

CREATIVITY ACADEMY

England & Wales · Charity number 1204206

Details

Status Registered

Legal form CIO

Registered 2023-08-03

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

Contact

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1
West Street
Alford
Lincolnshire

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Activities

Objects: THE ADVANCEMENT OF EDUCATION FOR THE PUBLIC BENEFIT BY THE PROVISION OF WORKSHOPS AND TEACHER TRAINING WHICH WILL DEVELOP CHILDREN'S AND YOUNG PEOPLE'S INDIVIDUAL SKILLS AND CAPABILITIES, IN PARTICULAR, IN CREATIVE THINKING, COMMUNICATION, SELF-EXPRESSION AND SELF-CONFIDENCE.

Activities: The advancement of education for the public benefit through workshops and teacher training to develop children and young peoples skills in creative thinking communication self expression and self confidence

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Children/young People

Geography

- Lincolnshire

Finances

Period end	Income	Expenditure	Assets	Employees
2024-08-31	£81,561	£16,847	-	-

Trustees

Name	Role	Appointed
Susan Mary Belton	Chair	2023-08-03
Dr Ross Hamilton		2023-08-03
Jack Norris		2023-08-03
Linda Katrina Richardson		2023-08-03
Thomas Shaw		2024-09-25

CREATIVITY ACADEMY

England & Wales - Charity number 1204206

Accounts

Charity registration number: 1204206

CREATIVITY ACADEMY

UNAUDITED ACCOUNTS FOR THE YEAR ENDED

31ST AUGUST 2024

CREATIVITY ACADEMY

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CREATIVITY ACADEMY

Trustees Annual Report

Charity Name: Creativity Academy
Registered Charity Number: 1204206
Reporting Period: 3 August 2023 - 31 August 2024
Charity Address: 1 West Street, Alford, Lincolnshire, LN13 9DG

Trustees

The trustees who served during the reporting period were:

- Susan Mary Belton
- Dr Ross Hamilton
- Linda Katrina Richardson
- Jack Norris

Structure, Governance and Management

Creativity Academy is constituted as a charitable trust and is governed by its governing document. The trustees are responsible for setting the strategic direction of the charity and ensuring it operates in line with its objectives.

Charitable Objectives and Public Benefit

The charity's object is the advancement of education for the public benefit through workshops and teacher training to develop children and young people's skills in creative thinking, communication, self-expression and self-confidence. The trustees confirm they have had due regard to the Charity Commission's guidance on public benefit in exercising their duties.

Activities and Achievements

During the reporting period, Creativity Academy delivered a range of creative workshops for children and collaborated with schools and educators to enhance creative engagement. The charity also collected and analysed feedback to demonstrate the effectiveness of its work.

Financial Review

During the period, the charity received a total of £81,650.60 in donations and incurred £16,846.88 in payments for freelance services and administration. At the end of the period, unrestricted funds held were £64,714 and the charity operated entirely using unrestricted funds. Funds held are to be used to support charitable activities and a positive bank balance was maintained throughout the period.

Plans for the future

The charity intends to expand its programme of workshops, build relationships with additional schools in the region, and secure long-term funding to support its mission.

Declaration

30-Jun-2025 | 16:40 BST

Approved by the trustees on _____ and signed on their behalf by:

Signed by:



Name: Susan Belton

Position: Chair of Trustees

CREATIVITY ACADEMY

Independent Examiner's Report to the trustees of Creativity Academy

I report to the Charity Trustees on my examination of the accounts of the Company for the year ended 31 August 2024.

Responsibilities and basis of report

As the Charity's Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your Charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared the accounts in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but as been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

.....
Adam Millson ACA
Chartered Accountant
Institute of Chartered Accountants in England & Wales

Waynflete House
139 Eastgate
Louth
Lincolnshire
LN11 9QQ

Date:.....

CREATIVITY ACADEMY

UNAUDITED INCOME AND EXPENDITURE ACCOUNT

3RD AUGUST 2023 TO 31ST AUGUST 2024

	2024	
	General Fund	
INCOME	£	£
Donations	81,561	
		81,561
 EXPENDITURE		
Freelance services	16,680	
Insurance	167	
		16,847
Surplus / (Deficit) of income over expenses		64,714

CREATIVITY ACADEMY
UNAUDITED STATEMENT OF ASSETS
AS AT 31ST AUGUST 2024

2023

£
Unrestricted
funds

Accumulated Fund at 3rd August 2023	
Surplus / (Deficit) of income over expenses	64,714
	<hr/>
Balance at 31st August 2024	64,714
	<hr/>

Statement of assets

Cash funds

Cash in hand	64,714
	<hr/>
	64,714

In accordance with the engagement letter dated 19th June 2025 I approve the financial information which comprises the Income and Expenditure Account, Statement of Assets and associated notes. I acknowledge my responsibility for the financial information, including the appropriateness of the applicable financial reporting framework.

Signed by:

.....FA4FB39EAD09401.....

Signed:
Dated: 30-Jun-2025 | 16:40 BST

CREATIVITY ACADEMY
NOTES TO THE ACCOUNTS

1 Charity Status

Creativity Academy (the Charity) is a Charitable Incorporated Organisation domiciles in the United Kingdom.

The address of its registered office is:

1 West Street
Alford
Lincolnshire
LN11 9DG

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principle accounting policies applies in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Statement of compliance

Statement of compliance The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Basis of preparation

Creativity Academy meets the definition of a public benefit entity. The Charity has decided to prepare the accounts under the receipts and payments basis.

Fund accounting policy

The charity has one fund, as disclosed at note 2. They are unrestricted income funds, available for use at the trustees' discretion in furtherance of the objectives of the charity.

Incoming resources

Voluntary income including donations and gifts is recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability.

Resources expended

Charitable expenditure comprises those costs paid by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

2 Analysis of funds

	At 3 Aug 2023	Incoming Resources resources expended	Transfers	At 31 Aug 2024
General funds				
General fund	-			-
Reserves (unrestricted)	-	81,561	(16,847)	64,714
	<u>-</u>	<u>81,561</u>	<u>(16,847)</u>	<u>- 64,714</u>



CREATIVITY ACADEMY

Charity Name: Creativity Academy
Charity Registration Number: 1204206
Reporting Period: 3 August 2023 – 31 August 2024

The charity's purpose, as set out in its governing document, is the advancement of education for the public benefit. This is achieved through the delivery of workshops and teacher training designed to support the development of children's and young people's individual skills and capabilities — particularly in the areas of creative thinking, communication, self-expression and self-confidence.

Our core focus this year was bringing professional creativity workshops into primary schools, inspiring pupils through hands-on and imaginative learning experiences. We delivered:

- 5 Teacher Training Sessions
- 5 Launch Assemblies
- 20 Creativity Workshops
- 40 Playground Visits
- 15 After-School Sessions
- 5 Award Assemblies

We interacted with 808 students and over 70 members of staff.

The trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning its activities.

The charity's work is focused in East Lindsey, Lincolnshire. This rural and coastal area has high levels of social and economic deprivation. By delivering high-quality creative workshops and teacher training, the charity helps to reduce barriers to educational and personal development for children and young people who may otherwise have limited access to such opportunities.

Through a focus on creative thinking, communication, self-expression and self-confidence, the charity contributes to the broader educational and emotional wellbeing of its beneficiaries, ensuring that its activities deliver meaningful and lasting public benefit.

A summary of what the charity achieved during the year:

This year we divided our process into a three year program. Years one and two have been quite well defined and so we focused on what the goal was for year three. From this came the practical application of creativity in the form of entrepreneurship. We devised a series of workshops designed to inspire young people to see that they could earn money from their ideas.

This resulted in several wonderful examples of young peoples' ingenuity.

We made contact with a publisher who is interested in producing a book on entrepreneurship for young people with the working title "Mini Boss". This would be in collaboration with children that find the subject interesting.

Brief overview of financial performance:

Total income for the year: £1,560.60

Total expenditure for the year: £16,846.88

The trustees have a Reserves Policy which aims to maintain free reserves at a level which ensures the charity can continue its activities in the event of a significant drop in funding. Our minimum reserve level is £14,000 - equivalent to 6 months operating costs. The total reserves are currently greater than this. This is due to a significant one-off unrestricted donation received in 2023, which was given to provide longer-term financial security and to enable the charity to plan with confidence. These additional reserves are not designated for a specific purpose, but they serve a strategic function by:

Providing a financial buffer to maintain services over several years

Supporting the charity through periods of funding uncertainty

Allowing space to grow, innovate, and improve the charity's impact

During the reporting period, the charity has been generously supported by a small number of significant individual donations, primarily from personal contacts of the founder. These contributions have played a crucial role in establishing and delivering the charity's initial programme of work.

Looking ahead, the trustees plan to diversify the charity's income by seeking grants from trusts, foundations, and other funding bodies. This approach aims to support the long-term sustainability and independence of the charity's work.

Structure, Governance and Management

The charity is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission on 3 August 2023. It is governed by a constitution which sets out the charity's objects and the powers of the trustees.

Trustees are appointed in accordance with the charity's governing document. New trustees receive an induction and are supported in understanding their responsibilities. During this period, one trustee was appointed. Tom Shaw was head of Chapel Primary School and saw the impact of the work we did there over a two year period. Prior to that he had worked with Sue Belton at Willoughby Primary School and knew of the Creativity Academy from its inception. His understanding of our growth and experience as a teacher and head teacher made him an ideal candidate for a Creativity Academy trustee.

We are constantly on the look out for people within the community that could contribute to our ethos.

Trustee Meetings and Decision-Making

The trustees meet as needed throughout the year to oversee the charity's activities, make key decisions, and ensure good governance. While meetings are held on an ad hoc basis rather than at fixed intervals, trustees remain in regular contact and are actively engaged in the charity's development and strategic planning. Day-to-day operations are delegated to Ben Keaton.

Risk Management

The trustees have considered the major risks to which the charity is exposed and have implemented systems to mitigate these risks, including financial controls, safeguarding policies, and GDPR compliance.

The key areas of risk identified by the trustees include:

Safeguarding: As the charity works directly with children in schools, safeguarding is a top priority. All staff and visiting artists are required to hold current enhanced DBS checks, and safeguarding policies are reviewed annually. Staff receive regular training, and concerns are reported in line with statutory guidance.

Financial Sustainability: The charity is dependent on grants and project funding. To manage this risk, the trustees maintain close oversight of budgets, pursue a diversified income strategy, and maintain sufficient reserves to meet short-term obligations.

Data Protection and GDPR Compliance: The charity collects and stores personal data related to school contacts, donors, and participants. Measures have been implemented to ensure compliance with GDPR, including secure storage, data minimisation, and regular audits of data handling procedures.

Reputational Risk: Working with children and schools means maintaining trust is essential. All communication and delivery is subject to internal quality checks, and any complaints are managed promptly through a clear procedure.

Operational Capacity: As a small charity with limited staff, delivery capacity and continuity are monitored closely. Trustees are actively involved in governance and planning, and the charity works to build long-term relationships with reliable freelancers and partner schools.

The trustees review risk regularly at board meetings and are satisfied that appropriate controls are in place to mitigate the charity's main risks.

The charity's primary objective in the coming year is to build on the success of its initial programme by expanding its reach while maintaining the quality of delivery. Creativity Academy plans to work with up to four primary schools, balancing growth with sustainability until an additional teaching staff member can be appointed.

The thematic focus for the year will be “Home”—designed to help children take pride in their communities and express their creativity through practical, local engagement. This theme will underpin all workshops and training sessions and will be introduced through assemblies, class activities, and creative visits.

Creativity Academy will also promote the Big Day Button, a student-led initiative that supports children in managing anxiety and emotional challenges. This project exemplifies the charity's commitment to fostering creativity not only as artistic expression but also as a tool for wellbeing.

Practical application will be further developed through the launch of the book, “Mini Boss”, which introduces children to enterprise and creative problem-solving. This will be accompanied by engagement with local businesses to connect learning to real-world experience.

To inspire and enrich this work, the charity will host a number of guest contributors, including Eddie Izzard, who will perform excerpts from her solo adaptation of Hamlet, and Helen Clapcott, who will exhibit her work and guide children in observing and responding to the environment around them.

These initiatives reflect the charity's intention to deepen its impact, strengthen local ties, and deliver meaningful creative experiences to children and educators across Lincolnshire.

Name: Creativity Academy

Charity Number: 1204206

Principal Address: Creativity Academy, 1 West Street, Alford, Lincolnshire, LN13 9DG

Names of Trustees During the Year:

Susan Belton (Chair), Dr Ross Hamilton, Linda Richardson,
Jack Norris, Thomas Shaw

Key Staff or Volunteers:

Ben Keaton and Rebecca Agate.

Independent Examiner or Auditor:

Forrester Boyd

Bank: Lloyds

Signed on behalf of the Board of Trustees:



Name: Susan Belton

Position: Chair

Date: 30 June 2025