168</u>
<b>Other trading activities</b>		
Art work and postcard sales	22,899	54,968
Sponsorships	5,000	6,000
Other revenue	2,950	526
Conference and exhibition fees	1,961	-
	<u>32,810</u>	<u>61,494</u>
<b>Investment income</b>		
Dividend income	12,851	13,261
<b>Total incoming resources</b>	<u>425,122</u>	<u>601,923</u>
<b>EXPENDITURE</b>		
<b>Other trading activities</b>		
Payment for art sales	2,991	21,477
Frames and materials	4,256	6,726
	<u>7,247</u>	<u>28,203</u>
<b>Investment management costs</b>		
Portfolio management	1,085	-
<b>Charitable activities</b>		
Wages	317,975	280,525
Social security	23,822	20,444
Pensions	7,058	5,901
Rent, rates and water	18,350	18,527
Insurance	3,011	2,212
Telephone	4,791	3,741
Postage and stationery	12,790	13,737
Exhibition and fairs	10,584	4,970
Sundries	1,532	385
Project delivery freelance	43,072	17,510
Project expenses	30,090	15,578
Support days	1,952	2,411
Evaluation	-	3,265
Travel and subsistence	24,111	23,514
Computers and software	15,423	24,392
Carried forward	<u>514,561</u>	<u>437,112</u>

This page does not form part of the statutory financial statements

OUTSIDE IN ART

DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 MARCH 2024

	2024 £	2023 £
<b>Charitable activities</b>		
Brought forward	514,561	437,112
Staff costs	31,200	62,043
Access support	13,131	8,223
Venue hire	4,333	19,340
Subscriptions	1,513	3,151
Residence Fees	-	3,250
	<u>564,738</u>	<u>533,119</u>
<b>Support costs</b>		
<b>Finance</b>		
Bank charges	266	387
<b>Governance costs</b>		
Independent examination fees	4,910	4,500
Professional fees	5,926	5,724
	<u>10,836</u>	<u>10,224</u>
Total resources expended	<u>584,172</u>	<u>571,933</u>
<b>Net (expenditure)/income before gains and losses</b>	<b>(159,050)</b>	<b>29,990</b>
<b>Realised recognised gains and losses</b>		
Realised gains/(losses) on fixed asset investments	(15,178)	(23,413)
<b>Net (expenditure)/income</b>	<b><u>(174,228)</u></b>	<b><u>6,577</u></b>

This page does not form part of the statutory financial statements