

REEL CREATIVE

England & Wales · Charity number 1204624

Details

Status Registered

Legal form CIO

Registered 2023-09-07

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

Contact

Address 28 South Lane
Hessle
HU13 0RR

Phone 01482844741

Email admin@reelcreative.org

Website <https://www.reelcreative.org/>

Activities

Objects: THE OBJECTS OF THE CIO ARE:TO ADVANCE THE EDUCATION OF THE PUBLIC, AND IN PARTICULAR THOSE GROUPS WHO MAY BE DISADVANTAGED, IN HULL AND THE SURROUNDING AREAS IN THE SUBJECT OF VIDEOGRAPHY AND CREATIVE MEDIA IN PARTICULAR BUT NOT EXCLUSIVELY BY THE PROVISION OF PRACTICAL, INTERACTIVE AND THEORETICAL WORKSHOPS AND CLASSES ON SUBJECTS SUCH AS FILMMAKING, ANIMATION, GRAPHICS, CAMERAWORK, LIGHTING, SOUND RECORDING, SCRIPTWRITING, VIDEO EDITING, STORYBOARDING, ACTING AND PRESENTING.IN THIS CLAUSE, GROUPS WHO MAY BE DISADVANTAGED CAN BE TAKEN TO MEAN EX-OFFENDERS AND PRISON LEAVERS, PERSONS SUFFERING AND/OR RECOVERING FROM ADDICTION, THE UNEMPLOYED, CHILDREN AND YOUNG PEOPLE.

Activities: REEL Creative provides innovative digital skills training in Hull and surrounding areas, focusing on disadvantaged communities. We deliver workshops in Virtual Reality, Artificial Intelligence, filmmaking, podcasting, and digital media. By inspiring creativity and reducing digital poverty, we empower individuals to build brighter futures through hands-on learning and industry-standard tools.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training
- **Who:** The General Public/mankind

Geography

- Kingston Upon Hull City

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£15,703	£23,884	-	-
2024-03-31	£21,060	£0	-	-

Trustees

Name	Role	Appointed
Amelia Rose Budworth		2023-04-02
Hannah Rose Brown		2023-04-02
Jessica Mary Storch		2023-04-02

REEL CREATIVE

England & Wales - Charity number 1204624

Accounts

REEL CREATIVE (CIO)

Charity number: 1204624
Annual Report and Accounts
For the year ended 31 March 2025

Contents

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1. Trustees' Annual Report

1.1 Administrative Details

Charity name: REEL Creative (CIO)
Charity number: 1204624
Principal address: 28 South Lane, Hessle. HU13 0RR

Trustees during the year:

- Amelia Rose Budworth
 - Jessica Mary Storch
 - Hannah Rose Brown
-

1.2 Structure, Governance and Management

REEL Creative is a Charitable Incorporated Organisation (CIO), governed by its constitution dated 7 September 2023. Trustees are appointed according to the procedures set out in

the constitution. The charity is supported by volunteers and self-employed creative practitioners who deliver workshops and community projects.

1.3 Objectives and Activities

The charity's objects are to advance education and promote the arts for the benefit of the public, particularly through creative digital media, filmmaking, and community arts engagement. Activities include workshops, digital inclusion programmes, and community-led creative initiatives.

A public benefit statement is included in accordance with Charity Commission guidance and the trustees confirm they have complied with their duty under section 17 of the Charities Act 2011.

1.4 Achievements and Performance

During the year the charity delivered a range of creative media workshops, supported digital inclusion initiatives, and collaborated with community partners to deliver filmmaking and storytelling activities. The trustees are pleased with the reach and engagement achieved despite financial pressures.

1.5 Financial Review

Total income for the year was £15,703, made up of £7,203 from workshops and services and £8,500 of restricted grant income. Total expenditure was £23,884. This higher level of spending reflects the planned delivery of a multi-period digital inclusion and filmmaking project, for which £17,560 of restricted funding had been received in the previous financial year. During 2024–25 the charity used £18,014 of restricted funds towards this work, leaving £8,046 of restricted funds to carry forward at the year end. Unrestricted expenditure of £5,870 was met from available unrestricted income. The trustees consider the charity to be in a stable financial position, with restricted funds fully committed to project delivery in 2025–26 and modest unrestricted reserves retained for day-to-day activity.

1.6 Reserves Policy

The trustees aim to maintain modest unrestricted reserves sufficient to manage cashflow and meet essential operational commitments. At year end unrestricted reserves were £4,832.55.

1.7 Plans for Future Periods

The charity intends to complete delivery of the digital inclusion project during 2025–26 and continue developing partnerships, workshops, and creative opportunities for communities.

1.8 Trustee Responsibilities

The trustees are responsible for keeping proper accounting records, safeguarding the assets of the charity, and preparing an Annual Report and Accounts that comply with the Charities Act 2011.

2. Receipts & Payments Accounts

For the year ended 31 March 2025

2.1 Statement of Receipts

Receipts	Unrestricted (£)	Restricted (£)	Total (£)
Workshops & services	7,203.01	–	7,203.01
Grants received	–	8,500.00	8,500.00
Total receipts	7,203.01	8,500.00	15,703.01

2.2 Statement of Payments

Payments	Total (£)
Insurance	926.55
Staffing & workshops	9,170.65
Consumables	1,285.33
Bid writing	600.00
Equipment	7,544.58
Studio rental	2,880.00
Workshop food	953.91
DBS	129.60
Subscriptions & fees	393.57

Payments	Total (£)
Total payments	23,884.19

2.3 Statement of Assets and Liabilities

Assets at 31 March 2025	Amount (£)
Cash at bank – Unrestricted	4,832.55
Cash at bank – Restricted	8,046.27
Total cash at bank	12,878.82

The charity had no other significant assets or liabilities at year end.

3. Notes to the Accounts

3.1 Basis of Accounting

These accounts have been prepared on a receipts and payments basis in accordance with section 133 of the Charities Act 2011.

3.2 Restricted Funds

Restricted income relates to grant funding awarded for specific project delivery. Unspent balances are carried forward and applied solely for the purposes for which they were given.

3.3 Trustees' Remuneration and Benefits

No trustee received any remuneration or benefits during the year. No expenses were claimed.

3.4 Employees

The charity had no employees during the year. All workshop leaders and facilitators were engaged on a self-employed basis.

3.5 Bank Reconciliation Note

The opening bank balance at 1 April 2024 was £21,060.00. Total receipts during the year amounted to £15,703.01 and total payments amounted to £23,884.19, resulting in a closing balance of £12,878.82. This agrees to the balance shown on the 31 March 2025 bank statement. Of the closing balance, £8,046.27 relates to restricted funds and £4,832.55 to unrestricted funds.

4. Restricted Funds Note

Restricted Fund	Opening (£)	Income (£)	Expenditure (£)	Closing (£)
Project grants	17,560.00	8,500.00	(18,013.73)	8,046.27

The charity received restricted funding of £17,560 in the previous year to support delivery of a multi-period digital inclusion and filmmaking project. Additional restricted income of £8,500 was received in 2024–25. Expenditure of £18,013.73 was applied to the project during the year. Remaining restricted funds of £8,046.27 are committed to project delivery in 2025–26.

5. Trustee Approval and Signature

These Annual Report and Accounts were approved by the trustees on 08/12/2025.

Signed on behalf of the trustees:



Trustee – Amelia Rose Budworth

Date: 08/12/2025



Trustee – Jessica Mary Storch

Date: 08/12/2025

REEL CREATIVE

England & Wales - Charity number 1204624

Accounts

Trustees' annual report for the period



CHARITY COMMISSION
FOR ENGLAND AND WALES

Period start date **0 7 0 9 2 3** Period end date **3 1 0 3 2 4**

Charity name **REEL Creative**

Charity No
(if any) **1 2 0 4 6 2 4**

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	REEL Creative was founded to advance education and reduce digital poverty by offering innovative digital skills training to people from all backgrounds, particularly young people from disadvantaged communities.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The charity aims to inspire creativity and improve social mobility through access to emerging technologies such as Virtual Reality (VR), Artificial Intelligence (AI), and digital media.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees have complied with their duty to have regard to the Charity Commission's guidance on public benefit. While the charity was in its infancy during this period, its activities are planned to directly benefit the public by increasing access to high-quality digital education.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>The charity focused its efforts during this period on establishing the necessary infrastructure and governance to support its long-term vision.</p> <p>Key activities included:</p> <ul style="list-style-type: none"> • Registering the Charity: Successfully completed registration with the Charity Commission. • Governance Setup: Developed a governing document and appointed trustees with a broad range of expertise in education, digital technologies, and community outreach. • Strategic Planning: Defined the charity's vision, mission, and key priorities, laying the ground work for future projects. • Networking and Relationship Building: Began fostering relationships with local schools, councils, and businesses in Hull and the surrounding areas to identify needs and opportunities for collaboration. • Funding Applications: Submitted initial grant applications to secure funding for future projects. • Ran 2 successful workshops.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

	SORP reference	
Review of the charity's financial position at the end of the period	Para 1.21	Total income for the period: £21,060 Expenditure during this period: £0
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The trustees aim to build reserves equivalent to three months of operational costs to ensure the charity's sustainability and its ability to manage unexpected financial challenges or delays in funding. Of the total £21,060 held in the bank at the end of the financial period, £17,560 represents restricted funds, which are allocated for specific purposes and cannot be used as reserves. The remaining £3,500 is unrestricted funds and may be allocated as reserves or used for general charitable activities. The trustees will regularly review the reserves policy and adjust the target reserve level as operational costs and the charity's financial position evolve.
Amount of reserves held	Para 1.22	At the end of the reporting period, reserves stood at £3,500.
Reasons for holding zero reserves	Para 1.22	
Details of fund materially in deficit	Para 1.24	No funds were materially in deficit during the period.
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There are no uncertainties about the charity continuing as a going concern. Looking ahead, the trustees are confident in the charity's ability to carry out its purposes and continue operations as it begins its activities, subject to securing funding and resources for future projects.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

Description of charity's trusts:	SORP reference	
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees were recruited through personal networks and professional recommendations based on their expertise in relevant fields. Training has been planned for the next reporting period to ensure trustees are equipped to fulfill their responsibilities.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	REEL Creative
Other name the charity uses	
Registered charity number	1204624
Charity's principal address	28 South Lane, Hessle. HU13 0RR

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Amelia Budworth	Chair		
2	Jessica Storch	Treasurer		
3	Hannah Brown	Trustee & Designated Safeguarding Lead (DSL)		
4				
5				
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16				
17				
18				
19				
20				

Reference and Administrative details

(cont)

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	REEL Creative does not hold any funds as custodian trustees on behalf of others.
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

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

Signed on behalf of the charity's trustees

Signature(s)		
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Full name(s)	Amelia Rose Budworth	Jessica Storch
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Position (eg Secretary, Chair, etc)	Chair	Treasurer
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Date	18/01/2025
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Reel Creative (Charity Number: 1204624)

Statement of Assets and Liabilities

As at 31/03/2024

Assets

- **Cash at bank and in hand: £21,060**
- **Restricted funds: £17,560**
- **Unrestricted funds: £3,500**
- **Investments: £0**
- **Debtors: £0**
- **Other assets: £0**

Total Assets: £21,060

Liabilities

- **Creditors: amounts falling due within one year: £0**
- **Creditors: amounts falling due after more than one year: £0**
- **Other liabilities: £0**

Total Liabilities: £0

Net Assets/(Liabilities): £21,060

This statement confirms that Reel Creative was in its initial stages during the financial period and had no expenditure or liabilities. The available funds comprise £17,560 in restricted funds and £3,500 in unrestricted funds.



CHARITY COMMISSION
FOR ENGLAND AND WALES

REEL Creative

1204624

Receipts and payments accounts



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For the period from	07/09/2023	To	31/03/2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
	3 500	17 560	-	21 060	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	3 500	17 560	-	21 060	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	3 500	17 560	-	21 060	-
A3 Payments					
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	-	-	-	-	-
Net of receipts/(payments)	3 500	17 560	-	21 060	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	3 500	17 560	-	21 060	-

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		3 500	17 560	-
		-	-	-
		-	-	-
	Total cash funds	3 500	17 560	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B4 Assets retained for the charity's own use	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B5 Liabilities	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	 	Amelia Budworth Jessica Storch	29/01/2025 29/01/2025	