

## **Chairman's Annual Report 24/25**

It has been another incredible year for Worcester Mela, and I would like to thank the board for their continued support and belief in me as Chair. We need to acknowledge the support of the public and our generous funders in what we have achieved and not to mention, Elaine Knight who has been a constant source of strength and support for us throughout. We honestly could not have achieved much of this without her. A thank you to outgoing members Kay and Sajeeda Begum for their incredible support and a warm welcome to new members Sam and a hello to potential future board members/advisors.

### **Projects Delivered**

#### **Melting Pot & Film**

The Legacy of the Melting Pot project, spearheaded by [Worcester Mela](#), was an 18-month initiative funded by Arts Council England that documented and celebrated the contributions of South Asian migrant communities to Worcester's industrial history from the 1960s to the 1990s, focusing on factories like [Lea & Perrins](#), [Metal Box](#), and [Royal Worcester Porcelain](#). The project involved community workshops, story collection, and was culminated in a multi-disciplinary performance at the Worcester Mela annual festival in September 2024, incorporating dance, music, and storytelling to bring these "hidden" histories to life for the public.

**Qawwali night** - Sell out event 1<sup>st</sup> time held in Worcester incredibly popular, and people wanted more, 1<sup>st</sup> test event for us as a paid event tickets at £10 a ticket. Families of all ages and descriptions attended an amazing night of qawwali. Total paying attendees 90.

**Mela Day** Over 4-5,000 visitors up approx. 1,000 on last year, another successful event, with the sports zone a huge success. The Malayali community came for the first time to the event, and they absolutely loved being part of the Mela! All the feedback incredibly positive!

This year we have brought in a record £220,000 in funding, more than we have ever done!

### **Funding Received / Won –**

Place Partnership Funding      £165,000 over 2 years 2025-2027

Mary Hill Trust      £16,550      Youth Project, Nov 26-Nov 27

Bransford Trust      £15,000 (5K on Worcester Mela, 10k towards MHT youth Project)

Worcester City Council      £12,500 Spent on Mela Day 2025

Eveson Trust      £5,000      MHT youth project (Nov 26-Nov 27)

Worcester Community Tr      £1,200      Women's Sports/Health and Wellbeing (Ringfenced)

Public Health      £5,000 MHT      allocated towards MHT youth project Nov 26-nov27

£220,000 total

### **Bids put in :**

Severn Trent Community Workshops £20k Decision in Nov 25.

### **EOI**

Bagri Foundation in Partnership with Redditch Groups- Charpai- A way of Life Circa 60-80k?

### **Future Bids**

Heritage Lottery Fund Khudadad Khan- Reenactment Nov/Dec 26

BFI UK Film- Documentary Khudadad Khan in partnership with Worcester Film Festival Dec 26

NPO Arts Council England – July 2026 £1.2m over 3 years decision in 2027

Elevate Fund Arts Council- £120,000 bid July 26 decision in April 27

Organisational Development bid- No Funder identified yet  
URGENT

### **25/26**

Stitching Light      October 29<sup>TH</sup>/30<sup>TH</sup> 2026 RPW Severn  
St Worcester

Youth project	Nov 26 (12-16mths) Planning stage now
Place Partnership	8 Community events to be held by
Jan/Feb 26 to shape	
Prospero	Digital project- as part
Global Materials	Lead by Worcestershire Museums

## **Partnerships**

**Without Walls**

**Emergency Exit Arts**

**University**

**Public Health**

**Worcester city council and County**

**Museums**

**How College**

## **Accounts and Financial Position**

Balance	38297.19	Money Expected
42803.44	-26550 MHT	5000 Ph
-4856.25	-1200 SPORTS	5000 Eveson
	-2250 DEBBIE BIRCH	75000 Pp
	12	
	-7200 BOARD DEVELOP MTHS	
	RESERVE	
	1100 S	

## **Rebrand**

**This is needed and plans are afoot to put a project plan together with the aim of launching this in May 2026 ahead of the SAHM project.**

**Sam and I are working on the rebrand- have contacted the university as well for support and we have a quote from WAB for a marketing strategy. Need to allocate a budget for this from Place Partnership**

## **Board Matters**

**We need to recruit at least 2 board members/advisors to make ourselves more resilient – skills in fundraising/theatre/business/accountancy/legal**

**Lack of responsiveness from the wider board remains an issue, granted some board members have had other things going on and we are volunteer board, I try to carry the burden as much as I can, but help would be appreciated! And going forward We need to share the workload,**

**I will be working with Sam to develop a collaboration space with the board, so we can get more cohesive flow of info and involvement.**

**We all need to do our DBS checks, they must be done yearly those that are out of date or if you haven't not done one then we need to sort this asap. I will send out links please respond.**

**Roles that need to be filled**

**Bookkeeper – admin assist/Secretary – Have sent Vice chair a brief for this role and awaiting board sign off**

## **Summary**

**We have had an incredible year and we continue to grow organically and at pace, the visit from Arts council in July and then for Sofia to visit the Mela Show in August highlighted the importance they place in Worcester and recognised the incredible investment that they have made in Worcester Mela, this bodes extremely well for us for NPO and shows we are well and truly worthy of what we have achieved. I am incredibly proud of you all and what you have helped Mela become, we are only just starting, and I now firmly believe we deserve this, and we will make international inroads into the work we are doing!**

### **Appendix**

#### **Worcester Mela – Evaluation Summary (10th August 2025)**

##### **Overall Experience (Q1)**

- Most frequent words: Fun, Colourful, Inclusive, Creative, Friendly
- Positive atmosphere described as welcoming, vibrant, and enjoyable

- Food, workshops, and performances highlighted as memorable

#### **How People Felt (Q2)**

- 77% felt Happy
- 56% felt Impressed
- 46% felt Inspired
- 44% felt Connected to others
- No negative emotions reported (0% sad, bored, confused)

#### **Workshops & Acts Quality (Q3)**

- 78% rated 'Very Good', 22% 'Good'
- Praised for organisation, inclusivity, family-friendliness
- Crafts, cooking demos, and performances highly appreciated

#### **Activities & Engagement (Q4)**

- Popular activities: Henna (46%), Tote Bag Colouring (32%), Tie Dye Flowers (26%), Dhol Crew & Drumming (26%)
- Cooking demos & storytelling also well-received

#### **Community Impact (Q5–Q6)**

- 80% came specifically for the Mela Marquee & Stage
- 74% said events like this improved their impression of Worcester
- Feedback highlighted stronger sense of inclusion, culture, and vibrancy

#### **Suggestions & Feedback (Q7)**

- Requests for more traditional Asian workshops, more seating, and halal food options
- Loved children's crafts, big colouring boards, and cooking demos
- Strong call for 'more events like this'

#### **Audience Profile (Q8–Q10)**

- Age: Majority under 18 (78%), followed by 25–34 (16%)
- Ethnicity: 65% White, 35% Asian/Asian British
- Gender: 65% Female, 35% Male, no non-binary/prefer not to say

**WORCESTER MELA TRADING AS WORCESTER MELA EVENT  
INCOME AND EXPENDITURE ACCOUNT  
FOR THE YEAR ENDED 31 AUGUST 2025**

LLOYD & SMITH ACCOUNTANTS  
CERTIFIED PUBLIC ACCOUNTANTS (MEMBERSHIP NO: 04343419A)  
36 Harrington Road  
St Johns  
Worcester  
Worcestershire  
WR2 5HD

**WORCESTER MELA Trading As WORCESTER MELA EVENT**  
**Business Details**  
**For The Year Ended 31 August 2025**

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**Proprietor**

WORCESTER MELA

**Accountants**

LLOYD & SMITH ACCOUNTANTS  
CERTIFIED PUBLIC ACCOUNTANTS (MEMBERSHIP NO: 04343419A)  
36 Harrington Road  
St Johns  
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WR2 5HD

**WORCESTER MELA Trading As WORCESTER MELA EVENT**  
**Accounts Approval Statement**  
**For The Year Ended 31 August 2025**

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I approve these Income and Expenditure Accounts.

I acknowledge my responsibility for the accounts including the provision of all the information and explanations necessary for the completion.

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WORCESTER MELA



**WORCESTER MELA Trading As WORCESTER MELA EVENT**  
**Accountant's Report**  
**For The Year Ended 31 August 2025**

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In accordance with the engagement letter, we have prepared the accounts from the accounting records, information and explanations provided to us.

This report is made to you in accordance with the terms of our engagement. Our work has been undertaken to enable us to prepare the accounts on your behalf and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the client, for our work or for this report.

You have approved and acknowledged your responsibility for these accounts.

We have not been instructed to complete an audit of the accounts. For this reason, we have not verified the accuracy or completeness of the accounting records, information or explanations you have provided. Therefore we do not express any opinion on the accounts.

Signed

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LLOYD & SMITH ACCOUNTANTS  
CERTIFIED PUBLIC ACCOUNTANTS (MEMBERSHIP NO: 04343419A)  
36 Harrington Road  
St Johns  
Worcester  
Worcestershire  
WR2 5HD

**WORCESTER MELA Trading As WORCESTER MELA EVENT**  
**Income and Expenditure Account**  
**For The Year Ended 31 August 2025**

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	<b>2025</b>	
	<b>£</b>	<b>£</b>
<b>Turnover</b>		
Grants and subsidies received		63,536
<b>Cost of Sales</b>		
Purchases	4,274	
Materials	703	
Tools	499	
Subcontractor costs	51,704	
Hire and leasing of plant, equipment and vehicles	11,400	
Marketing and advertising costs	3,746	
		<hr/>
		72,326
		<hr/>
<b>GROSS LOSS</b>		(8,790)
<b>Expenditure</b>		
Protective clothing	214	
Travel expenses	308	
Hotel expenses	1,538	
Security costs	947	
Vehicle running costs	39	
Advertising and marketing costs	35	
Legal fees	775	
Professional fees	2,847	
Charitable donations	(2,358)	
Sundry expenses	173	
		<hr/>
		4,518
		<hr/>
<b>NET LOSS</b>		<u><u>(13,308)</u></u>

# INDEPENDENT EXAMINER'S REPORT

to the Trustees of Worcester Mela

(Charitable Incorporated Organisation – CE035211)

For the year ended 31 August 2025

I report to the trustees on my examination of the accounts of Worcester Mela (Charity number 1206966) for the year ended 31 August 2025.

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## Responsibilities and basis of report

As the charity trustees of Worcester Mela, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 (“the Act”).

I report in respect of my examination of the charity's accounts carried out under section 145 of the 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.

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## 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 give me cause to believe that in, any material respect:

1. accounting records were not kept in accordance with section 130 of the Charities Act 2011; 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.

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.

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Nohman Aziz

Independent Examiner

Regulated by the Certified Public Accountant Association

Membership Number: 04343419A

Date: 27 February 2026