

# **CARTOON ART TRUST LIMITED**

**(A company limited by guarantee)**

**Operating under the name The Cartoon Museum**

## **REPORT OF THE TRUSTEES AND UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023**

**Company Number: 02290200**

**Charity Number: 327978**



*Our vision is of a future where people of all backgrounds and ages  
feel excited to pick up a pencil and draw a cartoon.*

**CARTOON ART TRUST LIMITED**

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 DECEMBER 2023**

---

<b>Contents</b>	<b>Page No.</b>
<b>Report of the Trustees</b>	<b>1-9</b>
<b>Independent Examiner's Report</b>	<b>10</b>
<b>Statement of Financial Activities incorporating Income and Expenditure Account</b>	<b>11-12</b>
<b>Balance Sheet</b>	<b>13</b>
<b>Notes to the Financial Statements</b>	<b>14-19</b>

# CARTOON ART TRUST LIMITED

## REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2023

---

### Administrative Information

---

Charity registration number: 327978

Company number: 02290200

Registered office: 63 Wells St, Fitzrovia, London, W1A 3AE

Trustees:

- Oliver Preston (Chair)
- Nicola Jennings (Vice Chair)
- Chris Gilbert CGMA (Treasurer) (Appointed 14 April 2024)
- Yomi Ayeni
- Steve Bell
- Hannah Berry
- Karen Brayshaw (Appointed 14 April 2024)
- Julian Bower FCA
- Dan Franklin (Appointed 7 September 2023)
- Mike Russell FCMA (Resigned 7 December 2023)
- Martin Rowson (Resigned 7 September 2023)
- Shepard Spink
- Alexander Williams

Museum Director: Joe Sullivan

Company Secretary: Susan Garnett (Appointed 28 February 2024)

Independent Examiner: Mark Tullett FCA, Orcom Civvals Limited,  
50 Seymour Street, London, W1H 7JG

Bankers:

- The Royal Bank of Scotland plc.  
127-128 High Holborn, London, WC1V 6PQ
- CAF Bank Limited,  
25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

Website: [www.cartoonmuseum.org](http://www.cartoonmuseum.org)

*Our Charitable Purpose is to promote, maintain, improve and advance education, particularly by the encouragement of the art of drawing, with special reference to social and contemporary subjects, and by instituting and managing exhibitions and establishing, maintaining and operating a museum or museums, libraries, and places where drawings, cartoon art, caricatures, graphic work and similar art, and related or relevant literature of an educational nature can be exhibited, stored and made available to the public and generally to encourage the visual arts and for that purpose any other art.*

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 DECEMBER 2023**

---

**Introduction**

The Trustees, who are also Directors of the Charity for the purposes of the Companies Act 2006, submit their annual report and the unaudited financial statements for the year ended 31 December 2023.

The financial statements have been subject to an Independent Examination and comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association of the charity, and 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).

**Public Benefit**

The Cartoon Museum champions cartoon and comic art, highlighting its value to our shared culture and society, and providing a programme of exhibitions, events and workshops.

The Trustees have adopted the following Statement of Purpose:

*The Cartoon Art Trust is dedicated to preserving the best of British cartoons, caricatures, comics and animation. Our museum, gallery, archives and innovative exhibitions make the creativity of cartoon art, past and present, accessible to all for the purposes of education, research and enjoyment.*

Through our activities we aim to:

- Conserve and provide access to Britain's cartoon, caricature and comic art heritage.
- Encourage participation in and raise awareness of this popular and important artform.
- Support new work by cartoonists and comics artists.
- Provide opportunities for learning and participation to help achieve these aims.

The Trustees confirm that we have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the Charity. For more information about the public benefit delivered by the Charity, see the Achievements and Performance section below.

**Structure, Governance and Management**

**Constitution and Governing Document**

The Charity is a company limited by guarantee and was established on 25 August 1988. It is governed by its Memorandum and Articles of Association which were last amended on 20 October 1988.

**Recruitment and Appointment of New Trustees**

Applications for trusteeship are invited from the general public, by word of mouth and through online advertising. Under company law, one third of all Trustees retire each year in rotation.

New trustees are given an induction which includes a briefing by the Chair and a personal tour of the Museum by staff. In addition, Trustees are encouraged to attend specialised training where appropriate.

**The Organisational Structure of the Charity**

The management of the Charity is by the Trustees, who also comprise the Key Management Personnel of the Charity. All major decisions regarding the organisation of the Charity are taken by the Trustees to whom the Director, Joe Sullivan, reports.

The Trustees held four meetings during the year. The Charity also has a Finance and Audit Committee, chaired by the Treasurer, which reports to the Board and considers all financial issues, including management accounts, statutory accounts and annual budgets. This Committee met three times during the year, immediately ahead of Board meetings, and reported its recommendations to the Board of Trustees.

There are two further committees that meet on an ad hoc basis when required: the Museum Acquisitions Committee approves accessions to the Museum's Collection, and the Events and Exhibition Committee which oversees the Museum's exhibitions and associated programmes.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 DECEMBER 2023**

---

**Key Objectives for the Year**

We set ourselves a number of important goals for 2023:

*Increase charitable and commercial activity*

To help close the gap between incoming and outgoing resources, we set out to:

- Attract 28,000 total visitors
- Host 100 school group visits.
- Raise income as follows:
  - £28,000 workshop income
  - £80,000 retail income
  - £20,000 venue hire income
  - £4,800 in event ticket income.

*Invest in our collection and deliver a full exhibition programme*

Our curatorial aims for the year included:

- Achieving the renewal of our Accreditation status with Arts Council England
- Delivering three 'In-Focus' exhibitions
- Delivering two longer term temporary exhibitions
- Continue to work on special projects, including collections audit and library cataloguing project

*Build on our award-winning engagement work*

Having secured funding from the John Lyons Foundation, we committed to deliver the Young Cartoonist in Residence programme aimed at neurodiverse artists. We also planned a refugee project and a climate project with local youth groups.

*Address important site issues*

We want the Museum premises to be safe, welcoming and accessible. To this end we need to address longstanding issues around the lift and water ingress. In 2023 we set out to:

- Crowdfund for the lift works
- Work with our landlord and neighbours regarding water leaking into our premises.

Alongside this we have signed up to the Mayor's business climate challenge and aimed to reduce our carbon output by 10% by the end of the year.

*Re-establish our Strategic goals*

This year was the final year of our interim strategy, and it was our intention to establish a new five-year business plan and strategy in 2023. Our key strategic goal remains to become a self-sustaining organisation through increased footfall, commercial revenue and successful fundraising.

**Achievements and Performance**

**Visitors**

With continued recovery post the Covid 19 closures, and the excellent footfall received for our hugely popular Wallace & Gromit exhibition, the Museum attracted 28,792 visitors in 2023. This is 4,482 more than in 2022, and means we met our target of attracting at least 28,000 visitors.

Retail turnover also increased to £84,242, with events income at £15,627, both exceeding set targets due to excellent collaboration between our Commercial Manager, Holly Burrows, and the team at Aardman Animation, the company behind Wallace & Gromit.

Unfortunately, venue hire income at £12,947 was £7k below target following later-than-planned recruitment of a new Events Officer, but we are now making up the lost ground: we have increased the number of events, undertaken more promotional activities, created new photography of the venue, and signed up to multiple venue hire platforms. We expect to see the benefit of this activity in 2024.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 DECEMBER 2023**

---

**Exhibitions**

There was a full programme of exhibitions in 2023, including a joyful celebration of the iconic animated duo Wallace & Gromit launched for the 30th birthday of the classic film *The Wrong Trousers*.

**Full programme:**

*Drawing Life: The Cartoon Museum Permanent Collection* (permanent display from July 2019)  
*Boris Johnson: This Exhibition is a Work Event* (July 2022 – March 2023)  
*Heath Robinson: Making the Best of Things* (October 2022 – February 2023)  
*Gerry Anderson's TV21* (March - May 2023)  
*Norman Thelwell Saves the Planet!* (April - September 2023)  
*Ella Baron: She is my Daughter* (June - September 2023)  
*Wallace & Gromit: 30 Years of the Wrong Trousers* (September 2023 - March 2024)  
*Oluwasegun Babatunde: Birth of a Universe* (October 2023 - February 2024)

**Education including Group and School Visits**

During 2023, the Museum delivered 125 workshops to 2,749 adults and children, plus 10 talks and tours for adult groups. Workshops were held mainly in the Museum's Clore Learning Studio but also through outreach to schools. We welcomed 53 school classes to the Museum, either for a workshop or self-guided visits, and we also hosted 270 attendees in 9 sold-out family workshops run by Aardman Animations. We also offered a free walk-up version of this workshop at a local community event to provide access for families who were not able to afford tickets. This attracted over 150 people.

The learning programming brought in £25,253 which is slightly under our target of £28k but note that income from the sellout Aardman animation modelling workshops is classed as 'Events Income' rather than Learning.

**Volunteers**

The Museum worked with 46 volunteers during 2023. We are very grateful for their help in assisting visitors, staffing the shop, building exhibitions and supporting our events programme. In the 2023 London Heritage Volunteering Awards, our volunteer Marie O'Sullivan was shortlisted in the 'Developing a Role' category for her work with our Friends system. We also saw volunteer Mark Cobain step into the role of Volunteer Coordinator, handling the recruitment and onboarding of new volunteers. This has been very successful and made a huge contribution to the way we engage with new volunteers.

**Staff**

We saw some turnover in staff this year which has affected our ability to fully deliver on our ambitions. Collections Manager Kate Owens and Curator, Emma Stirling-Middleton both left the Museum in 2023 and, due to financial considerations, we have not immediately re-recruited for these positions.

After a successful bid to the John Lyons Charity to provide three years of funding, Amba Malekin-Goneni, rejoined the team as Community Engagement Officer.

We also welcomed a new Events Officer, Ray Chadwick, who has made noticeable improvements to our venue hire activities.

**Access**

The Museum has a range of initiatives to encourage wider access to our building and exhibitions, including an autism programme which was awarded Best Community Engagement Programme at the 2023 Museums and Heritage Awards. Having successfully gained continuation funding for the next three years, we are planning to expand our offers for visitors with autism.

There have been longstanding issues with water ingress from our upstairs neighbour, and also with the lift not working, which is a major obstacle to full accessibility for the Museum's basement premises. We have ongoing crowdfunding for the lift and were very grateful to receive £2k from the Adlard Foundation, £5k from The Linbury Trust and £25k from the John Lyons Charity during 2023 towards lift repairs which we plan to carry out in 2024.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 DECEMBER 2023**

---

**Library**

The Heneage Library was securely shelved in 2022 and during 2023 a volunteer team began work to catalogue the collection. This project was halted when the Collections Manager left and has not yet restarted. The volunteers undertook training in the use of the online cataloguing system, and as a result of their work we were able to recover records for 2,400 library items that were catalogued over five years ago and thought lost during the site move in 2019.

**Environment**

During 2023 we took part in the Mayor's Climate Business Challenge, working with local business partners to target a 10% reduction in energy usage. We achieved this, primarily through changes to our BMS and through staff training around climate-conscious behaviour. We also used our summer exhibition, *Norman Thelwell Saves the Planet!*, to undertake more advocacy work, encouraging visitors to think about their own environmental impact, and exploring how to make the exhibition and associated retail and events as sustainable as possible. We presented our findings and experiences to sector colleagues at the Museums & Heritage Show in May 2024 and continue to work with local businesses on sustainability.

**Collection and Curatorial**

We submitted our Accreditation renewal in July 2023, and were successful in re-attaining accredited status.

With no Curator in post currently, we have had to rethink our ambitions regarding exhibitions and cataloguing. As a result we began to look at a new three-year exhibition strategy which will focus on longer term displays, meaning we will not undertake further small-scale 'In Focus' exhibitions which require significant time and resource to create and stage.

Thirty artworks were donated to the Museum by artists and collectors in 2023. These included many of the works that featured in the Boris Johnson exhibition and ten digital artworks. Our thanks to all those donors listed below:

Sarah Akinterinwa  
Steven Appleby  
Kenneth Baker  
Jeremy Banks  
Steve Bell  
Neil Brennan  
Dave Brown

Louisa Buck  
Fred Campbell  
AL Cartoons  
Eamonn Clarke  
Peter Ellis  
Nick Newman  
Oliver Preston

Zoom Rockman  
Hannah Robinson  
Martin Rowson  
Joanne Sarginson  
David Shenton  
Annie Tempest  
Jane Wilson

**Collaborations and Partnerships**

The charity is naturally collaborative and works with a range of creative partners, funders and other organisations to deliver our charitable mission.

During 2023 many of our educational events and activities were delivered in partnership with others. Popular model-making workshops were developed with Aardman, we delivered a set of workshops for young carers through Carers UK, and hosted workshops led by Laydeez do Comics and our Young Cartoonist-in-Residence, Jadore Nicholas.

We once again worked in partnership with the British Cartoonists' Association, particularly to launch and judge the 2023 Young Cartoonist Awards competition. We also worked closely with and gave in-kind support to the First Graphic Novel Award, a biennial collaboration with publisher SelfMadeHero and independent graphic novel editor Corinne Pearlman.

We maintained our strategic relationship with Westminster University's MA Museum course, with our Museum Director giving a guest lecture and hosting this year's cohort for a visit. Several students volunteered at the Museum to gain hands-on collections-based experience. We also worked with the Green Grads programme on an event around sustainable design, ran mental health workshops for MIND in Harrow, and were able to deliver two projects via funding from the Young Westminster Foundation and Westminster City Council. We also worked with local refugee organisation Unfold to produce a comic called *'Living in Britain'*, about the experiences of young refugees coming to the UK and helped classes from two local schools produce a comic exploring issues around the climate crisis.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 DECEMBER 2023**

---

The Museum received a grant worth £120k over three years from the John Lyons Charity to support autism-related programming including the Young-Cartoonist-in-Residence initiative. We also received £10k from Westminster City Council as part of a contract to set up and administer a Local Cultural Education Partnership, based on work pioneered by the Museum's Director. We also received important funding from the P F Charitable Trust, the Swire Charitable Trust, the Museum's Friends scheme and other donors. We are very grateful to everyone who has supported us this year.

The Museum held book launch events for the Professional Cartoonists Association (*Great British Colouring Book for Refugees*); Steve Walsh & Keith Page (*Hancock: The Lad Himself*); Mark Stafford (*Salmonella Smorgasbord*); Brian & Mary Talbot (*Armed with Madness*); Alice Loxton (*Uproar*) and Mike Molcher (*I Am the Law*). We also held several ticketed events including our annual *Cartoon Conference* in February; a late event for our exhibitions *This Exhibition is a Work Event* and *Norman Thelwell Saves the Planet!*; a talk on the work of Gerry Anderson; a talk on a graphic novel called *Siberian Haiku*; a daytime rave; and several life drawing events. We also hosted the Tripwire Awards in September 2023 and a London Museums Group event about accessibility.

### **Plans for Future Periods**

We have set the following objectives for 2024:

*Continue to increase charitable and commercial activity*

- Attract 30,000 total visitors
- Host 120 school group visits.
- Raise income as follows:
  - £28,000 workshop income
  - £100,000 retail income
  - £20,000 venue hire income
  - £13,000 in event ticket income.

In 2024 we will also expand our learning programme with a new session aimed at KS3/4, an age group we do not currently cater for.

*Invest in our collection and deliver an exciting exhibition programme*

Our curatorial aims for the year include:

- A refresh of the gallery with new graphics and some new art, using feedback gathered from visitors over the past three years.
- Delivering two new temporary exhibitions.
- Continuing to work on special projects, including collections audit and library cataloguing project.
- Establish a new exhibition programme for the next three years.

*Deliver funded projects and seek additional fundraising*

- Develop and deliver on the autism work funded by John Lyons Charity.
- Seek grant funding to replace our vacant Curator role.
- Continue to crowdfund for support to repair the lift.

*Address important site issues*

- Complete the lift repairs.
- Work with our landlord and neighbours to prevent water leaking into our premises.

*Re-establish our Strategic goals*

During 2023 a new Strategy and Business Plan to 2026 was developed, with elements of the Business Plan put into action in July 2023. The final draft of the Strategy is still under review to fully address the Museum's forward ambitions and in particular our aims for financial sustainability.



## **Financial Review**

### **Net Results for the Year 2023**

The overall result for the year was much improved compared to 2022, with a deficit on the net movement in funds of £10,757 compared to £71,605 in 2022. This reflected improved visitor numbers and successful fundraising, and we are carrying forward £53k of restricted funding to be applied in 2024 and beyond.

There were no transfers between Restricted and Unrestricted Funds in the year (2022: £nil), and we ended the year with £0.4m of Restricted Funds and £1.9m of Unrestricted Funds carried forward.

Cash balances at the year-end amounted to £114,722 (2022: £175,516).

The Statement of Financial Activities for 2023 is set out on page 10 of the Financial Statements and is reviewed below.

### **Income**

Total income during 2023 was £338,212 (2022: £286,157), the major elements being:

- a) Income from Charitable activities of £164,315 (2022: £138,574), of which admissions income was £111,147 (2022: £88,855)
- b) Restricted Grants received amounting to £77,000 (2022: £30,226), of which £67,000 came from the John Lyons Charity
- c) Unrestricted donations of £95,781, (2022: £116,717) which includes Gift Aid
- d) Interest received of £1,116 (2022: £640), reflecting increased market rates

The value of donated cartoons was £nil (2022: £15,100), as information regarding the valuation of the donated artworks was not available.

Income from activities includes a donation of £nil (2022: £nil) from the Charity's trading subsidiary company, the Cartoon Museum Limited. The accounts of Cartoon Museum Limited show that sales of merchandise totalled £74,619, net of VAT in 2023, which is a significant increase on £48,561 in the prior year. However, despite this improvement, after deducting cost of sales, direct expenses, and a recharge of overheads (property, staffing and administration) of £24,633 (2022: £25,807), the subsidiary company's results show a net loss before tax of £19,766 (2022: loss of £25,740).

### **Expenditure**

Total expenditure amounted to £348,969 (2022: £357,762), including £39,656 (2022: £39,797) spent on the costs of generating donations and funds, and £348,969 (2022: £357,762) on charitable activities. For more information see Note 3 to the Financial Statements below.

Of the total expenditure, the amount relating to the Restricted Funds detailed above were £24,075 (2022: £30,226) which related to the John Lyons Charity funding for our autism programme

The costs of staff, administration and other central support costs are apportioned between the core cost of generating funds and charitable activities on the bases laid out in Note 3 below.

The costs of generating funds from the sales of souvenirs and merchandise are borne by the subsidiary trading company.

### **Investment Powers and Reserve Policy**

Under the Memorandum and Articles of Association, the Trustees have the power to invest and manage the moneys of the Company not immediately required in such manner as the Company may from time to time determine. In practice this is achieved through short-term bank deposits. Interest rates achieved for 2023 were higher compared to 2022 in line with general market conditions.

The Trustees, having regard to the liquidity requirements of operating the Museum and to the reserves policy, consider that two months of operating expenditure is a minimum cash requirement for the Charity. Based on the total expenditure of the Charity in 2023, the target for cash reserves is therefore £58,162. Unrestricted Cash balances at the year end amounted to £61,797 (2022: £175,516) meaning the Charity has met its target.

## **Accounting and Reporting Responsibilities**

The Financial statements reflect only the transactions as they affect the Company. Consolidated group accounts have not been prepared as there is no legal requirement for them.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the situation of the Charity and of its surplus or deficit for that period.

The Trustees confirm that appropriate accounting policies have been used and applied consistently, and reasonable and prudent judgements and estimates have been made in the preparation of the financial statements for the year ended 31 December 2023. The Trustees also confirm that applicable accounting standards have been followed.

The Trustees are responsible for keeping adequate accounting records, for safeguarding the assets of the Company and for taking reasonable steps to prevent and detect fraud and other irregularities.

## **Going Concern**

Although the Museum made an operating deficit in 2023, as at the end of the year the Charity had total cash reserves of £114k, of which £62k was for the general purposes of the charity and the remaining £53k represents carried forward grant funding from the John Lyon's Charity and others which will be used in future years to support our autism work and repair the broken lift. The charity has a strong track record of successful fundraising and is currently awaiting confirmation regarding a number of significant grant applications for 2024.

The Museum is an important part of the cultural map of London, having recorded over half a million visitors since opening in 2006. But with the move from Bloomsbury to Fitzrovia only a few months before the onset of the global pandemic, we have had to work hard over the last few years to re-establish ourselves in our new location. We are now experiencing annual growth in visitor numbers as we recover from the pandemic and, following action to manage costs and generate additional revenue, our budget and cash flow projections shows positive growth and improved financial resilience.

As such, and with a comprehensive strategic plan nearing completion, the Trustees are of the view that the Charity will generate sufficient resources to continue for the foreseeable future. We therefore consider it appropriate to adopt the going concern principle for the preparation of the financial statements.

## **Major Risks**

The Trustees acknowledge their responsibility for assessing and managing the risks facing the Charity. The major risks to which the Charity is exposed are reviewed annually, and the Charity maintains a risk register which captures operational and other risks and identifies relevant mitigations.

In 2023, we continued to face financial risks due to the impact of the cost-of-living crisis on our visitors, the slow recovery of London tourism, and a change in the demographics towards a younger audience which has necessitated a shift in the Museum's offering. The impact was particularly felt in the shop where the amount spent per visitor was significantly less than expected both on tickets and retail. There were also notable un-budgeted increases in outgoings due to rising prices, as well as an unexpected energy bill from our landlords for £17k. We were able to mitigate these issues through external grant funding, but of £125k applied for we received only £15k, demonstrating the effort and reward associated with fundraising. Further fundraising subsequently raised £50k in December 2023, and we took the difficult decision not to re-recruit vacant staff roles, so as to reduce the pressure on the budget. Growing visitor numbers, generating income, and securing funding remain our most important priorities to safeguard the long-term future of the Charity.

We also continue to experience issues with the building which pose a risk to the smooth operation of the Museum. Severe and regular leaks from the restaurant on the floor above have affected our shop sales and damaged stock. We have received pro bono legal advice and are continuing our efforts to ensure works occur at the restaurant to halt these leaks.

The lift has been out of use for two years, and we anticipate completion of fundraising to enable the installation of a new lift during 2024.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 DECEMBER 2023**

---

**Trustees' Responsibilities in relation to the Financial Statements**

The Trustees (who are also the Directors of Cartoon Art Trust Limited for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

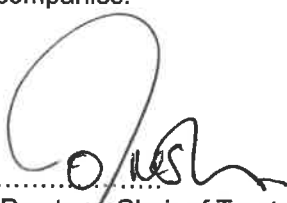
In preparing those financial statements, the Trustees are required to

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charity SORP
- make judgements and estimates that are reasonable and prudent
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report is prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.



.....  
Oliver Preston - Chair of Trustees

24 September 2024

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES**

---

I report to Cartoon Art Trust Limited Trustees on my examination of the accounts for the year ended 31 December 2023 set out on pages 11 to 19.

**Respective responsibilities of trustees and examiner**

Cartoon Art Trust Limited Trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts in accordance with the requirements of Companies Act 2006 ('the 2006 Act').

Having satisfied myself that Cartoon Art Trust Limited is not subject to audit under Part 16 of Companies Act 2006 and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the Charities Act 2011 (the '2011 Act');
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

**Basis of the independent examiner's report**

Since Cartoon Art Trust Limited gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 (3)(a) of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

(1) accounting records were not kept in respect of the Company as required by s.386 of the 2006 Act; or

(2) the accounts do not accord with those accounting records; or

(3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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: or

(4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for Accounting and Reporting by Charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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.

*Mark Tullett*

Mark Tullett FCA  
Orcom Civvals Limited  
50 Seymour Street  
London  
W1H 7JG

24 September 2024

**CARTOON ART TRUST LIMITED**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**(Incorporating Income and Expenditure Account)**  
**FOR THE YEAR ENDED 31 DECEMBER 2023**

		2023		
	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds £
<b>Income from:</b>	2			
Donations		95,781	77,000	172,781
Charitable activities		164,315	-	164,315
Investments		1,116	-	1,116
<b>Total Income</b>		<u>261,212</u>	<u>77,000</u>	<u>338,212</u>
<b>Expenditure on:</b>				
Raising funds	3.1	39,656	-	39,656
Charitable activities	3.2	285,238	24,075	309,313
<b>Total Expenditure</b>		<u>324,894</u>	<u>24,075</u>	<u>348,969</u>
<b>Net Income / (Expenditure)</b>	4	(63,682)	52,925	(10,757)
Transfers between Funds		-	-	-
<b>Net Movement in Funds</b>		<u>(63,682)</u>	<u>52,925</u>	<u>(10,757)</u>
Total Funds brought forward		1,948,481	306,772	2,255,253
Total Funds carried forward		<u>1,884,799</u>	<u>359,697</u>	<u>2,244,496</u>

Movements in Funds are disclosed in Note 12 to the financial statements.

There were no recognised gains and losses other than the above results for the two financial years.

All income and expenditure derives from continuing activities.

The company's charitable activities are the operation of a museum and associated learning and engagement programmes for the public benefit.

**CARTOON ART TRUST LIMITED**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
(Incorporating Income and Expenditure Account - continued)  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

		<b>2022</b>		
	<b>Notes</b>	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>
		<b>£</b>	<b>£</b>	<b>£</b>
<b>Income from:</b>	<b>2</b>			
Donations		116,717	30,226	146,943
Charitable activities		138,574	-	138,574
Investments		640	-	640
<b>Total Income</b>		<u>255,931</u>	<u>30,226</u>	<u>286,157</u>
<b>Expenditure on:</b>				
Raising funds	3.1	39,797	-	39,797
Charitable activities	3.2	287,739	30,226	317,965
<b>Total Expenditure</b>		<u>327,536</u>	<u>30,226</u>	<u>357,762</u>
<b>Net Income / (Expenditure) for the year</b>	<b>4</b>	<b>(71,605)</b>	<b>-</b>	<b>(71,605)</b>
Transfers between Funds		-	-	-
<b>Net Movement in Funds</b>		<u>(71,605)</u>	<u>-</u>	<u>(71,605)</u>
Total Funds brought forward		2,020,086	306,772	2,326,858
Total Funds carried forward		<u>1,948,481</u>	<u>306,772</u>	<u>2,255,253</u>

Movements in Funds are disclosed in Note 12 to the financial statements.

There were no recognised gains and losses other than the above results for the two financial years.

All income and expenditure derives from continuing activities.

The company's charitable activities are the operation of a museum and associated learning and engagement programmes for the public benefit.

**CARTOON ART TRUST LIMITED (REGISTERED NUMBER 02290200)****BALANCE SHEET  
AS AT 31 DECEMBER 2023**

	Notes		2023	2022
		£	£	£
<b>Fixed Assets</b>	7			
Heritage assets			1,188,217	1,188,217
Leasehold property			759,415	797,386
Investments			1	1
			<u>1,947,633</u>	<u>1,985,604</u>
<b>Current Assets</b>				
Debtors and prepayments	8	227,041		180,769
Cash		<u>114,722</u>		<u>177,516</u>
		341,763		356,285
<b>Current Liabilities</b>				
Creditors due within one year	9	<u>44,900</u>		<u>86,636</u>
Net Current assets			<u>296,863</u>	<u>269,649</u>
Creditors due after more than one year	9		-	-
<b>Total Net Assets</b>			<u><b>2,244,496</b></u>	<u><b>2,255,253</b></u>
<b>Capital and Reserves</b>				
Capital*	11		-	-
Funds				
Unrestricted Funds	12		1,884,799	1,948,481
Restricted Funds	12		359,697	306,772
<b>Total Charity Funds</b>			<u><b>2,244,496</b></u>	<u><b>2,255,253</b></u>

\*Note: the Company is limited by Guarantee and does not have a Share Capital


The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023. The members have not deposited notice, pursuant to s.476 of the Companies Act 2006 requiring an audit of these financial statements.

The Trustees acknowledge their responsibilities for:

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006; and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to small charitable companies subject to the small companies' regime.

The financial statements were approved by the Board of Trustees and were signed on its behalf by:

  
Chris Gilbert - Treasurer  
24 September 2024

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2023 (CONTINUED)**

---

**1. ACCOUNTING POLICIES**

The following accounting policies have been adopted, together with judgements and key sources of estimation and uncertainty made in the preparation of the Financial Statements.

**1.1 Basis of Preparation of Financial Statements**

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 102, (Charities SORP (FRS 102)), and the Companies Act 2006.

The Cartoon Art Trust (the Charity) is a private company limited by guarantee without share capital and incorporated in England. The company's registered number is 02290200. The principal office of the Charity is the Museum at 63 Wells St, Fitzrovia, London W1A 3AE which is also the registered office of the Company. The charity's registration number is 327978

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

The charity is a parent company and has taken advantage of s.399 of the Companies Act 2006 not to prepare group accounts.

A cash flow statement has not been prepared as the Charity has taken advantage of the small charity exemptions that are available under FRS 102.

The financial statements are presented in Sterling (£).

**1.2 Preparation of the accounts on a going concern basis**

The charity has cash reserves, secured grant funding and a strong track record of successful fundraising. There is annual growth in visitor numbers and income and the Trustees have taken action to manage costs and generate additional revenue. The comprehensive strategic plan which is nearing completion includes a forward exhibition schedule as well as budgets and cash flow projections which shows positive growth in coming years. As such, the Trustees are of the view that the Charity will generate sufficient resources to continue for the foreseeable future, and we therefore consider it appropriate to adopt the going concern principle for the preparation of the financial statements.

**1.3 Income**

Incoming resources are included in the Statement of Financial Activities (SOFA) when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

Donations, gifts, grants and interest are recognised when received.

Events and merchandising sales are recognised at the date of the event or sale.

Legacies are recognised when the Charity has entitlement to the legacy (confirmed through the granting of probate), its receipt is probable and the value of the legacy can be measured with reasonable accuracy.

Donated facilities and services are recognised in income when their economic benefit is probable, the value can be measured reliably and is material, and when the Charity has control over the item. A corresponding amount is recognised in expenditure.

The value of the services provided by volunteers has not been included in the accounts, in line with the Charities SORP (FRS 102).



**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2023 (CONTINUED)**

---

**1. ACCOUNTING POLICIES (continued)**

**1.4 Expenditure**

Expenditure is accounted for as incurred, except that expenditure in respect of events is written off against corresponding income at the date of the event.

Support Costs include back-office costs, finance, personnel, payroll and governance costs which support the Charity's programme and activities. These costs are allocated between cost of raising funds and expenditure on charitable activities. The allocation is shown in note 3.3.

**1.5 Tangible fixed assets**

Tangible fixed assets are stated at cost less accumulated depreciation. Cost includes expenditure directly attributable to making the asset capable of operating as intended. Depreciation

**1.6 Amortisation**

The leasehold property is amortised on a straight-line basis over the terms of the lease commencing from the time it was first occupied by the Charity.

No Impairment of leasehold property is undertaken in the year as it is deemed that the cost of improvements will be written off over the terms of the lease.

**1.7 Heritage Assets**

Heritage assets comprise the Charity's collection of cartoons, illustrations, books, comics and magazines which has accumulated over its lifetime. The majority of the collection has been donated by collectors or artists. Where practicable, the Charity seeks to value each donated item at the date of receipt based on the expert opinion of the Charity's staff and trustees, and/or by reference to commercial sales of similar artwork. Where no information exists to aid a valuation, or such information cannot be obtained at a cost commensurate with the benefit to the users of the accounts and to the Charity, then no value is ascribed to donations.

The collection now consists of nearly 6,000 items valued collectively at over £1.1m, and the Trustees consider it too difficult, time consuming and costly to regularly revalue all Heritage assets. There has therefore been no change to the carrying value of the collection in 2023.

Heritage Assets are held in perpetuity for public benefit on the grounds of their cultural, artistic and/or historic significance and relevance to the charitable objects of the Charity. Accordingly, the Trustees consider that it is inappropriate to make any provision for depreciation of the collection.

**1.8 Taxation**

The Trustees consider that no provision for corporation tax or deferred taxation is required due to the charitable status of the Company.

Income is shown exclusive of Value Added Tax (VAT). Expenses are shown net of VAT. The Company is entitled to recover a variable proportion of the latter in accordance with the formula agreed with HM Revenue & Customs.

**1.9 Leases**

The Company has entered into operating property leases. The rent is charged to the Income and Expenditure Account on a straight-line basis.

**1.10 Pensions**

The Company operates a defined contribution pension scheme. Contributions payable to the pension scheme are charged to the income and expenditure account in the period to which they relate.

# CARTOON ART TRUST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023 (CONTINUED)

### 2. INCOME

	2023			2022
	Unrestricted £	Restricted £	Total £	Total £
<b>Donations</b>				
Donations	93,674	77,000	170,674	130,216
Gift Aid	2,107	-	2,107	1,627
Donated artwork at valuation	-	-	-	15,100
<b>Total</b>	<b>95,781</b>	<b>77,000</b>	<b>172,781</b>	<b>146,943</b>
<b>Charitable Activities</b>				
Friends Membership	8,608	-	8,608	8,559
Museum admissions	115,147	-	115,147	88,855
Education and workshops	24,389	-	24,389	24,675
Museum hire and events	14,163	-	14,163	14,614
Other income	2,008	-	2,008	1,871
<b>Total</b>	<b>164,315</b>	<b>-</b>	<b>164,315</b>	<b>138,574</b>
Interest	1,116	-	1,116	640
<b>Total Income</b>	<b>261,211</b>	<b>77,000</b>	<b>338,212</b>	<b>286,157</b>

### 3. RESOURCES EXPENDED

	2023			2022
	Unrestricted £	Restricted £	Total £	Total £
<b>3.1 Donations and Fundraising</b>				
Direct costs	2,000	-	2,000	-
Support costs	37,656	-	36,656	39,797
<b>Total</b>	<b>39,656</b>	<b>-</b>	<b>39,656</b>	<b>39,727</b>
<b>3.2 Charitable Activities</b>				
Exhibition costs	12,159	-	12,159	11,658
Education and workshops	4,218	-	4,218	277
Other direct costs	14,985	24,075	39,060	47,127
Governance	8,856	-	8,856	8158
Support costs	245,020	-	245,020	250,745
<b>Total</b>	<b>285,238</b>	<b>24,075</b>	<b>309,313</b>	<b>317,965</b>
<b>Total Resources expended</b>	<b>324,894</b>	<b>24,075</b>	<b>348,969</b>	<b>357,762</b>

### 3.3 Allocation of Support Costs

	Basis of Apportionment	Charitable Activities £	Donations £	Charged to Subsidiary £	Total £
Employment costs	Staff utilisation	109,581	20,293	8,117	137,991
Property costs*	Space occupied	69,311	4,126	6,601	80,038
General office	Estimated activity	15,738	3,322	2,798	21,858
Organisation	Estimated activity	20,393	6,118	4,079	30,588
Depreciation	Space occupied	29,997	3,797	3,038	36,832
		<b>245,020</b>	<b>37,656</b>	<b>24,633</b>	<b>309,309</b>

\*Property costs include amortisation of leasehold property

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2023 (CONTINUED)**

**4. NET INCOMING RESOURCES**

Net Incoming Resources are stated after charging fees relating to the independent examination of £4,020 (2022: £3,900).

**5. EMPLOYEE INFORMATION**

	2023	2022
Staff costs were as follows		
	£	£
Wages and salaries	167,993	78,511
Pensions	3,343	3,661
Social security costs	10,405	11,978
	<u>181,741</u>	<u>194,150</u>

The average number of employees during the year was 7 (2022: 7)

**6. TRUSTEES REMUNERATION AND EXPENSES**

The Trustees are also the directors for the purposes of company law and comprise the Key Management Personnel of the Company. No remuneration was paid to the Trustees during the year (2022: £Nil). Travel and subsistence expenses totalling £818 (2022: £751) were paid to one trustee during the year.

**7. FIXED ASSETS**

	Heritage Assets at Cost or Valuation £	Leasehold Premises £	Total £
<b>Cost or Valuation</b>			
<i>At 31 December 2022</i>	1,188,217	949,269	2,137,486
Purchased at cost	-	-	-
Disposals/written off	-	-	-
Donations at valuation	-	-	-
<i>At 31 December 2023</i>	<u>1,188,217</u>	<u>949,269</u>	<u>2,137,486</u>
<i>At 31 December 2022</i>		151,883	151,883
Charge for the year	-	37,971	37,971
<i>At 31 December 2023</i>	<u>-</u>	<u>189,854</u>	<u>189,854</u>
<b>Net Book Value</b>			
<i>At 31 December 2022</i>	<u>1,188,217</u>	<u>797,386</u>	<u>1,985,603</u>
<i>At 31 December 2023</i>	<u>1,188,217</u>	<u>759,415</u>	<u>1,947,632</u>

Heritage Assets comprise the Collection of cartoons, illustrations, prints, books, magazines and related material. The Trustees have not undertaken a review of the valuation of the collection of cartoons, books and comics as at 31 December 2023, however we consider that the current values are the same as the carrying values that are stated in these accounts.

**Investments**

The charity has a wholly-owned subsidiary company, The Cartoon Museum Limited which was incorporated as a limited liability company (Registered Number 5703160) on 9 February 2006 in England.

The charity's investment in the subsidiary comprises one share of £1 (2022: £1) plus a balance on current account of £214,227 (2022: £168,797). The subsidiary undertakes commercial activity including the sales of souvenirs and other merchandise. Information regarding the financial activities of the subsidiary is set out in Note 13.

# CARTOON ART TRUST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023 (CONTINUED)

8. DEBTORS	2023 £	2022 £
Amount owed by subsidiary undertaking	214,227	168,797
Other debtors	2,854	2,920
Gift aid recoverable	1,264	361
Prepayments	8,696	8,691
	<u>227,041</u>	<u>180,769</u>

9. CREDITORS	2023 £	2022 £
Amounts falling due within one year:		
Subscriptions received in advance	10,855	12,128
Trade creditors	1,480	5,045
Other creditors	22,743	22,535
Accruals	9,822	9,428
Loan Payments Due	-	37,500
Total due within 1 year	<u>44,900</u>	<u>86,636</u>

10. OPERATING LEASE COMMITMENTS	2023 £	2022 £
The amounts payable in respect of the operating leases, excluding VAT are:		
In one year	13,126	15,001
Between two and five years	-	13,126

### 11. CAPITAL

The company is limited by Guarantee and does not have a Share Capital.

Every member of the Company undertakes to contribute to the assets of the Company in the event of the same being wound up during the Member's period of Membership or within one year afterwards for the payment of the debts and liabilities of the Company contracted before the Member ceases to be a member and of the costs, charges and expenses of winding up the same and for such amounts as may be required not exceeding in the case of any Member the sum of £1. There were 26 Members at the balance sheet date. (2022: 26).

### 12. FUNDS

#### 12.1 Analysis of Net Assets Between Funds

	General Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	759,416	881,445	306,772	1,947,633
Current assets	288,838	-	52,925	341,763
Current liabilities	(86,636)	-	-	(44,900)
Net Assets at 31 December 2023	<u>961,618</u>	<u>881,445</u>	<u>359,697</u>	<u>2,244,496</u>

# CARTOON ART TRUST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023 (CONTINUED)

### 12.2 Movement in Funds

	At 31 Dec 2022 £	Incoming Resources £	Outgoing Resources £	Transfers £	At 31 Dec 2023 £
<b>Unrestricted Funds</b>					
Designated Funds					
Collection fund	881,145	-	-	-	881,445
General Funds	1,067,036	261,212	(324,894)	-	1,003,354
Total Unrestricted Funds	1,948,481	261,212	(324,894)	-	1,884,799
<b>Restricted Funds</b>					
Collection fund	306,772	-	-	-	306,772
John Lyons - Lift	-	27,000	(2,790)	-	24,210
John Lyons- Grants	-	40,000	(19,785)	-	20,215
Westminster LCEP- Grants	-	10,000	(1,500)	-	8,500
Total Restricted Funds	306,772	77,000	(24,075)	-	359,697
<b>Total Funds</b>	<b>2,255,253</b>	<b>338,212</b>	<b>(348,969)</b>	<b>-</b>	<b>2,244,496</b>

### 12.3 Funds

#### i Unrestricted Funds

The designated Collection Fund represents the value of the Trust's Collection, acquired by gift or purchase, other than that provided by the Cuthbertson Fund (see paragraph ii below), and is considered by the Trustees not to be available for any of the Charity's other purposes.

#### ii Restricted Funds

The restricted Collection Fund represents donations by the late Allan Cuthbertson. These donations consisted of cartoons, illustrations, books and cash. In addition, a cash gift was used for cataloguing, restoring and exhibiting the collection as well as for acquisitions by the Trust.

## 13. RELATED PARTY TRANSACTIONS

Many of the Charity's Trustees are themselves well known cartoonists and artists who may from time to time, donate items to the Museum Collection or loan items for display in the galleries and exhibitions. Steve Bell, Oliver Preston and Martin Rowson donated artworks to the Charity this year. No entries have been made in the financial records for such donations or loans in 2023 (see note 1.7 above).

Where the Museum shop sells commercial works by Trustees (such as books of cartoons), this is done via the same commercial arrangements as for other suppliers and managed by the Charity's subsidiary trading company, Cartoon Museum Limited.

Cartoon Museum Limited is considered a related party. Its turnover for the year ended 31 December 2023 was £74,619 (2022: £48,561) including other income, cost of sales was £44,020 (2022: £24,202) and expenses of £50,421 (2022: £50,099), (including a contribution of £24,633 (2022: £25,807) to the Charity's office and organisation costs). These resulted in a loss for the year before taxation and interest of £19,766 (2022: £25,740) from which a donation of £Nil (2022: Nil) was made to the Charity.

The balance due from the subsidiary, the Cartoon Museum Limited, as at 31 December 2023 amounted to £214,227 (2022: £168,797). The Trustees consider this amount repayable when the subsidiary is in a position to pay without prejudicing its working capital requirements.

There were no other related party transactions during the year which require disclosure.

