

What a Wonderful World Trustee Report

AGM November 16 2023

The What a Wonderful World Trust has just completed its second full year of operation, having been registered with the Charities Commission as a Community Interest Organisation in August 2021. Its mission is to use arts and science festivals and similar events to educate the public of all ages in Northumberland and the surrounding areas on the subjects of climate change and biodiversity loss, including their potential impacts and how they may be addressed.

In June 2023 WaWW delivered its second full weekend festival at Alnwick Playhouse and The Alnwick Garden. Highlights included a sell-out concert from Scottish folk artist Karine Polwart and a packed theatre for 'Watershed', a dance and drama production by students from two local first schools and the Alnwick Duchess High School. Other well-attended events included a 'Deep Dive into Water' where speakers from our local water company, two local charities, a farmer and the National Trust explored the issues of water pollution and the challenges of restoring the marine and riverine environment through partnership working. Poets met at a local nature reserve to perform their work to an appreciative audience and in the Playhouse gallery viewers were moved by an exhibition of small collage art works highlighting climate issues. Films put a spotlight on the oil industry and the problems of marine pollution, and a session on 'Imagining the Future' looked for hopeful solutions to some climate emergency challenges and included a moving contribution from a 22-year old.

We undertook an audience survey over the Festival weekend with questionnaires given out at each event at the Alnwick Playhouse. Tickets at the Playhouse were for individual events. We sold a total of just over 800 tickets but as some people went to several events, we estimate that some 500 people attended. 217 survey forms were returned representing about 40% of the audience, a very high response for an audience survey.

The average score for event quality across all events was 4.8 (where 5 was excellent and 1 poor) i.e. the majority thought the event they attended was excellent. We also asked to what extent people thought the event affected their understanding of the climate and biodiversity emergencies. The average was 3.7 (5 was very significantly and 1 not at all) i.e. most people did feel the event increased their understanding. The scores probably also showed that some of the audience were already well aware of the problems. Interestingly the response from the audience for Watershed was 4.4 i.e. they felt their understanding was more significantly increased. The audience for Watershed was mainly the parents of the young people performing including 2 *whole* classes (i.e. not selected in any way) from local primary schools and thus represents a wide cross section of our community.

The survey also captured audience comments which demonstrated how the arts can impart knowledge in a different way. There were many deeply appreciative comments on Karine Polwart's concert: "Such a special event of unique, gentle power – deep and thought-provoking about climate change." 'Arts and music always has a way to widen knowledge and tie up various strands and topics together.' A young audience member for Watershed commented: 'I loved that kids my age are performing on a big stage in front of so many people. Now I know how I can help the world.'

Our publicity profile was higher this year, with several substantial features in the main regional newspaper (The Newcastle Journal) and our local paper, and an increasing presence on social media. WaWW's profile was boosted even more when we won the Best Climate Change Project at the Northumberland County Council Love Northumberland awards, hosted by the Duchess of Northumberland.

Ticket prices were kept as low as possible to encourage wider participation and this worked well in terms of larger audiences. The increased audience size meant that we also did better than breaking even, and go forward to 2024 with a slight surplus. Detail is provided in the Financial Report.

Huge thanks are due to Damian Cruden the CEO and Artistic Director of Alnwick Playhouse and all his staff, who worked very hard to ensure the Festival could go ahead as planned despite a major technical issue with the main auditorium shortly before the Festival. Also to The Alnwick Garden management and staff and to Northumberland Wildlife Trust at Hauxley Nature Reserve for hosting Poets in the Wild. Thanks are also due to our funders: Alnwick Town Council, Barter Books, The Joicey Trust, Sir James Knott Trust, Northumberland Estates, ERG Robinson Charitable Trust.

The 2024 Festival is already scheduled for June 28-30 2024. The team has exciting plans to make the Festival even better, but is well aware of the risks of trying to grow too fast, given our small size. The trustees and organizing team recently held a Strategy Meeting to start to envision our future over the next few years, and will be working to map out an approach which allows us to develop in a sustainable way. To this end, the board of trustees will be actively looking to recruit new trustees, from across the age, gender and diversity spectrum, who are passionate about our mixed arts and science approach to climate education and who have relevant skills or experience such as fundraising, publicity, additional arts experience and wider natural history knowledge.

Chris Algar

Chair of Trustees What a Wonderful World Trust



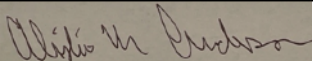
CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name				No (if any)		CC16a
What a Wonderful World Trust				1195577		
Receipts and payments accounts						
For the period from		Period start date		To	Period end date	
		2022 11. 01			2023 11 01	

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Alnwick Town Council	1,440	-	-	1,440	750
Northumberland County Council	250	-	-	250	-
Joicey Trust	1,600	-	-	1,600	-
Sir James Knott Trust	2,000	-	-	2,000	-
The Robinson Family Trust	1,000	-	-	1,000	-
Other trusts etc				-	9,785
Barter Books	300			300	200
Pennine Forest	- 0			-	300
Private Donations	1,250			1,250	10,100
St Michaels School Alnwick	150			150	
Swahsfield Park School Alnwick	150			150	
Ticket income Alnwick Playhouse	3,178			3,178	-
Interest on CAF Bank Account	22			22	4
	- 0	-	-	-	-
Sub total(Gross income for AR)	11,341	-	-	11,341	21,139
A2 Asset and investment sales, (see table).					
	- 0	- 0	- 0	-	- 0
Sub total	- 0	- 0	- 0	-	- 0
Total receipts	11,341	- 0	- 0	11,341	21,139
A3 Payments					
Speakers and Artists fees	£6365.00	-	-	6,365	8,950
Speakers and Artists expenses	£198.69	-	-	199	591
Film Hire	£172.20	-	-	172	-
Taste of Northumberland event	£200.00			200	200
Print	£923.99			924	833
Adverts	£244.75			245	225
Photographer & media advice	£1600.00	-	-	1,600	1,100
Video Services	£0.00			-	810
Cultivation event	£0.00			-	150
Hall Hire	£0.00			-	240
Bank Costs	£60.00	-	-	60	91
		-	-	-	-
Sub total	9,765	-	-	9,765	13,190
A4 Asset and investment purchases, (see table)					
	- 0	- 0	- 0	-	
	- 0	- 0	- 0	-	
Sub total	- 0	- 0	- 0	-	- 0
Total payments	9,765	- 0	- 0	9,765	13,190
Net of receipts/(payments)	1,576	-	-	1,576	7,949
A5 Transfers between funds	- 0	-	-	-	-
A6 Cash funds last year end	7,952	-	-	7,952	-
Cash funds this year end	9,528	-	-	9,528	7,949

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds		9,528	-	-
		-	-	-
		-	-	-
	Total cash funds	9,528	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval
		ALISTAIR M ANDERSON		2023 11 16