

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

4 Analysis of charitable expenditure

	Fundraising Costs	Charitable Activities	Governance Costs	Total 31.03.2025	Total 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.