



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	August	2024		31	July	2025

Section A Reference and administration details

Charity name

Elevation

Other names charity is known by

Registered charity number (if any) 1209381

Charity's principal address

24 Cleveland Road,

North Shields

Postcode

NE29 0NG

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	Matthew Wilson	Chair		
2	Diane Wailes			
3	Grace Wilson			
4	Stuart Fearn			
5				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

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

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Foundation Model Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation (CIO)

Trustee selection methods
(eg. appointed by, elected by)

Appointed by the existing board

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Governance Statement

Elevation is overseen by an effective and committed board of trustees who have provided stable leadership throughout the year. The board has remained unchanged during this period, allowing us to benefit from continuity, shared learning, and a strong sense of collective purpose. Each trustee brings valuable skills and experience to the charity — spanning community engagement, architecture, culture, finance, communications, and strategic development. Together, all have worked collaboratively to ensure that Elevation remains well governed, transparent, and aligned with its charitable objectives.

The board meets regularly to review progress, approve plans, and ensure good financial management. Decisions are taken collectively, with open dialogue and a shared commitment to the charity objects.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

Elevation exists to advance public education in and appreciation of the arts, particularly the visual arts, for the benefit of people in Tyneside and the surrounding areas. This is achieved through the commissioning and creation of public art murals and installations, with a special focus on works that celebrate the history, culture, and heritage of the local area.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

During the reporting period, Elevation delivered a series of large-scale public murals across North Shields, directly fulfilling our charitable objective to advance public education in and appreciation of the visual arts. These artworks, created by professional artists, were installed in prominent public locations and made freely accessible to all.

Beyond simply improving the visual environment, the project aimed to educate and engage people of all ages — not only in the diverse artistic styles represented in the murals, but also in the history, culture, and identity of the town itself. Through artist-led events, school visits, and walking tours, participants gained insight into the creative process, the meaning behind each work, and the wider context of North Shields' heritage.

QR codes placed at each mural offered digital access to background information, extending learning opportunities beyond the initial encounter. Volunteers were trained to support public engagement and facilitate dialogue at mural sites, helping to deepen understanding and spark intergenerational conversation.

A key focus was on making art accessible, inclusive, and embedded in everyday life, offering residents and visitors alike the chance to connect with their surroundings in new and meaningful ways.

In line with the Charities Act 2011, the trustees confirm they have had due regard to the guidance issued by the Charity Commission on public benefit. The trustees are confident the charity's work has delivered clear and lasting educational and cultural benefit to the public.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Contribution made by volunteers:

As a 100% volunteer-led organisation, Elevation relies entirely on the time, energy and commitment of its volunteers. Trustees and delivery team members contributed many hundreds of hours to planning, coordination, community engagement, and hands-on support at mural sites.

During the mural production period, we worked with a dedicated group of local volunteers, some of whom were new to arts or community work. Their contribution was vital — helping to welcome visitors, support artists, document progress, and represent the project in the community.

We also benefitted from a successful collaboration with I Love North Shields, through which we merged and expanded our volunteer base. This not only strengthened capacity during delivery but also enhanced community ownership and pride in the project.

Grantmaking and programme-related investment:

Elevation does not currently operate a grantmaking programme or hold any programme-related investments. All funds are used directly to support the charity's core activities and public benefit.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

During the year, Elevation successfully delivered the first phase of the Elevation Murals Project, a landmark public art initiative aligned with the celebrations marking the 800th anniversary of North Shields. This involved commissioning and completing a series of large-scale murals by professional artists, transforming prominent buildings across the town with vibrant, high-quality artwork inspired by local history, culture and identity.

The murals have been widely praised for their artistic quality, accessibility, and educational value, helping to foster civic pride, stimulate conversation, and enhance the town's visual environment.

A major achievement was the development of a strong community engagement programme, including school visits, artist interactions, and volunteer involvement. One mural was shortlisted for a global street art award, raising the project's profile both locally and internationally.

We also formed a successful partnership with I Love North Shields, significantly expanding our volunteer base and public reach.

The project was delivered on time and largely within budget, despite some logistical and technical challenges. We secured additional contingency support where needed and maintained strong governance and oversight throughout.

Overall, the charity has made meaningful progress towards its charitable objectives by increasing public engagement with the arts, encouraging learning across generations, and contributing to the cultural regeneration of North Shields.

Section E

Financial review

Brief statement of the charity's policy on reserves

It is the policy of the charity to maintain reserve funds not less than 6 months average monthly overhead (measured against the prior 12 mths)

Details of any funds materially in deficit

None

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

During the year, Elevation received total income of £22,414.65, the majority of which came from grant funding (£15,250) and public support through print sales (£2,920). An additional £3,009.65 was received in individual donations. The charity began the year with an opening balance of £1,235.

Total expenditure over the year was £13,370.07, with the largest portion going towards artist and professional fees (£11,200) and materials such as paint and PPE (£1,126.10). Other costs included press and communications (£424.21), admin and overheads (£313.86), equipment hire (£189.06), and volunteer expenses (£116.84).

Despite some challenges during delivery, the project was managed within a tight and responsible budget. The charity ended the financial year with a positive balance of £9,044.58 in unrestricted funds, which will support continued activity and development of future phases.

This strong financial position reflects effective budget planning, careful stewardship of resources, and a high level of volunteer contribution, which helped keep core costs to a minimum.

Section F

Other optional information

Section G

Declaration

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

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Matthew Wilson

Position (eg Secretary, Chair, etc)

Chair

Date

19/10/2025

FUNDS IN	Q1	Q2	Q3	Q4	Total
Opening balance	1,235.00				1,235.00
Donation	0	0	0	3009.65	3009.65
Grant	1000	0	0	14250	15250
Print Sales	1350	555	690	325	2920
Total income	2350	555	690	17584.65	22,414.65
FUNDS OUT	Q1	Q2	Q3	Q4	Total
Artist & Prof. fees	500	0	0	10700	11200
Materials (e.g. paint, PPE etc)	51.88	68.75	0	1005.47	1126.1
Equipment hire	0	0	0	189.06	189.06
Admin & Overheads	0	0	0	313.86	313.86
Volunteer Expenses	0	0	0	116.84	116.84
Press & Comms	201.46	129.17	35.98	57.6	424.21
Total costs	753.34	197.92	35.98	12382.83	13370.07
Result +/-	1596.66	357.08	654.02	5201.82	9044.58
Unrestricted funds carried forward					9044.58