

Charity Number: 1191946



CROMER ARTSPACE CHARITABLE INCORPORATED ORGANISATION (CIO)

UNAUDITED

TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

The trustees present their annual report together with the financial statements for 1 January to 31 December 2023.

SECTION A

REFERENCE AND ADMINISTRATION DETAILS

Charity name

Cromer Artspace Charitable Incorporated Organisation (CIO)

Other names the charity is known by

Cromer Artspace

Registered charity number

1191946

Charity's principal address

The Chair
Art Deco Building
Western Promenade
Cromer
Norfolk
NR27 9FA

Names of the charity trustees who manage the charity

Philip Harris, Chair
Ruth Brumby
Barry Meadows
Sheila Robinson

Independent examiner of the accounts

Rosie Glasgow

SECTION B

STRUCTURE, GOVERNANCE AND MANAGEMENT

- **GOVERNING DOCUMENT**

Cromer Artspace Charitable Incorporated Organisation (CIO) adopted its constitution on 4 October 2020.

- **APPOINTMENT OF TRUSTEES**

Cromer Artspace's only voting members are its charity trustees.

Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO, who are elected and co-opted under the terms of the constitution.

- **ORGANISATIONAL STRUCTURE AND DECISION MAKING**

The trustees meet monthly. They have, or are in the process of developing, written policies governing privacy, equal opportunities, health and safety, safeguarding, conflict of interest, private benefit and the allocation of reserve funds.

The trustees have established a number of Project Teams to oversee different aspects of the organisation's activities as follows:

- Artspace on the Prom Building
- Programming
- Bigger Picture
- Volunteering

Each Project Team includes a lead trustee and regular reports are presented to the trustees on progress with plans and to seek approval for any changes.

During the year, the trustees decided to change and widen the purpose and brief of the Advisory Committee. This has now been re-named the Advisory Forum and meets quarterly with an invited group of local people and professionals for discussions about plans for the future of Cromer Artspace and to build future partnerships and collaborations.

- **VOLUNTEERS**

During 2023, 50 people volunteered with Cromer Artspace in a number of different roles, including:

- Exhibition Support Volunteer/invigilator
- 'Adopt a Picture' volunteer for the Bigger Picture Project
- Project Team member
- Finance and Admin
- Advisory Committee/Advisory Forum
- Trustee

Volunteers have also helped with one-off tasks, particularly small maintenance works and helping with decorating the Artspace on the Prom and getting it ready to open, hanging artworks, catering at events, distributing leaflets and fliers.

SECTION C

OBJECTIVES AND ACTIVITIES

• OBJECTIVES

Cromer Artspace CIO was entered on the Register of Charities on 22 October 2020 with charitable objects:

To advance education for the benefit of the public by the promotion of the arts, in but not exclusively, visual arts and combined arts activities.

There have been no changes in the objects since registration of the charity.

During the year the trustees have developed an ethos statement that expands on the charity's objects:

Cromer Artspace has been established to:

- be a community-focused arts organisation, extending and enhancing the creative and cultural experience of residents and visitors to Cromer
- provide accessible, sometimes provocative and sometimes challenging exhibitions of work by local, national and international artists to a broad constituency of audiences and stakeholders
- celebrate inclusion and participation in the arts by offering opportunities for the community of residents and others to actively engage with artists and the arts, through accessible exhibitions, workshops and other events
- provide opportunities and support for artists to grow and develop
- be a cultural reference point, playing an active role in the network of contemporary arts organisations in the town, region and beyond
- bring new purpose and energy to the cultural heritage of Cromer and the region.

• MAIN ACTIVITIES UNDERTAKEN FOR THE PUBLIC BENEFIT IN RELATION TO THESE OBJECTS

In 2023 Cromer Artspace supported the delivery of educational arts events and opportunities in a range of settings, including a building leased from North Norfolk District Council, the Artspace on the Prom, which is used for exhibitions and workshops. Activities delivered during the year were:

- Exhibitions, talks and workshops at the Artspace on the Prom
- Displays of artworks and workshops in other venues around town
- The Bigger Picture, an exhibition around the town in partnership with the National Gallery
- Film series showing films from the National Gallery and Living Knowledge Network linked to the Bigger Picture

These activities were informed by the guidance issued by the Charities Commission on public benefit.

SECTION D

ACHIEVEMENTS AND PERFORMANCE

• MAIN ACHIEVEMENTS AND ACTIVITIES OF THE CHARITY

1. Artspace on the Prom

The Artspace on the Prom opened for its second season in 2023. This Art Deco building on the West Prom in Cromer is leased from North Norfolk District Council, and after two years occupancy under a licence agreement, a 15 year lease was signed at the end of 2023.

The trustees have embarked on a major fundraising programme to fund a series of improvements to the building. Funding was secured from the Norfolk Coastal Partnership to fund the installation of an access ramp, which was installed in time for the opening of the season in April 2023. Funding has also been secured from the Government Community Ownership Fund, match funded by North Norfolk District Council, for works to seal the roof and this work is due to take place over the 23/24 winter.

Sixteen exhibitions were held between March and October. Artists submit proposals for their own exhibitions and some exhibitions are organised by Cromer Artspace. An independent panel selects the exhibitions for the programme to ensure a mix of artists and media. As well as shows by individuals and groups of artists, Cromer Artspace organised the following:

- Fundraising Auction show with work donated by 78 artists and which raised £5172 for Cromer Artspace funds
- Print Show showing work by 74 print makers, accompanied by prints on display in other venues around town, and workshops in different locations, including Cromer Museum and the Co-op.
- Portrait Show showing portraits by local and national artists
- Open Call Exhibition 'Colour' with 128 submissions and 29 artists' work exhibited
- 16 workshops linked to different exhibitions, including Family Print Workshops, Making and Using Natural Inks, Print and Prosecco

Most artists give a talk during the period of their exhibitions and members of the public are invited to go along to find out more about the artists and their work.

Around 10500 visitors visited the Artspace on the Prom in 2023. Many visitors left comments such as:

'Lovely to see such high quality art at the beach. Very impressed.'

'Great variety of style and medium - lovely to have a chance to see art in such a fantastic setting'

'We are so happy to be able to visit this gallery with a great range of exhibitions - thank you for the ramp'

'Wonderful range of artists and techniques. Illuminating and inspiring exhibition'

‘Lovely surprise for people just following the esplanade. Perfect building for this sort of show - really varied and interesting work’

2. Bigger Picture

The second Bigger Picture project continued into 2023, coming to an end in September 2023. Bigger Picture 2, ‘Pictures Around Cromer - The National Gallery Collection’, consisted of 30 life-sized reproductions of pictures from the National Gallery which were displayed in a range of outdoor locations, such as in seafront shelters, on the pier, at the bus station and on the walls of shops, offices and public toilets around the town. A leaflet was produced to show the location of the pictures, with a brief description displayed next to each picture and a link to more information on a dedicated website. A downloadable family trail was developed and links were made with local schools with the support of the National Gallery’s Learning Team.

5 guided walks were led by volunteers to introduce the pictures, attended by 57 attendees. A partnership with Cromer Library enabled monthly film screenings to take place during the life of the exhibition, showing a series of films from the National Gallery and Living Knowledge Network collections. 6 screenings took place, with a total of 73 attendees.

In a letter, the Director of the National Gallery, Gabriele Finaldi, said

‘We are deeply indebted to Cromer Artspace for hosting this unique tour. Without your support, this incredible collection of artworks would not have been able to be seen in Cromer, inspiring so many new audiences beyond the National Gallery in London. On behalf of the National Gallery, we thank you and your colleagues for making this touring exhibition possible.’

120 people completed an online survey about the Exhibition and 90% of respondents rated it as ‘excellent’, with many asking for more. When asked what they particularly liked about the exhibition, responses included:

‘the fact that we could see the pictures in the open air without having to go to a gallery’

‘The fact that so many people look at artwork during the course of an ordinary day’

‘I think it’s very educational I show and tell my kids about these lovely pictures. They also make the town look very cheerful along with everything else I think it’s been really nice to see these art works around. They stand out and make you stop and think.’

‘love looking at art pieces. The information about each painting is very helpful and broadens ones knowledge.’

Some of the pictures from the two Bigger Picture exhibitions will be made available on loan to local schools and community groups so that they can continue to be enjoyed by local people. The first two paintings have been loaned to Cromer Primary School at the end of 2023.

Work is underway to identify a gallery partner for the next Bigger Picture project, planned for autumn 2024. In the meantime a joint project with Cromer Museum will see 12 ‘Heritage

Boards' on display around the town. Funded by the National Lottery Heritage Fund, and developed in collaboration with local schools and community groups, the boards display different aspects of Cromer Museums' collection, including photographs, paintings and postcards.

PUBLIC ENGAGEMENT AND FEEDBACK

Local people and visitors have been asked for their feedback about Cromer Artspace Activities during the year. People have had the opportunity to feedback through:

- The visitors book at the Artspace on the Prom
- One off evaluations after events
- An ongoing opportunity to feedback about the Bigger Picture Project
- Through the website
- Posting and commenting on Social Media.

Six community groups, Queer Norfolk, About with Friends, Friends of Cromer Museum, Cromer Young Interpreters, Cromer Junior School and Merchant's Place, helped to select the images on display as part of the Heritage Spaces exhibition around the town.

The trustees continue to look for opportunities to involve and work with different groups from within the local community and beyond.

MARKETING AND PROMOTION

During the year, the following methods were used to promote Cromer Artspace and its activities:

Programme - 5000 copies of the programme of exhibitions at the Artspace on the Prom were distributed

Website - The website contains details of the exhibitions and other Cromer Artspace news. During 2023 the website had around 17000 visitors who viewed around 60,000 pages.

Print Media - Cromer Artspace activities were covered in a range of local and regional publications including Eastern Daily Press, North Norfolk News, Just Cromer, Crab Tales. Cromer Times.

Social Media - Cromer Artspace currently has over 1400 followers on Facebook, 1487 followers on Instagram and 432 followers on X (Twitter)

Newsletters - a regular newsletter has been sent to 626 Cromer Artspace supporters and a regular newsletter has also been sent to the volunteer team.

FUTURE PLANS

The trustees have reviewed the Strategic Plan and the activities planned for the next two years. Activities in 2023 will be delivered under the banner of 'Cromer Connects' in line with the following aims:

- Contribute to the development of art practice and theory
- Exhibit world class, varied and innovative contemporary art in Cromer
- Cromer Artspace to be recognised regionally and nationally by artists, arts organisations and visitors
- Support regeneration of Cromer
- Engage with the Cromer community and visitors
- Contribute to wider local plans
- Ensure sustainability and growth of Cromer Artspace as an organisation
- Engage with more diverse audiences, develop more diversity in programming, increase diversity in the team
- Contribute to climate action and environmental responsibility

SECTION E

FINANCIAL REVIEW

FINANCIAL RISK MANAGEMENT, OBJECTIVES & POLICIES

Cromer Artspace is still a relatively new charity having completed its third year of operation. The Trustees are responsible to ensure that the charity is financially robust and has the funds it needs to deliver its plans and meet its commitments. The Trustees have reviewed their plans and considered the future opportunities and risks facing the charity.

With the above in mind, they have identified the need to build up funds to provide for both planned and unexpected expenditure and have implemented a Reserves Policy as follows:

Cromer Artspace Reserves Policy In relation to the general operating costs of the charity, it has been decided to hold a total of £6,000 for the year ending December 2023. In addition, it has been agreed to hold a total of £2,000 for future maintenance costs.

With the above in mind, reserves held total:

General Operating Costs:	£6,000
Future Maintenance Costs:	£2,000

Total	£8,000

The reserves are shown in the balance sheet as deducted from the overall Unrestricted Funds held by the charity.

Responsibility

Responsibility for this policy and its implementation lies with the Treasurer and ultimately with the Trustees.

Review

This policy is reviewed regularly and updated as required but in any event, to be reviewed within 6 months of the year end

KEY FINANCIAL PERFORMANCE INDICATORS

Total income was £51,101 in 2023. Of this:

- 58% i.e. £29,620 came from grants.
- 1% i.e. £713 came from donations.
- 41% i.e. £20,768 came from sales/charitable activities.

Total expenditure was £24,700 in 2023.

The allocations for unrestricted funds were as follows:

- 2% i.e. £393 on organisation, marketing and fundraising.
- 53% i.e. £13,108 on expenditure for charitable activities.

The allocations for restricted costs were as follows:

- £3,699 on expenditure for charitable activities specifically for the Bigger Picture 3 project.
- £7500 on expenditure for the deposit on the ramp for the Art Deco building.
- This equates to 45% i.e. a total of £11,199 of restricted costs.

The restricted funds in the financial statements represent the following:

- £29,620 in respect of the grants received.
- £206 in respect of donations received specifically for the ramp at the Art Deco building.
- £1,552 balance brought forward from the previous financial year.

The net result is a surplus of £42,988 allocated as follows:

	Unrestricted Funds	Restricted Funds
Core	£4,139	0
Bigger Picture 2 Project	£4,583	0
Bigger Picture 3 Project	0	£4,421
Art Deco Building Project	£14,087	£15,758
Total Funds held	£22,809	£20,179

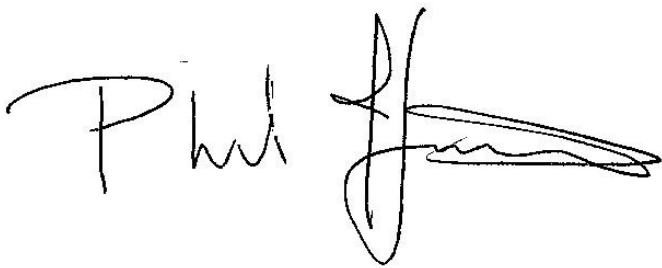
GOING CONCERN

After making appropriate enquiries, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. For this reason, they will continue to adopt the going concern basis in preparing the financial statements.

SECTION F
DECLARATION

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees by

A handwritten signature in black ink, appearing to read 'Phil Harris', with a stylized flourish extending to the right.

PHILIP HARRIS

Chair

DATE



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent Examiner's Report on the Accounts

**Report to the trustees/
members of**

Cromer Artspace CIO

On accounts for the year ended

31 December 2023

Charity no

1191946

Set out on pages

15 - 21

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2023.

**Responsibilities and basis of
report**

As the charity trustees, you are responsible for the preparation of the accounts in accordance with 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 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's
statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect,:

- the accounting records were not kept in accordance with section 130 of the Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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.

Signed:

Date:

25 July 2024

Name:

Rosemary Glasgow

**Relevant professional
qualification(s) or body:**

CROMER ARTSPACE CIO

Address: 37 Alexandra Road, Sheringham
Norfolk, NR26 8HU

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2023

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2023	2023	2023	2022
Note		£	£	£	£
	INCOME FROM:				
1	Voluntary income	507	29,826	30,333	18,845
2	Charitable activities	20,768	0	20,768	13,155
	TOTAL INCOME	21,275	29,826	51,101	32,000
	EXPENDITURE ON:				
	Raising funds:				
3	Voluntary income	290	0	290	798
4	Other charitable activities	13,211	11,199	24,410	17,309
5	Governance	0	0	0	0
	TOTAL EXPENDITURE	13,501	11,199	24,700	18,107
	NET PROFIT / LOSS	7,774	18,627	26,401	13,893
	NET MOVEMENT IN FUNDS	0	0	0	0
	RECONCILIATION OF FUNDS:				
	Total funds brought forward	15,035	1,552	16,587	2,694
	TOTAL FUNDS CARRIED FORWARD	22,809	20,179	42,988	16,587
			2023		2022
Note			£		£
	CURRENT ASSETS				
	Cash in bank and in hand		42,988		16,587
	NET ASSETS		42,988		16,587

CROMER ARTSPACE CIO

CHARITY FUNDS

Restricted funds	20,179	1,552
Unrestricted funds	14,809	15,035
Reserves: General Operating Costs	6,000	0
Reserves: Future Maintenance Costs	2,000	0
TOTAL FUNDS	42,988	16,587

	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
	2023	2023	2023	2022
Note	£	£	£	£
1 Voluntary income				
1.1 Donations	507	206	713	10,625
1.2 Grants	0	29,620	29,620	8,000
1.3 Sponsorship and advertising	0	0	0	220
Total voluntary income	507	29,826	30,333	18,845
1.1 Donations				
Just Giving	0	0	0	1,552
Co-op	0	0	0	1,369
Gift Aid	0	0	0	360
Naked Wines	0	0	0	1,000
Cash	0	0	0	144
National Gallery - in kind.	0	0	0	4,200
Other	0	0	0	5
Individuals	507	206	713	1,995
Total donations	507	206	713	10,625
1.2 Grants				
Norfolk Coastal Partnership	0	20,000	20,000	0
Cromer Town Council	0	1,000	1,000	2,500
Crab & Lobster	0	500	500	0
National Heritage	0	8,120	8,120	0
North Norfolk District Council	0	0	0	2,500
National Gallery	0	0	0	2,000
Norfolk County Council	0	0	0	1,000
Total grants	0	29,620	29,620	8,000

CROMER ARTSPACE CIO

1.3 Sponsorship and advertising

Hansells	0	0	0	120
Arnold Keys LLP	0	0	0	100
	0	0	0	
Total sponsorship and advertising	0	0	0	220

	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
	2023	2023	2023	2022
Note	£	£	£	£
Income from charitable activities				
2				
2.1 Festival Project	0	0	0	2,416
2.2 Bigger Picture II Project	360	0	360	0
2.3 Building Project	20,408		20,408	10,739
2.4 Bigger Picture III	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
Total income from charitable activities	20,768	0	20,768	13,155

Income from charitable activities

2.1 Festival Project				
Ticket sales	0	0	0	2,071
Collections	0	0	0	345
Total Festival Project	0	0	0	2,416
2.2 Bigger Picture II Project				
Mary Janes	250	0	250	0
Walks	110	0	110	0
Total Bigger Picture II Project	360	0	360	0
2.3 Building Project				
Auction	5,149	0	5,149	7,444
Open Call	1,498	0	1,498	904
Workshops	615	0	615	304
Exhibitions	2,230	0	2,230	2,087
Print Fair	6,369	0	6,369	0
Raffle	3,263	0	3,263	0
Electricity Refunds	825	0	825	0
Rates Rebate	7	0	7	0

CROMER ARTSPACE CIO

	Balance Transfer from Festival Project	452	0	452	0
	Total Building Project	20,408	0	20,408	10,739
2.4	Bigger Picture III	0	0	0	0
		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2023	2023	2023	2022
Note		£	£	£	£
3	Costs of raising funds				
3.1	Organisation	393	0	393	798
3.2	Fundraising	0	0	0	0
3.3	Marketing and promotion	0	0	0	0
	Total costs of raising funds	393	0	393	798
3.1	Organisation				
	Volunteer expenses	0	0	0	0
	Admin and meetings	78	0	78	405
	Banking	72	0	72	82
	Subscriptions	30	0	30	30
	Insurance	103	0	103	42
	Training	0	0	0	239
	Website	110	0	110	0
	Total organisation costs	393	0	393	798
3.2	Fundraising				
		0	0	0	0
	Total fundraising costs	0	0	0	0
3.3	Marketing and promotion				
		0	0	0	0
	Total marketing and promotion costs	0	0	0	0
		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2023	2023	2023	2022
Note		£	£	£	£
4	Costs of charitable activities				
4.1	Bigger Picture I Project	0	0	0	471
4.2	Festival Project	567	0	567	2,441
4.3	Bigger Picture II Project	524	0	524	9,161
4.4	Building Project	12,017	7,500	19,517	5,236
4.5	Bigger Picture III Project	0	3,699	3,699	0
	Total costs of charitable activities	13,108	11,199	24,307	17,309

CROMER ARTSPACE CIO

Note		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2023 £	2023 £	2023 £	2022 £
4.1	Bigger Picture I Project				
	Catering	0	0	0	72
	Hall Hire	0	0	0	180
	Invitations/paper/stamps	0	0	0	43
	Printing and installation costs	0	0	0	111
	General	0	0	0	65
	Total Bigger Picture I Project	0	0	0	471
4.2	Festival Project				
4.2.1	Performer and workshop leader fees	0	0	0	1,316
	Venue hire	0	0	0	400
	Artists	0	0	0	345
	Refreshments	0	0	0	64
	Kitchen Utensils	0	0	0	54
	Marketing	115	0	115	262
	Balance Transfer to Building Project	452	0	452	0
	Total Festival Project	567	0	567	2,441
4.3	Bigger Picture II Project				
	Artwork printing and installation costs	509	0	509	4,340
	Leaflet design and print	0	0	0	488
	Commercial Images - in kind	0	0	0	4,200
	Travel	0	0	0	92
	Final show hall hire	0	0	0	30
	Art materials	15	0	15	0
	Refreshments	0	0	0	11
	Total Bigger Picture II Project	524	0	524	9,161
4.4	Building Project				
	Broadband	295	0	295	147
	Rates	237	0	237	
	Electricity	1,644	0	1,644	367
	Electric Meter	14	0	14	
	Ramp	0	7,500	7,500	
	Kitchen Items	59	0	59	
	Planning Costs	117	0	117	627
	Paints & Painting Works	2,231	0	2,231	
	Buildings Maintenance	370	0	370	547
	Fire Servicing	104	0	104	
	Licence fees	40	0	40	25

CROMER ARTSPACE CIO

IT	83	0	83	
Advertising & Marketing	1,223	0	1,223	
Three Rings	204	0	204	
Badges	47	0	47	54
Print Workshops	378	0	378	
Print Fair Costs	4,212	0	4,212	
Portrait Exhibition	405	0	405	
Venue Hire	50	0	50	
Curator Fee	100	0	100	
Refund	100	0	100	
Refreshments	14	0	14	15
Heater Hire	0	0	0	355
Fire Equipment	0	0	0	180
Handrail installation	0	0	0	900
Professional architect costs	0	0	0	198
Legal fees	0	0	0	496
Electrical works	0	0	0	405
Tables	0	0	0	230
Dehumidifier	0	0	0	420
Signage/flyers	0	0	0	179
Printing/stationary/post	0	0	0	91
Sundries	90	0	90	

Total Building Project	12,017	7,500	19,517	5,236
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4.5	Bigger Picture III Project			
	Staffing Support Museum	0	3,540	3,540
	Prints	0	159	159
	Totals	0	3,699	3,699

4.2.1 Performer and workshop leader fees

	Spirit of Place	0	0	0	250
	Jazz Night	0	0	0	170
	Fiasco Quartet	0	0	0	510
	Poetry Workshop	0	0	0	76
	Friends of Cromer	0	0	0	185
	Museum	0	0	0	
	Textiles Workshop	0	0	0	80
	Drawing Workshop	0	0	0	45
		0	0	0	1,316

Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
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CROMER ARTSPACE CIO

Note	2022 £	2022 £	2022 £	2021 £
5 Governance				
Accountancy	0	0	0	0
Honoraria	0	0	0	0
Total governance costs	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>