

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

England & Wales · Charity number 1182373

Details

Other names ARTS ALIVE, FLICKS IN THE STICKS

Status Registered

Legal form CIO

Registered 2019-03-07

Register [View on the Charity Commission register](#)

Contact

Address Office 007
Enterprise House
Station Street
Bishops Castle
Shropshire
SY9 5AQ

Phone 01588620883

Email ian@artsalive.co.uk

Website <http://www.artsalive.co.uk>

Activities

Objects: TO FOSTER AND PROMOTE THE IMPROVEMENT AND DEVELOPMENT OF ARTISTIC TASTE AND KNOWLEDGE, UNDERSTANDING AND APPRECIATION OF THE ARTS BY ENCOURAGING THE DEVELOPMENT AND CO-ORDINATION OF A RANGE OF GOOD QUALITY PROFESSIONAL ARTS EVENTS IN SHROPSHIRE & HEREFORDSHIRE AND SURROUNDING AREAS

Activities: Working with local volunteers we put on high quality arts events on local spaces in rural areas.

Classification

- **How:** Makes Grants To Individuals, Acts As An Umbrella Or Resource Body
- **What:** Arts/culture/heritage/science, Economic/community Development/employment
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies

Geography

- Cheshire West & Chester
- Herefordshire
- Powys
- Shropshire
- Staffordshire
- Worcestershire

Finances

| Period end | Income | Expenditure | Assets | Employees |
|------------|----------|-------------|--------|-----------|
| 2025-03-31 | £457,179 | £460,540 | - | - |
| 2024-03-31 | £339,807 | £336,156 | - | - |
| 2023-03-31 | £233,885 | £238,801 | - | - |
| 2022-03-31 | £343,820 | £338,923 | - | - |
| 2021-03-31 | £274,952 | £206,984 | - | - |

Trustees

| Name | Role | Appointed |
|--------------------------------|-------|------------|
| Michael James Connolly | Chair | 2020-08-26 |
| Kai Hu | | 2024-11-01 |
| Louisa Harriet Cresswell Mayor | | 2020-08-26 |
| PAUL GRAHAM | | 2019-10-01 |
| STEPHANIE HINTON | | 2019-10-01 |
| Shauna Mae O'Reilly Pearce | | 2024-11-01 |
| Violet Isobel Hudson | | 2024-11-01 |

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

England & Wales - Charity number 1182373

Accounts

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

STATEMENT OF FINANCIAL ACTIVITIES

31st March 2025



Arts Alive

2024–2025 Year-End Review for Trustees

Executive Summary

The 2024–2025 financial year marked a period of steady progress and renewed momentum for Arts Alive. Building on previous investments in programme quality, community partnerships and organisational resilience, Arts Alive advanced its mission to expand access to the arts while strengthening its operational foundations. Despite ongoing sector-wide challenges - including rising costs and a competitive funding environment - the organisation delivered impactful programmes, broadened its reach, and maintained effective organisational stewardship.

Key highlights from the year include the successful delivery of core programmes, deeper collaboration with community and sector partners and strengthened artist development initiatives.

Programme Highlights and Impact

Core Programmes

Arts Alive successfully delivered its core portfolio of programmes, reaching rural and market town communities across Shropshire, Herefordshire, Telford & Wrekin and beyond. Key areas of activity included:

- **Flicks in the Sticks:** During 2024–2025, Arts Alive recorded **30,531 cinema admissions** across **966 film screenings**, exceeding annual targets and demonstrating strong and sustained community demand for accessible local cinema.
- **Live Performance Programme:** Arts Alive delivered **84 professional live performances**, reaching **4,000 attendees** in village halls, community centres and local venues. These events played a significant role in reducing social isolation, particularly among older audiences.
- **Young Audience Club:** The Young Audience Club continued to grow, with over **40 family-friendly screenings and events** delivered during the year, supporting early engagement with arts and culture.

Across all programmes, affordable ticket prices and proximity to home helped remove economic and logistical barriers to participation.

Artist Development and Sector Support

Arts Alive continues to strengthen the cultural ecology by investing in both artist development and wider sector support. Through targeted training, commissioning pathways and

collaborative partnerships, the organisation enables artists to develop their skills, expand professional networks and progress their creative practice.

Alongside this, the organisation provides strategic guidance, resources and practical support to organisations, venues and communities, helping to build local capacity and long-term resilience. By investing in both people and infrastructure, Arts Alive contributes to a more innovative, sustainable and connected arts sector, particularly within rural contexts.

The **Off Grid** and **Pitch Up (Rural)** initiatives, led by Arts Alive in collaboration with sector partners, offer dynamic platforms for artists and producers to explore new ideas and engage with the rural touring network.

Partnerships

Partnerships remained central to Arts Alive's impact. During the year, the organisation:

- Supported **over 160 local venues** annually, the majority led by volunteer promoters
- Worked closely with local promoters, providing training, marketing resources and technical support to enable high-quality delivery
- Maintained strong relationships with community organisations and local authorities to strengthen community identity, wellbeing and resilience
- Maintaining and strengthening in-sector relationships, working collaboratively with other UK-based schemes and arts organisations

Accessible provision remained a priority, with subtitled, relaxed, dementia-friendly and matinee screenings and performances offered throughout the year.

Audience and Community Reach

Arts Alive reached an estimated **over 34,000 participants and audience members** during 2024–2025. Demographic and geographic data indicate continued progress towards engaging a broader and more diverse community. Marketing efforts - particularly email communications and social media - supported awareness and attendance, while referrals from community partners played an increasingly important role in reaching new audiences.

Financial Review 2024–2025

Our financial position continued to strengthen during 2024–2025, supported by our two main funders, **Arts Council England** and the **BFI**. We were also supported during the year by a significant grant from the UK Government's **Levelling Up** programme (UKSPF).

This funding enabled three key developments: **strengthening the organisation's staffing structure, building reserves, and continuing our work with new audiences and**

communities across our area. Total income also increased compared with the previous financial year.

Expenditure rose in line with the scale and ambition of our programme. We spent significantly more on **artist fees**, supporting a greater number of touring companies to work in our area, and on **film rights**, with an expanded range of screenings requiring additional payments to distributors. Other costs also increased in line with the greater number and quality of activities delivered.

Our reserves continue to underpin the organisation's stability. The **Stability Reserve** increased during the year and now meets our policy of holding **six months' reserves**, providing protection in the event of significant or unexpected funding disruption.

We are also developing an **Artist Development Fund (£30,000)** to support a new strand of our work: collaborating closely with companies that wish to tour across our network. This initiative aligns well with the additional space we expect to rent in **2026–2027**.

The Trustees wish to express their heartfelt thanks to everyone who supported Arts Alive throughout this transformative year. The Trustees confirm that they have approved this report.

Reference and Administration Details

Arts Alive is a registered charity, number 1182373.

The principal address is Office 007, Enterprise House, Station Street, Bishops Castle, Shropshire SY9 5AQ

Trustees of Arts Alive as at 1st April 2024 – 31st March 2025 were:

Michael Connolly - Chair

Paul Graham

Louise Harriet Cresswell Mayor - Treasurer

Stephanie Hinton

Kai Hu

Shauna O'Reilly Pearce

Violet Hudson

Arts Alive's bank is: CAF BANK Ltd, 25 Kings Hill Avenue, West Malling, Kent ME19.

The independent examiner of the accounts is Shaheen Uddin - Aims Accountants for Business

Structure, Governance and Management

Arts Alive has existed as an unincorporated trust since 1999. On 7th March 2019, Arts Alive became a Charitable Incorporated Organisation and all assets from the old Charity were transferred to the new one on October 1st 2019.

Arts Alive is governed by its constitution adopted on 7th March 2019.

Trustees are elected for a three-year term on the expiry of which they may stand for re-election.

Objectives

The objectives of Arts Alive, as set out in the constitution, may be summarised as fostering and developing artistic taste, knowledge, and appreciation of the arts in Shropshire & Herefordshire and the surrounding areas.

In planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit, including the guidance on fee charging. For the most part admission prices are set by the individual promoters but Arts Alive issues strong recommendations on the level at which they should be set.

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD ENDED 31 MARCH 2025**

| | <u>Note</u> | <u>31.03.2025</u> <u>Restricted</u> £ | <u>31.03.2024</u> <u>Restricted</u> £ |
|-------------------------------------|-------------|---|---|
| Incoming resources | | | |
| from generated funds: | | | |
| Voluntary income: | | | |
| Grants | 2 | 341,948 | 227,486 |
| Donations | | 2,247 | 476 |
| Investment income | 3 | 1,078 | 4,080 |
| | | ----- | ----- |
| | | 345,273 | 232,042 |
| from charitable activities: | | | |
| Income from live and flicks events | | 111,906 | 107,764 |
| | | ----- | ----- |
| Total incoming resources | | 457,179 | 339,806 |
| | | ----- | ----- |
| Resources expended | | | |
| Charitable activities | | | |
| Operation of live and flicks events | 4 | 440,173 | 334,972 |
| Governance costs | 4 | 4,140 | 1,184 |
| | | ----- | ----- |
| Total Operation of events | | 444,313 | 336,156 |
| | | ----- | ----- |
| Transfers to reserve funds | | 16,227 | 0 |
| Total resources expended | | 460,540 | 336,156 |
| | | ----- | ----- |
| Net incoming resources | | (3,361) | 3,650 |
| | | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
BALANCE SHEET
AS AT 31 MARCH 2025**

| | <u>Notes</u> | <u>31.03.2025</u> | | <u>31.03.2024</u> | |
|---|--------------|-------------------|----------------|-------------------|----------------|
| | | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Fixtures and fittings | 5 | 2,018 | | 2,706 | |
| Flicks Equipment | 5 | 11,669 | | 15,559 | |
| | | ----- | | ----- | |
| | | | 13,687 | | 18,265 |
| Current assets | | | | | |
| Debtors | 6 | 24,620 | | 26,058 | |
| Cash at Bank and in hand | | 189,443 | | 136,359 | |
| | | ----- | | ----- | |
| | | 214,063 | | 162,417 | |
| Creditors: Amounts falling due within one year | | | | | |
| | 7 | 45,798 | | 68,240 | |
| | | ----- | | ----- | |
| Net Current Assets | | | 168,265 | | 94,177 |
| | | | ----- | | ----- |
| Net Assets | 8 | | 181,952 | | 112,442 |
| | | | ===== | | ===== |
| Funds | | | | | |
| Restricted funds | | 26,095 | | 26,495 | |
| Unrestricted funds | | 155,432 | | 82,160 | |
| | | ----- | | ----- | |
| | | | 181,527 | | 108,655 |
| B/F Reserve Earnings | | | 3,787 | | 137 |
| Current Year Earnings | | | (3,361) | | 3,650 |
| | | | ----- | | ----- |
| Total Funds | | | 181,952 | | 112,442 |
| | | | ===== | | ===== |

Michael Connolly

For and on behalf of the Managing Committee

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2025**

1 Accounting policies

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the charity's financial statements.

Basis of accounting

The financial statements have been prepared in accordance with applicable accounting standards and follow recommendations in Statement of Recommended Practice: Accounting by Charities.

Voluntary income and fundraising expenditure

Voluntary income represents amounts received and recorded at events and projects during the year. Except in the case of charity shops and fundraising events such as fetes and galas, no costs of fundraising have been netted against voluntary income.

Fundraising expenditure represents the direct costs of fundraising and includes the salaries and other direct costs of fundraising staff. Publicity costs directly related to fundraising are included in the fundraising costs.

Fees, contributions and grants

These comprise amounts receivable during the year.

Investment income

This comprises interest received in the year.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Fixtures and fittings and Flicks equipment - 25% on reducing balance.

Taxation

No provision has been made for corporation tax or deferred tax as the charitable company is a registered charity and is therefore exempt.

Reserves

Reserve Funds are monies that have been set aside to cover unforeseen events such as equipment failures or renewals (Equipment Reserve), the major loss of funds (Stability Reserves)

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2025**

2 Grants

| | 31.03.2025 | 31.03.2024 |
|--------------------------------------|-------------------|-------------------|
| | Restricted | Restricted |
| | Funds | Funds |
| | £ | £ |
| Herefordshire Council | 7,000 | 0 |
| Cheshire West and Chester | 0 | 250 |
| Shropshire Council (levelling up) | 50,765 | 11,269 |
| Shropshire Council | 0 | 5,094 |
| Arts Council England | 166,863 | 166,863 |
| BFI Grant | 62,000 | 44,010 |
| Other grants | 24,070 | 0 |
| Deferred Income | 31,250 | 0 |
| | ----- | ----- |
| | 341,948 | 227,486 |
| | ===== | ===== |

We acknowledge the support of Shropshire Council and the Department for Levelling Up, Housing and Communities (£50,765)

We are grateful for the support from The Elmley Foundation (£7,000)

Both projects are to help us reach new communities.

3 Investment income

| | 31.03.2025 | 31.03.2024 |
|-------------------|-------------------|-------------------|
| | Restricted | Restricted |
| | Funds | Funds |
| | £ | £ |
| Interest received | 1,078 | 4,080 |
| | ===== | ===== |

4 Analysis of charitable expenditure

| | Fundraising | Charitable | Governance | Total | Total |
|-------------------|--------------------|-------------------|-------------------|-------------------|-------------------|
| | Costs | Activities | Costs | 31.03.2025 | 31.03.2024 |
| Artists fees | | 159,219 | | 159,219 | 109,941 |
| Salaries | 2,000 | 154,263 | 3,000 | 159,263 | 152,216 |
| Overheads | 1,000 | 18,508 | | 19,508 | 21,974 |
| Project costs | | 51,204 | | 51,204 | 33,429 |
| Other expenses | | 53,979 | 1,140 | 55,119 | 18,596 |
| | ----- | ----- | ----- | ----- | ----- |
| | 3,000 | 437,173 | 4,140 | 444,313 | 336,156 |
| | ===== | ===== | ===== | ===== | ===== |
| 31.03.2024 | 0 | 334,972 | 1,184 | 336,156 | |
| | ===== | ===== | ===== | ===== | |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2025**

5 Tangible fixed assets

| | Fixtures & fittings £ | Flicks Equipment | Total £ |
|--|--|-----------------------------|--------------------|
| Cost | | | |
| At 31 March 2024 | 20,960 | 157,286 | 178,246 |
| Additions | | | 0 |
| Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2025 | 20,960 | 157,286 | 178,246 |
| | ----- | ----- | ----- |
| Depreciation | | | |
| At 31 March 2024 | 18,254 | 141,727 | 159,981 |
| Charge for year | 688 | 3,890 | 4,577 |
| Eliminated on Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2025 | 18,942 | 145,617 | 164,558 |
| | ----- | ----- | ----- |
| Net Book Value At 31 March 2025 | 2,018 | 11,669 | 13,687 |
| | ===== | ===== | ===== |

6 Debtors

| | 31.03.2025 | 31.03.2024 |
|---------------|-------------------|-------------------|
| | £ | £ |
| Trade debtors | 24,620 | 26,058 |
| Other debtors | 0 | 0 |
| | ----- | ----- |
| | 24,620 | 17,826 |
| | ===== | ===== |

7 Creditors: amounts falling due within one year

| | 31.03.2025 | 31.03.2024 |
|-----------------|-------------------|-------------------|
| | £ | £ |
| Trade creditors | 13,118 | 23,865 |
| Other creditors | 5,453 | 5,125 |
| Deferred Income | 27,227 | 39,250 |
| | ----- | ----- |
| | 45,798 | 68,240 |
| | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2025**

8 Analysis net assets by fund

| | 31.03.2025 | | 31.03.2024 | |
|--------------------------------------|------------|----------|------------|----------|
| | Restricted | Total | Restricted | Total |
| Fixed assets | 13,687 | 13,687 | 18,265 | 18,265 |
| Current assets | 214,063 | 214,063 | 162,417 | 162,417 |
| Current liabilities | (45,798) | (45,798) | (68,240) | (68,240) |
| | ----- | ----- | ----- | ----- |
| | 181,952 | 181,952 | 112,442 | 112,442 |
| | ===== | ===== | ===== | ===== |
| | | | | |
| Reserves to fund future depreciation | 13,687 | 13,687 | 18,265 | 18,265 |
| Other reserves | 168,265 | 168,265 | 94,177 | 94,177 |
| | ----- | ----- | ----- | ----- |
| | 181,952 | 181,952 | 112,442 | 112,442 |
| | ===== | ===== | ===== | ===== |

9 Trustees remuneration and expenses

No remuneration directly or indirectly out of the funds of the charity was paid or payable for the year to any trustee or to any persons known to be connected to any of them.

No reimbursement of expenses has been made or is due to be made to any of the trustees in respect of the year.

10 Related party transactions

There were no related party transactions during the year.

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

England & Wales - Charity number 1182373

Accounts

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

STATEMENT OF FINANCIAL ACTIVITIES

31 March 2024

Trustee Report 2023-2024

(last years figures in brackets)

Contribution made by volunteers

Arts Alive thrives thanks to the dedication of our volunteers, who collectively contributed an incredible 10,875 hours (10,600). Their commitment is the backbone of our success, enabling us to reach and inspire communities across the region.

Main achievements

This has been a good year marked by significant progress and strategic consolidation.

This year marked a pivotal transition as our new Artistic Director Hannah Prior took the helm, while our long-serving Executive Director, Ian Kerry, stepped down after years of dedicated service, leaving a legacy of excellence.

Number of events and average audiences:

Live Events – 105 (103) events to audiences of 5,096(4,817).

Flicks events – 881 (909) events to audiences of 32,396 (30,814).

Ecology of Rural Touring

Behind these impressive numbers lies our ongoing commitment to strengthening the Ecology of our work, which encompasses:

Promoters – support and develop their role

Audiences – reach new audiences

Companies – broad range of companies

Staff/Trustees – develop skills and improve quality of our work

Financial Review

The accounts show a dramatic increase in Grant funding.

1. Our financial position has strengthened significantly, thanks to a notable increase in Arts Council England funding and BFI support. This influx of resources has empowered us to embark on exciting new projects and extend our reach to broader audiences. In addition we were successful in several applications to Trusts, with our plans to reach new audiences e.g. Elmley Foundation £7500.
2. Income from events continues to increase, following the pandemic years
3. Interest increased significantly following a move to the CAF Bank Flagstone Reserves platform which allows us to easily move our reserves money into higher interest accounts.. This strategic decision ensures that we maximize our resources, allowing us to invest more in our mission to bring the arts to rural communities.
4. In terms of expenditure, this has of course risen due to increases in costs of film rights and company fees, and also the employment of 2 new part time staff.

Reserves

Our reserves, now totalling £112,442 (£106,607), are a crucial component of our financial strategy, ensuring that Arts Alive remains resilient and capable of weathering any challenges while continuing to innovate and expand.

Stability Reserves £55,996 (£55,996) are held in case of catastrophic funding loss and are designed to give the organisation 6 months running costs, to either find alternative funding sources or to wind up. We aim to increase these reserves over the next 3 years, to account for the increased staffing costs.

We hold £24,906 (£24,906) in a Catalyst reserve fund. Its purpose is to develop a fundraising and income strategy to further develop new income streams.

Flicks Reserve fund £18,335 (£11,308) is to cover the costs of our touring flicks equipment should there be a loss of equipment either through failure or theft and also to cover any potential loss of funding.

Outlook for 2024-2025

Our ACE grant has the potential to be extended through to April 2027, so we are poised to enter an exciting phase of growth. This funding will enable us to break new ground in audience engagement and foster the development of our team and trustees, ensuring a vibrant future for Arts Alive.

The trustees wish to express their heartfelt thanks to all who have supported Arts Alive throughout this transformative year.

The trustees declare that they have approved this report. Signed on behalf of the charity's trustees:

Reference and Administration Details

Arts Alive is a registered charity, number 1182373.

The principal address is Office 007, Enterprise House, Station Street, Bishops Castle, Shropshire SY9 5AQ

Trustees of Arts Alive as at 1st April 2022 were:

Paul Graham

Michael Connolly

Rachel Ann Ress

Judith Ann Trustman

Louise Harriet Cresswell Mayor

Stephanie Hinton

Hannah Prior and Ben Mowbury resigned.

Arts Alive's bank is: CAF BANK Ltd, 25 Kings Hill Avenue, West Malling, Kent ME19.

The independent examiner of the accounts is Shaheen Uddin - Aims Accountants for Business

Structure, Governance and Management

Arts Alive has existed as an unincorporated trust since 1999. On 7th March 2019, Arts Alive became a Charitable Incorporated Organisation and all assets from the old Charity were transferred to the new one on October 1st 2019.

Arts Alive is governed by its constitution adopted on 7th March 2019.

Trustees are elected for a three-year term on the expiry of which they may stand for re-election.

Objectives

The objectives of Arts Alive, as set out in the constitution, may be summarised as fostering and developing artistic taste, knowledge, and appreciation of the arts in Shropshire & Herefordshire and the surrounding areas.

In planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit, including the guidance on fee charging. For the most part admission prices are set by the individual promoters but Arts Alive issues strong recommendations on the level at which they should be set.

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD ENDED 31 MARCH 2024**

| | | <u>31.03.2024</u> | <u>31.03.2023</u> |
|-------------------------------------|-------------|-------------------|-------------------|
| | <u>Note</u> | <u>Restricted</u> | <u>Restricted</u> |
| | | £ | £ |
| Incoming resources | | | |
| from generated funds: | | | |
| Voluntary income: | | | |
| Grants | 2 | 227,486 | 126,808 |
| Donations | | 476 | 255 |
| Investment income | 3 | 4,080 | 1,146 |
| | | ----- | ----- |
| | | 232,042 | 128,209 |
| from charitable activities: | | | |
| Income from live and flicks events | | 107,764 | 105,676 |
| | | ----- | ----- |
| Total incoming resources | | 339,806 | 233,885 |
| | | ----- | ----- |
| Resources expended | | | |
| Charitable activities | | | |
| Operation of live and flicks events | 4 | 334,972 | 237,458 |
| Governance costs | 4 | 1,184 | 1,343 |
| | | ----- | ----- |
| Total Operation of events | | 336,156 | 238,801 |
| | | ----- | ----- |
| Transfers to reserve funds | | 0 | 0 |
| Total resources expended | | 336,156 | 238,801 |
| | | ----- | ----- |
| Net incoming resources | | 3,650 | (4,916) |
| | | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
BALANCE SHEET
AS AT 31 MARCH 2024**

| | <u>Notes</u> | <u>31.03.2024</u> | | <u>31.03.2023</u> | |
|---|--------------|-------------------|----------------|-------------------|----------------|
| | | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Fixtures and fittings | 5 | 2,706 | | 412 | |
| Flicks Equipment | 5 | 15,559 | | 20,744 | |
| | | ----- | | ----- | |
| | | | 18,265 | | 21,156 |
| Current assets | | | | | |
| Debtors | 6 | 26,058 | | 17,826 | |
| Cash at Bank and in hand | | 136,359 | | 97,753 | |
| | | ----- | | ----- | |
| | | 162,417 | | 115,579 | |
| Creditors: Amounts falling due within one year | 7 | 68,240 | | 30,128 | |
| | | ----- | | ----- | |
| Net Current Assets | | | 94,177 | | 85,452 |
| | | | ----- | | ----- |
| Net Assets | 8 | | 112,442 | | 106,607 |
| | | | ===== | | ===== |
| Funds | | | | | |
| Restricted funds | | 26,495 | | 26,435 | |
| Unrestricted funds | | 82,160 | | 77,036 | |
| | | ----- | | ----- | |
| | | | 108,655 | | 103,471 |
| B/F Reserve Earnings | | | 137 | | 8,052 |
| Current Year Earnings | | | 3,650 | | (4,916) |
| | | | ----- | | ----- |
| Total Funds | | | 112,442 | | 106,607 |
| | | | ===== | | ===== |

P Graham

Date:

For and on behalf of the Managing Committee

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2024**

1 Accounting policies

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the charity's financial statements.

Basis of accounting

The financial statements have been prepared in accordance with applicable accounting standards and follow recommendations in Statement of Recommended Practice: Accounting by Charities.

Voluntary income and fundraising expenditure

Voluntary income represents amounts received and recorded at events and projects during the year. Except in the case of charity shops and fundraising events such as fetes and galas, no costs of fundraising have been netted against voluntary income.

Fundraising expenditure represents the direct costs of fundraising and includes the salaries and other direct costs of fundraising staff. Publicity costs directly related to fundraising are included in the fundraising costs.

Fees, contributions and grants

These comprise amounts receivable during the year.

Investment income

This comprises interest received in the year.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Fixtures and fittings and Flicks equipment - 25% on reducing balance.

Taxation

No provision has been made for corporation tax or deferred tax as the charitable company is a registered charity and is therefore exempt.

Reserves

Reserve Funds are monies that have been set aside to cover unforeseen events such as equipment failures or renewals (Equipment Reserve), the major loss of funds (Stability Reserves)

and a future fund to aid with broadening our income sources (Catalyst Reserves).

A full reserves policy is available on request.

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2024**

2 Grants

| | 31.03.2024 | 31.03.2023 |
|--------------------------------------|-------------------|-------------------|
| | Restricted | Restricted |
| | Funds | Funds |
| | £ | £ |
| Local government grants | 0 | 150 |
| Cheshire West and Chester | 250 | 0 |
| Shropshire Council (levelling up) | 11,269 | 0 |
| Shropshire Council | 5,094 | 0 |
| Other grants | 210,873 | 126,658 |
| | ----- | ----- |
| | 227,486 | 126,808 |
| | ===== | ===== |

We acknowledge the support of Shropshire Council and the Department for Levelling Up, Housing and Communities (£11,269)

We are grateful for the support from The Elmley Foundation (£7,500)

Both projects are to help us reach new communities.

3 Investment income

| | 31.03.2024 | 31.03.2023 |
|-------------------|-------------------|-------------------|
| | Restricted | Restricted |
| | Funds | Funds |
| | £ | £ |
| Interest received | 4,080 | 1,146 |
| | ===== | ===== |

4 Analysis of charitable expenditure

| | Fundraising | Charitable | Governance | Total | Total |
|----------------|--------------------|-------------------|-------------------|-------------------|-------------------|
| | Costs | Activities | Costs | 31.03.2024 | 31.03.2023 |
| Artists fees | | 109,941 | | 109,941 | 83,931 |
| Salaries | | 152,216 | | 152,216 | 109,610 |
| Overheads | | 21,974 | | 21,974 | 10,050 |
| Project costs | | 33,429 | | 33,429 | 27,272 |
| Other expenses | | 17,412 | 1,184 | 18,596 | 7,938 |
| | | ----- | ----- | ----- | ----- |
| | | 0 | 334,972 | 1,184 | 336,156 |
| | | ===== | ===== | ===== | ===== |
| | 31.03.2023 | 0 | 237,458 | 1,343 | 238,801 |
| | | ===== | ===== | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2024**

5 Tangible fixed assets

| | Fixtures & fittings £ | Flicks Equipment | Total £ |
|--|--|-----------------------------|--------------------|
| Cost | | | |
| At 31 March 2023 | 17,916 | 157,286 | 175,202 |
| Additions | 3,044 | | 3,044 |
| Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2024 | 20,960 | 157,286 | 178,246 |
| | ----- | ----- | ----- |
| Depreciation | | | |
| At 31 March 2023 | 17,504 | 136,542 | 154,046 |
| Charge for year | 750 | 5,185 | 5,935 |
| Eliminated on Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2024 | 18,254 | 141,727 | 159,981 |
| | ----- | ----- | ----- |
| Net Book Value At 31 March 2024 | 2,706 | 15,559 | 18,265 |
| | ===== | ===== | ===== |

6 Debtors

| | 31.03.2024 | 31.03.2023 |
|---------------|-------------------|-------------------|
| | £ | £ |
| Trade debtors | 26,058 | 17,826 |
| Other debtors | 0 | 0 |
| | ----- | ----- |
| | 26,058 | 17,826 |
| | ===== | ===== |

7 Creditors: amounts falling due within one year

| | 31.03.2024 | 31.03.2023 |
|-----------------|-------------------|-------------------|
| | £ | £ |
| Trade creditors | 23,865 | 23,734 |
| Other creditors | 5,125 | (1,367) |
| Deferred Income | 39,250 | 7,761 |
| | ----- | ----- |
| | 68,240 | 30,128 |
| | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2024**

8 Analysis net assets by fund

| | 31.03.2024 | | 31.03.2023 | |
|--------------------------------------|-------------------|--------------|-------------------|--------------|
| | Restricted | Total | Restricted | Total |
| Fixed assets | 18,265 | 18,265 | 21,156 | 21,156 |
| Current assets | 162,417 | 162,417 | 115,579 | 115,579 |
| Current liabilities | (68,240) | (68,240) | (30,128) | (30,128) |
| | ----- | ----- | ----- | ----- |
| | 112,442 | 112,442 | 106,607 | 106,607 |
| | ===== | ===== | ===== | ===== |
| | | | | |
| Reserves to fund future depreciation | 18,265 | 18,265 | 21,156 | 26,556 |
| Other reserves | 94,177 | 94,177 | 85,452 | 80,052 |
| | ----- | ----- | ----- | ----- |
| | 112,442 | 112,442 | 106,607 | 106,607 |
| | ===== | ===== | ===== | ===== |

9 Trustees remuneration and expenses

No remuneration directly or indirectly out of the funds of the charity was paid or payable for the year to any trustee or to any persons known to be connected to any of them.

No reimbursement of expenses has been made or is due to be made to any of the trustees in respect of the year.

10 Related party transactions

There were no related party transactions during the year.

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

England & Wales - Charity number 1182373

Accounts

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

STATEMENT OF FINANCIAL ACTIVITIES

31 March 2023

Reference and Administration Details

Arts Alive is a registered charity, number 1182373.

The principal address is Office 007, Enterprise House, Station Street, Bishops Castle, Shropshire SY9 5AQ

Trustees of Arts Alive as at 1st April 2022 were:

Paul Graham

Michael Connolly

Rachel Ann Ress

Judith Ann Trustman

Louise Harriet Cresswell Mayor

Stephanie Hinton

Hannah Prior and Ben Mowbury resigned.

Arts Alive's bank is: CAF BANK Ltd, 25 Kings Hill Avenue, West Malling, Kent ME19.

The independent examiner of the accounts is Shaheen Uddin - Aims Accountants for Business

Structure, Governance and Management

Arts Alive has existed as an unincorporated trust since 1999. On 7th March 2019, Arts Alive became a Charitable Incorporated Organisation and all assets from the old Charity were transferred to the new one on October 1st 2019.

Arts Alive is governed by its constitution adopted on 7th March 2019.

Trustees are elected for a three-year term on the expiry of which they may stand for re-election.

Objectives

The objectives of Arts Alive, as set out in the constitution, may be summarised as fostering and developing artistic taste, knowledge, and appreciation of the arts in Shropshire & Herefordshire and the surrounding areas.

In planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit, including the guidance on fee charging. For the most part admission prices are set by the individual promoters but Arts Alive issues strong recommendations on the level at which they should be set.

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
STATEMENT OF FINANCIAL ACTIVITIES
31 March 2023

| | <u>Note</u> | <u>31.03.2023</u> <u>Restricted</u> | <u>31.03.2022</u> <u>Restricted</u> |
|-------------------------------------|-------------|--|--|
| | | £ | £ |
| Incoming resources | | | |
| from generated funds: | | | |
| Voluntary income: | | | |
| Grants | 2 | 126,808 | 262,603 |
| Donations | | 255 | 390 |
| Investment income | 3 | 1,146 | 1,534 |
| | | ----- | ----- |
| | | 128,209 | 264,527 |
| from charitable activities: | | | |
| Income from live and flicks events | | 105,676 | 79,292 |
| | | ----- | ----- |
| Total incoming resources | | 233,885 | 343,820 |
| | | ----- | ----- |
| Resources expended | | | |
| Charitable activities | | | |
| Operation of live and flicks events | 4 | 237,458 | 310,795 |
| Governance costs | 4 | 1,343 | 3,108 |
| | | ----- | ----- |
| Total Operation of events | | 238,801 | 313,903 |
| | | ----- | ----- |
| Transfers to reserve funds | | 0 | 25,020 |
| Total resources expended | | 238,801 | 338,923 |
| | | ----- | ----- |
| Net incoming resources | | -4,916 | 4,896 |
| | | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
BALANCE SHEET
AS AT 31 MARCH 2023**

| | <u>Notes</u> | <u>31.03.2023</u> | | <u>31.03.2022</u> | |
|---|--------------|-------------------|----------------|-------------------|----------------|
| | | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Fixtures and fittings | 5 | 412 | | 812 | |
| Flicks Equipment | 5 | 20,744 | | 25,744 | |
| | | ----- | | ----- | |
| | | | 21,156 | | 26,556 |
| Current assets | | | | | |
| Debtors | 6 | 17,826 | | 23,674 | |
| Cash at Bank and in hand | | 97,753 | | 111,546 | |
| | | ----- | | ----- | |
| | | | 115,579 | | 135,220 |
| Creditors: Amounts falling due within one year | 7 | 30,128 | | 38,784 | |
| | | ----- | | ----- | |
| Net Current Assets | | | 85,452 | | 96,436 |
| | | | ----- | | ----- |
| Net Assets | 9 | | 106,607 | | 122,992 |
| | | | ===== | | ===== |
| Funds | | | | | |
| Restricted funds | | 26,435 | | 26,406 | |
| Unrestricted funds | | 77,036 | | 91,533 | |
| | | ----- | | ----- | |
| | | | 103,471 | | 117,939 |
| B/F Reserve Earnings | | | 8,052 | | 157 |
| Current Year Earnings | | | -4,916 | | 4,896 |
| | | | ----- | | ----- |
| Total Funds | | | 106,607 | | 122,992 |
| | | | ===== | | ===== |

P Graham

Date:

For and on behalf of the Managing Committee

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2023**

1 Accounting policies

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the charity's financial statements.

Basis of accounting

The financial statements have been prepared in accordance with applicable accounting standards and follow recommendations in Statement of Recommended Practice: Accounting by Charities.

Voluntary income and fundraising expenditure

Voluntary income represents amounts received and recorded at events and projects during the year. Except in the case of charity shops and fundraising events such as fetes and galas, no costs of fundraising have been netted against voluntary income.

Fundraising expenditure represents the direct costs of fundraising and includes the salaries and other direct costs of fundraising staff. Publicity costs directly related to fundraising are included in the fundraising costs.

Fees, contributions and grants

These comprise amounts receivable during the year.

Investment income

This comprises interest received in the year.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Fixtures and fittings and Flicks equipment - 25% on reducing balance.

Taxation

No provision has been made for corporation tax or deferred tax as the charitable company is a registered charity and is therefore exempt.

Reserves

Reserve Funds are monies that have been set aside to cover unforeseen events such as equipment failures or renewals (Equipment Reserve), the major loss of funds (Stability Reserves)

and a future fund to aid with broadening our income sources (Catalyst Reserves).

A full reserves policy is available on request.

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2023**

2 Grants

| | 31.03.2023 | 31.03.2022 |
|-------------------------|-------------------|-------------------|
| | Restricted | Restricted |
| | Funds | Funds |
| | £ | £ |
| Local government grants | 150 | 5,167 |
| Other grants | 126,658 | 257,436 |
| | ----- | ----- |
| | 126,808 | 262,603 |
| | ===== | ===== |

3 Investment income

| | 31.03.2023 | 31.03.2022 |
|-------------------|-------------------|-------------------|
| | Restricted | Restricted |
| | Funds | Funds |
| | £ | £ |
| Interest received | 1,146 | 1,534 |
| | ===== | ===== |

4 Analysis of charitable expenditure

| | Fundraising | Charitable | Governance | Total | Total |
|-------------------|--------------------|-------------------|-------------------|-------------------|-------------------|
| | Costs | Activities | Costs | 31.03.2023 | 31.03.2022 |
| Artists fees | | 83,931 | | 83,931 | 127,213 |
| Salaries | | 109,610 | | 109,610 | 103,793 |
| Overheads | | 10,050 | | 10,050 | 9,463 |
| Project costs | | 27,272 | | 27,272 | 62,032 |
| Other expenses | | 6,595 | 1,343 | 7,938 | 11,402 |
| | ----- | ----- | ----- | ----- | ----- |
| | 0 | 237,458 | 1,343 | 238,801 | 313,903 |
| | ===== | ===== | ===== | ===== | ===== |
| 31.03.2022 | 0 | 310,795 | 3,108 | 313,903 | |
| | ===== | ===== | ===== | ===== | |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2023**

5 Tangible fixed assets

| | Fixtures & fittings £ | Flicks Equipment | Total £ |
|--|--|-----------------------------|--------------------|
| Cost | | | |
| At 31 March 2022 | 17,916 | 157,286 | 175,202 |
| Additions | | | 0 |
| Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2023 | 17,916 | 157,286 | 175,202 |
| | ----- | ----- | ----- |
| Depreciation | | | |
| At 31 March 2022 | 17,104 | 131,542 | 148,646 |
| Charge for year | 400 | 5,000 | 5,400 |
| Eliminated on Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2023 | 17,504 | 136,542 | 154,046 |
| | ----- | ----- | ----- |
| Net Book Value At 31 March 2023 | 412 | 20,744 | 21,156 |
| | ===== | ===== | ===== |

6 Debtors

| | 31.03.2023 | 31.03.2022 |
|---------------|-------------------|-------------------|
| | £ | £ |
| Trade debtors | 17,826 | 23,674 |
| Other debtors | 0 | 0 |
| | ----- | ----- |
| | 17,826 | 23,674 |
| | ===== | ===== |

7 Creditors: amounts falling due within one year

| | 31.03.2023 | 31.03.2022 |
|-----------------|-------------------|-------------------|
| | £ | £ |
| Trade creditors | 23,734 | 18,610 |
| Other creditors | (1,367) | (351) |
| Deferred Income | 7,761 | 20,525 |
| | ----- | ----- |
| | 30,128 | 38,784 |
| | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2023**

8 Analysis net assets by fund

| | 31.03.2023 | | 31.03.2022 | |
|--------------------------------------|-------------------|--------------|-------------------|--------------|
| | Restricted | Total | Restricted | Total |
| Fixed assets | 21,156 | 21,156 | 26,556 | 26,556 |
| Current assets | 115,579 | 115,579 | 135,220 | 135,220 |
| Current liabilities | (30,128) | (30,128) | (38,784) | (38,784) |
| | ----- | ----- | ----- | ----- |
| | 106,607 | 106,607 | 122,992 | 122,992 |
| | ===== | ===== | ===== | ===== |
| | | | | |
| Reserves to fund future depreciation | 21,156 | 21,156 | 26,556 | 26,556 |
| Other reserves | 85,452 | 85,452 | 96,436 | 96,436 |
| | ----- | ----- | ----- | ----- |
| | 106,607 | 106,607 | 122,992 | 122,992 |
| | ===== | ===== | ===== | ===== |

9 Trustees remuneration and expenses

No remuneration directly or indirectly out of the funds of the charity was paid or payable for the year to any trustee or to any persons known to be connected to any of them.

No reimbursement of expenses has been made or is due to be made to any of the trustees in respect of the year.

10 Related party transactions

There were no related party transactions during the year.

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

England & Wales - Charity number 1182373

Accounts

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

STATEMENT OF FINANCIAL ACTIVITIES

31 March 2022

TRUSTEES' ANNUAL REPORT AND ACCOUNTS

FOR 12 MONTHS ENDING 31 MARCH 2022

Reference and Administration Details

Arts Alive is a registered charity, number 1182373.

The principal address is Office 007, Enterprise House, Station Street, Bishops Castle, Shropshire SY9 5AQ

Trustees of Arts Alive as at 1 April 2021 were:

Paul Graham

Kim Smith

Stephanie Jayne Hinton

Hannah Prior

Ben Mowbray

Michael James Connolly

Rachel Ann Rees

Judith Ann Trustman

Louisa Harriet Cresswell Mayor

Arts Alive's bank is: CAF BANK Ltd, 25 Kings Hill Avenue, West Malling, Kent ME19.

The independent examiner of the accounts is Shaheen Uddin - Aims Accountants for Business

Structure, Governance and Management

Arts Alive has existed as an unincorporated trust since 1999. On 7th March 2019, Arts Alive became a Charitable Incorporated Organisation and all assets from the old Charity were transferred to the new one on October 1st 2019.

Arts Alive is governed by its constitution adopted on 7th March 2019.

Trustees are elected for a three-year term on the expiry of which they may stand for re-election.

Trustees confirm that the trustees have complied with their duty to have due regard to the guidance on public benefit published by the commission in exercising their powers or duties.

Objectives

The objectives of Arts Alive, as set out in the constitution, may be summarised as fostering and developing artistic taste, knowledge, and appreciation of the arts in Shropshire & Herefordshire and the surrounding areas

Summary of the main activities

By working with local volunteers, we organise Live and Film events throughout the area. In addition, we run projects such as Creative Conversations, where we reach people who do not normally engage with our service.

Contribution made by volunteers

Arts Alive would not be able to function without the hundreds of volunteers giving up their free time for their communities. A total of 6,723 volunteer hours were committed during this financial year.

Main achievements

Despite the country still feeling the effects of the pandemic, and events and attendance being lower than usual, we achieved:

Live Events – 114 events to audiences of 4,743 (previous year not including online offerings was 8 events – Arts Alive on Wheels). This compares to 19/20 a normal year of 151 events to 8,209 people.

Flicks events – 557 events to audiences of 15,782 (previous year not including online films – 30 screenings to audiences of 645). This compares to 19/20 figures of 965 and audiences of 39,310.

Events are more critical than ever in re connecting communities after the worst of the pandemic, but promoters and audiences were still anxious about organising and attending events, hence the lower figures.

Financial Review

Despite far fewer events, and therefore income the overall income figures are very similar to the previous year. This is due mainly to the support of our main two funders, Arts Council England and the BFI (British Film Institute). Governments support through local authorities, and the Culture Recovery Fund also played their part in ensuring that the future of Arts Alive is more secure.

The operation of live and flicks events costs rose, reflecting the fact that more events were organised this year from an all-time low in 20/21.

Overall, the organisation is well placed to recover from the pandemic in the years to come. It has funds to ensure its continuation and to develop its work and invest in its staff.

Reserves

Arts Alive currently holds £117,939 in reserves. These are held in reserve for a variety of reasons, the main ones being:

Stability Reserves (£55,996) are held in case of catastrophic funding loss and are designed to give the organisation 6 months running costs, to either find alternative funding sources or to wind up.

We hold £24,906 in a Catalyst reserve fund – this fund was due to be spent last year, and is still being held over until the time is right to use it. It's purpose is to develop a fundraising and income strategy to further develop new income streams.

Flicks Equipment reserve fund (£11,308) is to cover the costs of our touring flicks equipment should there be a loss of equipment either through failure or theft.

Principle Sources of funding remain our National Portfolio Organisation grant from Arts Council England (ACE) of £58,000 and our BFI grant for Flicks £45,000. Grant Income this year increased significantly with the Culture Recovery Fund grant of £64,182 and the final part of our Creative Conversations work (£27,133), along with a Loneliness Fund grant via ACE, from central government of £ £28,928.

Generated Income of £79,292 rose from last years of £7,449 and this level was generated because of the extra funds made available to us.

Outlook for 2022-2023

Trustees are aware that whilst the future is looking more promising in terms of number of events, and an increase in audience numbers, it will still be a challenging year in terms of income generation.

We are looking at new ways of working, reviewing our processes and staffing, and developing our strategies to increase audiences back to their normal levels.

The trustees declare that they have approved this report.

Signed on behalf of the charity's trustees:

Paul Graham
Chairman of the Trustees
Date: 1/11/2022

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
STATEMENT OF FINANCIAL ACTIVITIES
31 March 2022

| | <u>Note</u> | <u>31.03.2022</u> <u>Restricted</u> | <u>31.03.2021</u> <u>Restricted</u> |
|-------------------------------------|-------------|--|--|
| | | £ | £ |
| Incoming resources | | | |
| from generated funds: | | | |
| Voluntary income: | | | |
| Grants | 2 | 262,603 | 262,065 |
| Donations | | 390 | 3,925 |
| Investment income | 3 | 1,534 | 1,514 |
| | | ----- | ----- |
| | | 264,527 | 267,503 |
| from charitable activities: | | | |
| Income from live and flicks events | | 79,292 | 7,449 |
| | | ----- | ----- |
| Total incoming resources | | 343,820 | 274,952 |
| | | ----- | ----- |
| Resources expended | | | |
| Charitable activities | | | |
| Operation of live and flicks events | 4 | 310,795 | 203,375 |
| Governance costs | 4 | 3,108 | 3,609 |
| | | ----- | ----- |
| Total Operation of events | | 313,903 | 206,984 |
| | | ----- | ----- |
| Transfers to reserve funds | | 25,020 | 68,572 |
| Total resources expended | | 338,923 | 275,556 |
| | | ----- | ----- |
| Net incoming resources | | 4,896 | (604) |
| | | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
BALANCE SHEET AS AT 31 MARCH 2022**

| | <u>Notes</u> | <u>31.03.2022</u> | | <u>31.03.2021</u> | |
|---|--------------|-------------------|----------------|-------------------|----------------|
| | | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Fixtures and fittings | 5 | 812 | | 995 | |
| Flicks Equipment | 5 | 25,744 | | 13,683 | |
| | | ----- | | ----- | |
| | | | 26,556 | | 14,678 |
| Current assets | | | | | |
| Debtors | 6 | 23,674 | | 1,542 | |
| Cash at Bank and in hand | | 111,546 | | 161,288 | |
| | | ----- | | ----- | |
| | | 135,220 | | 162,830 | |
| Creditors: Amounts falling due within one year | 7 | 38,784 | | 69,256 | |
| | | ----- | | ----- | |
| Net Current Assets | | | 96,436 | | 93,574 |
| | | | ----- | | ----- |
| Net Assets | 9 | | 122,992 | | 108,252 |
| | | | ===== | | ===== |
| Funds | | | | | |
| Restricted funds | | 26,406 | | 30,258 | |
| Unrestricted funds | | 91,533 | | 77,838 | |
| | | ----- | | ----- | |
| | | | 117,939 | | 108,096 |
| B/F Reserve Earnings | | | 157 | | 760 |
| Current Year Earnings | | | 4,896 | | (604) |
| | | | ----- | | ----- |
| Total Funds | | | 122,992 | | 108,252 |
| | | | ===== | | ===== |

P Graham

Date:

For and on behalf of the Managing Committee

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2022**

1 Accounting policies

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the charity's financial statements.

Basis of accounting

The financial statements have been prepared in accordance with applicable accounting standards and follow recommendations in Statement of Recommended Practice: Accounting by Charities.

Voluntary income and fundraising expenditure

Voluntary income represents amounts received and recorded at events and projects during the year. Except in the case of charity shops and fundraising events such as fetes and galas, no costs of fundraising have been netted against voluntary income.

Fundraising expenditure represents the direct costs of fundraising and includes the salaries and other direct costs of fundraising staff. Publicity costs directly related to fundraising are included in the fundraising costs.

Fees, contributions and grants

These comprise amounts receivable during the year.

Investment income

This comprises interest received in the year.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Fixtures and fittings and Flicks equipment - 25% on reducing balance.

Taxation

No provision has been made for corporation tax or deferred tax as the charitable company is a registered charity and is therefore exempt.

Reserves

Reserve Funds are monies that have been set aside to cover unforeseen events such as equipment failures or renewals (Equipment Reserve), the major loss of funds (Stability Reserves)

and a future fund to aid with broadening our income sources (Catalyst Reserves).

A full reserves policy is available on request.

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2022**

2 Grants

| | 31.03.2022 | 31.03.2021 |
|-------------------------|-------------------|-------------------|
| | Restricted | Restricted |
| | Funds | Funds |
| | £ | £ |
| Local government grants | 5,167 | 10,934 |
| Other grants | 257,436 | 179,287 |
| | ----- | ----- |
| | 262,603 | 190,221 |
| | ===== | ===== |

3 Investment income

| | 31.03.2022 | 31.03.2021 |
|-------------------|-------------------|-------------------|
| | Restricted | Restricted |
| | Funds | Funds |
| | £ | £ |
| Interest received | 1,534 | 1,514 |
| | ===== | ===== |

4 Analysis of charitable expenditure

| | Fundraising | Charitable | Governance | Total | Total |
|-------------------|-------------|------------|------------|-------------------|-------------------|
| | Costs | Activities | Costs | 31.03.2022 | 31.03.2021 |
| Artists fees | | 127,213 | | 127,213 | 39,724 |
| Salaries | | 103,393 | 400 | 103,793 | 92,549 |
| Overheads | | 8,364 | 1,099 | 9,463 | 5,952 |
| Project costs | | 62,032 | | 62,032 | 60,382 |
| Other expenses | | 9,793 | 1,609 | 11,402 | 52,970 |
| | ----- | ----- | ----- | ----- | ----- |
| | 0 | 310,795 | 3,108 | 313,903 | 251,577 |
| | ===== | ===== | ===== | ===== | ===== |
| 31.03.2021 | 0 | 244,281 | 7,296 | 251,577 | |
| | ===== | ===== | ===== | ===== | |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2022**

5 Tangible fixed assets

| | Fixtures & fittings £ | Flicks Equipment | Total £ |
|--|--|-----------------------------|--------------------|
| Cost | | | |
| At 31 March 2021 | 17,916 | 139,174 | 157,090 |
| Additions | | 18,112 | 18,112 |
| Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2022 | 17,916 | 157,286 | 175,202 |
| | ----- | ----- | ----- |
| Depreciation | | | |
| At 31 March 2021 | 16,921 | 125,491 | 142,412 |
| Charge for year | 183 | 6,051 | 6,234 |
| Eliminated on Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2022 | 17,104 | 131,542 | 148,646 |
| | ----- | ----- | ----- |
| Net Book Value At 31 March 2022 | 812 | 25,744 | 26,556 |
| | ===== | ===== | ===== |

6 Debtors

| | 31.03.2022 | 31.03.2021 |
|---------------|-------------------|-------------------|
| | £ | £ |
| Trade debtors | 23,674 | 1,542 |
| Other debtors | 0 | 0 |
| | ----- | ----- |
| | 23,674 | 1,542 |
| | ===== | ===== |

7 Creditors: amounts falling due within one year

| | 31.03.2022 | 31.03.2021 |
|-----------------|-------------------|-------------------|
| | £ | £ |
| Trade creditors | 18,610 | 5,271 |
| Other creditors | (351) | (3,108) |
| Deferred Income | 20,525 | 67,093 |
| | ----- | ----- |
| | 38,784 | 69,256 |
| | ===== | ===== |

**ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2022**

8 Analysis net assets by fund

| | 31.03.2022 | | 31.03.2021 | |
|--------------------------------------|-------------------|--------------|-------------------|--------------|
| | Restricted | Total | Restricted | Total |
| Fixed assets | 26,556 | 26,556 | 14,678 | 14,678 |
| Current assets | 135,220 | 135,220 | 162,830 | 162,830 |
| Current liabilities | (156,723) | (156,723) | (177,351) | (177,351) |
| | ----- | ----- | ----- | ----- |
| | 5,052 | 5,052 | 157 | 157 |
| | ===== | ===== | ===== | ===== |
| | | | | |
| Reserves to fund future depreciation | 26,556 | 26,556 | 14,678 | 14,678 |
| Other reserves | (21,503) | (21,503) | (14,521) | (14,521) |
| | ----- | ----- | ----- | ----- |
| | 5,052 | 5,052 | 157 | 157 |
| | ===== | ===== | ===== | ===== |

9 Trustees remuneration and expenses

No remuneration directly or indirectly out of the funds of the charity was paid or payable for the year to any trustee or to any persons known to be connected to any of them.

No reimbursement of expenses has been made or is due to be made to any of the trustees in respect of the year.

10 Related party transactions

There were no related party transactions during the year.

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

England & Wales - Charity number 1182373

Accounts

ARTS ALIVE IN SHROPSHIRE AND HEREFORDSHIRE

STATEMENT OF FINANCIAL ACTIVITIES

31 March 2021

Reference and Administration Details

Arts Alive is a registered charity, number 1182373.

The principal address is Office 007, Enterprise House, Station Street, Bishops Castle, Shropshire SY9 5AQ

Trustees of Arts Alive as at 1 April 2020 were:

Paul Graham
Helen Powers
Kim Smith
Stephanie Jayne Hinton
Hannah Prior
Ben Mowbray

The following trustees were appointed in August 2020:

Michael James Connolly, Rachel Ann Rees, Judith Ann Trustman, and Louisa Harriet Cresswell Mayor. Helen Powers resigned.

Arts Alive's bank is: CAF BANK Ltd, 25 Kings Hill Avenue, West Malling, Kent ME19.

The independent examiner of the accounts is **Philip Green, FCA** AIMS - Accountants for Business

Structure, Governance and Management

Arts Alive has existed as an unincorporated trust since 1999. On 7th March 2019, Arts Alive became a Charitable Incorporated Organisation and all assets from the old Charity were transferred to the new one on October 1st 2019.

Arts Alive is governed by its constitution adopted on 7th March 2019.

Trustees are elected for a three-year term on the expiry of which they may stand for re-election.

Objectives

The objectives of Arts Alive, as set out in the constitution, may be summarised as fostering and developing artistic taste, knowledge, and appreciation of the arts in Shropshire & Herefordshire and the surrounding areas.

Primarily, these objectives are achieved through the promotion, via some 200 individual promoters based in village halls, little theatres, libraries and other appropriate venues in the area covered, of a wide range of public arts events, including theatre, dance, music and films, plus musical and live screenings of drama, opera and ballet. The promotion of films is badged as Flicks in the Sticks ("Flicks"). The matching of live shows to promoters commences with an annual showcase event (usually in March) at which excerpts from a number of shows, that will be included in the "menu" of companies from which promoters are able to choose, are performed. The local promoters of films have a free choice of what showings they wish to put on, but are guided by a menu provided by Flicks.

In planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit, including the guidance on fee charging. For the most part admission prices are set by the individual promoters but Arts Alive issues strong recommendations on the level at which they should be set.

| | <u>Note</u> | <u>31.03.2021</u> <u>Restricted</u> | <u>31.03.2020</u> <u>Restricted</u> |
|---|-------------|--|--|
| | | £ | £ |
| Incoming resources | | | |
| from generated funds: | | | |
| Voluntary income: | | | |
| Grants | 2 | 262,065 | 110,234 |
| Donations | | 3,925 | 865 |
| Investment income | 3 | 1,514 | 51 |
| | | ----- | ----- |
| | | 267,503 | 111,150 |
| from charitable activities: | | | |
| Income from live and flicks events | | 7,449 | 79,370 |
| | | ----- | ----- |
| Total incoming resources | | 274,952 | 190,520 |
| | | ----- | ----- |
| Resources expended | | | |
| Costs of generating funds | | | |
| Fundraising costs of grants and donations | 4 | 0 | 4,750 |
| Charitable activities | | | |
| Operation of live and flicks events | 4 | 203,375 | 190,177 |
| Governance costs | 4 | 3,609 | 548 |
| | | ----- | ----- |
| Total resources expended | | 206,984 | 195,475 |
| | | ----- | ----- |
| Net incoming resources | | 67,968 | (4,955) |
| Total funds brought forward | | 760 | 5,715 |
| Transfers to reserve funds | | (68,572) | 0 |
| | | ----- | ----- |
| Funds Carried Forward | | 157 | 760 |
| | | ===== | ===== |

Balance Sheet

| | <u>Notes</u> | <u>31.03.2021</u> | | <u>31.03.2020</u> |
|---|--------------|-------------------|----------|-------------------|
| | | £ | £ | £ |
| Fixed assets | | | | |
| Fixtures and fittings | 5 | 996 | | 365 |
| Flicks Equipment | 5 | 13,683 | | 15,920 |
| | | ----- | | ----- |
| | | | 14,678 | 16,285 |
| Current assets | | | | |
| Debtors | 6 | 1,542 | | 23,783 |
| Cash at Bank and in hand | | 161,288 | | 100,025 |
| | | ----- | | ----- |
| | | 162,830 | | 123,808 |
| Creditors: Amounts falling due within one year | 7 | 177,352 | | 139,332 |
| | | ----- | | ----- |
| Current assets less current liabilities | | | (14,522) | (15,524) |
| | | | ----- | ----- |
| Total assets less current liabilities | 9 | | 157 | 760 |
| | | | ===== | ===== |
| Restricted funds | 8 | | 157 | 760 |
| | | | ----- | ----- |
| Total funds | | | 157 | 760 |
| | | | ===== | ===== |

P Graham



Date: 29/12/2021

For and on behalf of the Board of the Trustees

NOTES TO THE FINANCIAL STATEMENTS

1 Accounting policies

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the charity's financial statements.

Basis of accounting

The financial statements have been prepared in accordance with applicable accounting standards and follow recommendations in Statement of Recommended Practice: Accounting by Charities.

Voluntary income and fundraising expenditure

Voluntary income represents amounts received and recorded at events and projects during the year. Except in the case of charity shops and fundraising events such as fetes and galas,

no costs of fundraising have been netted against voluntary income.

Fundraising expenditure represents the direct costs of fundraising and includes the salaries and other direct costs of fundraising staff. Publicity costs directly related to fundraising are included in the fundraising costs.

Fees, contributions and grants

These comprise amounts receivable during the year.

Investment income

This comprises interest received in the year.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings and Flicks equipment - 25% on reducing balance.

Taxation

No provision has been made for corporation tax or deferred tax as the charitable company is a registered charity and is therefore exempt.

Reserves

Reserve Funds are monies that has been set aside to cover unforeseen events such as equipment failures or renewals (Equipment Reserve), the major loss of funds (Stability Reserves) and a future fund to aid with broadening our income sources (Catalyst Reserves). A full reserves policy is available on request.

2 Grants

| | 31.03.2021 Restricted Funds £ | 31.03.2020 Restricted Funds £ |
|-------------------------|---|---|
| Local government grants | 10,934 | 0 |
| Other grants | 251,131 | 110,234 |
| | ----- | ----- |
| | 262,065 | 110,234 |
| | ===== | ===== |

3 Investment income

| | 31.03.2021 Restricted Funds £ | 31.03.2020 Restricted Funds £ |
|-------------------|---|---|
| Interest received | 1,514 | 51 |
| | ===== | ===== |

4 Analysis of charitable expenditure

| | Fundraising Costs | Charitable Activities | Governance Costs | Total 31.03.2021 | Total 31.03.2020 |
|----------------|------------------------------------|--|-----------------------------------|-----------------------------------|-----------------------------------|
| Artists fees | | 39,724 | | 39,724 | 85,511 |
| Salaries | | 87,549 | 5,000 | 92,549 | 55,528 |
| Overheads | | 3,656 | 2,296 | 5,952 | 7,220 |
| Project costs | | 60,382 | | 60,382 | 39,548 |
| Other expenses | | 52,970 | | 52,970 | 12,955 |
| | ----- | ----- | ----- | ----- | ----- |
| | 0 | 244,281 | 7,296 | 251,577 | 200,762 |
| | ===== | ===== | ===== | ===== | ===== |

5 Tangible fixed assets

| | Fixtures & fittings £ | Flicks Equipment | Total £ |
|--|--|-----------------------------|--------------------|
| Cost | | | |
| At 31 March 2020 | 17,055 | 138,253 | 155,308 |
| Additions | 861 | 921 | 1,782 |
| Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2021 | 17,916 | 139,173 | 157,089 |
| | ----- | ----- | ----- |
| Depreciation | | | |
| At 31 March 2020 | 16,691 | 122,333 | 139,023 |
| Charge for year | 230 | 3,158 | 3,388 |
| Eliminated on Disposals | | | 0 |
| | ----- | ----- | ----- |
| At 31 March 2021 | 16,921 | 125,491 | 142,411 |
| | ----- | ----- | ----- |
| Net Book Value At 31 March 2021 | 996 | 13,683 | 14,678 |
| | ===== | ===== | ===== |

6 Debtors

| | 31.03.2021 | 31.03.2020 |
|---------------|-------------------|-------------------|
| | £ | £ |
| Trade debtors | 1,542 | 23,783 |
| Other debtors | | 0 |
| | ----- | ----- |
| | 1,542 | 23,783 |
| | ===== | ===== |

7 Creditors: amounts falling due within one year

| | 31.03.2021 | 31.03.2020 |
|-------------------------------|-------------------|-------------------|
| | £ | £ |
| Trade creditors | 5,145 | 8,611 |
| Other creditors | (2,982) | 6,099 |
| Live project development fund | 3,000 | 0 |
| Film Rights Holding | 5,351 | 5,480 |
| Stability Reserve | 55,996 | 48,662 |
| Contingency Fund | 5,000 | 5,000 |
| Catalyst Reserves | 24,906 | 24,906 |
| Accruals | 0 | 0 |
| Deferred Income | 67,093 | 26,732 |
| Project Reserve Fund | 13,842 | 13,842 |
| | ----- | ----- |
| | 177,352 | 139,332 |
| | ===== | ===== |

8 Analysis net assets by fund

| | 31.03.2021 | | 31.03.2020 | |
|--------------------------------------|-------------------|--------------|-------------------|--------------|
| | Restricted | Total | Restricted | Total |
| Fixed assets | 14,678 | 14,678 | 16,284 | 16,284 |
| Current assets | 162,830 | 162,830 | 123,808 | 123,808 |
| Current liabilities | (177,351) | (177,351) | (139,332) | (139,332) |
| | ----- | ----- | ----- | ----- |
| | 157 | 157 | 760 | 760 |
| | ===== | ===== | ===== | ===== |
| | | | | |
| Reserves to fund future depreciation | 14,678 | 14,678 | 16,284 | 16,284 |
| Other reserves | (14,521) | (14,521) | (15,524) | (15,524) |
| | ----- | ----- | ----- | ----- |
| | 157 | 157 | 760 | 760 |
| | ===== | ===== | ===== | ===== |

9 Trustees remuneration and expenses

No remuneration directly or indirectly out of the funds of the charity was paid or payable for the year to any trustee or to any persons known to be connected to any of them.

No reimbursement of expenses has been made or is due to be made to any of the trustees in respect of the year.

10 Related party transactions

There were no related party transactions during the year.