

Register

Company No 4105526

Charity No 1087000

SOUTH WEST ARTS MARKETING  
(LIMITED BY GUARANTEE)

ACCOUNTS FOR THE PERIOD

10 NOVEMBER 2000 TO 31 MARCH 2002

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C V MITCHELL & CO  
Chartered Accountants &  
Registered Auditors  
2nd Floor  
147 Whiteladies Road  
Clifton  
BRISTOL BS8 2QT  
CVM/7085/LW



Status

The organisation is a charitable company, limited by guarantee, incorporated on 10 November 2000 and registered as a charity on 13 June 2001. The company commenced operating on 1 April 2001.

The company was established under a Memorandum of Association and is governed under its Articles of Association. Under those Articles, the directors are elected at the AGM to serve a period of 3 years, with three retiring by rotation at each AGM. Directors can be subsequently re-elected for up to two further terms of three years, but shall not then be eligible for re-election without a break of at least twelve calendar months.

Board of Directors

Date of appointment

P Gibby (Chair)	10 November 2000
A Byard	5 September 2001
K Cooper	29 November 2000
J Cowhig	29 November 2000
G De'ath	5 December 2001
S Peterkin	29 November 2000
M Schwarz	5 December 2001
R Williams	10 November 2000

Secretary

K Cooper

Registered Office

St Nicholas Church  
St Nicholas Street  
BRISTOL BS1 1UE

Auditors

C V Mitchell & Co  
147, Whiteladies Road  
Clifton  
BRISTOL BS8 2QT

Bankers

Barclays Bank plc  
86 Queens Road  
Clifton  
BRISTOL BS8 1RB

South West Arts Marketing was founded to address a massive logistical challenge - to provide strategic support and service to a disparate range of arts organisations and individuals across a huge and geographically diverse region.

The scale of this ambition has been matched by the scale of its achievement. Rarely, if ever, in arts marketing has so much dialogue and expertise been shared by so many people as a result of the capable and strategic leadership of so few.

SWAM has grown organically and systematically; building one contact after another and one network after another; expanding its board of directors judiciously; devising and implementing initiatives in response to demand; providing a unified voice for arts marketing in the South West; and a platform for the individual voices of those involved in arts marketing in the South West.

The Chief Executive's report outlines the breadth and depth of what we have achieved so far. There are endless future opportunities for expansion, collaboration and advocacy. SWAM will continue to seize those opportunities.

PHIL GIBBY  
Chair  
16 May 2002

A few statistics:-

In the first 10 months of operation, SWAM staff met with 184 arts organisations, 51 actual and potential collaborators from the commercial, tourism and heritage sectors and 75 people from funding bodies. We travelled approximately 30000 miles and spend the equivalent of 4 whole days waiting for trains to arrive. In 2001 we delivered 527 training opportunities - 118 through open seminars, 330 at group workshops and 79 in bespoke sessions for individual organisations. We also held the inaugural SWAM conference - *We Have Ways of Making you Talk* - at the Winter Gardens in Weston-Super-Mare in March 2001, when 138 delegates, speakers and guests enjoyed a programme of keynote speeches, breakout sessions and networking opportunities around the theme of communication.

A hectic schedule, but although there are still a lot of organisations to visit and people to meet, we have been able to start building up a picture of priorities and concerns in the region - and to address some of those by increasing access to advice and support, facilitating funding applications and initiating some profile-raising audience development initiatives with key target markets.

Starting at the geographic top of the region here are some of the projects SWAM has been involved with:-

In Gloucestershire, in partnership with SWAM and EQUATA, the regional agency for Disability Equality and Access Training in the Arts, the leading venues have put together a programme of action research and training designed to improve communications with all sectors of the disabled community and will pilot audience development initiatives aimed at increasing attendance from this market segment. The Access Arts project, funded by a New Audiences award from the national lottery, has been a pivotal initiative in stimulating collaborative working in the country and the results are keenly awaited across the region.

In Bristol, visual arts venues have taken part in a joint campaign with Birmingham venues and Bristol Tourism to increase cultural tourism between the two cities. The participating organisations have had the opportunity to profile their current audiences and undertake a gap analysis locally as well as raising their profile nationally. The initiative was visually stunning - a fact reflected in the support offered by Wales & West, who displayed posters in trains across their network - and new audiences for Bristol visual arts venues were stimulated from amongst the target market in Birmingham and beyond. Looking ahead, the Dance Live festival takes place in Bristol and South Gloucestershire from the 22 August to 22 September this year. This profile-raising event has been organised by SWAM in partnership with Bristol Area Dance Agency in response to the dance review carried out on behalf of Bristol City Council and South West Arts and will be a month-long programme of performance, film exhibitions and taster sessions in a variety of venues and spaces including Cribbs Causeway, Bristol Zoo and @Bristol.

In B&NES, arts organisations are working with Tourism to develop better information channels and put the arts in a more central position in Bath's image, although this initiative was badly hit by the foot and mouth outbreak. Although there has been less general enthusiasm for collaborative working, the individual organisations have been enthusiastic about taking up training opportunities and using SWAM's advice and support services.

In Somerset, local government officers have instigated a programme of training in key marketing topics and are now looking for areas where collaboration would be most effective and practical, particularly in promoting the arts as a whole across the county.

In Dorset, Dorset Arts Promoters' Forum received New Audiences money to undertake a programme of research and audience development initiatives and SWAM was appointed as consultants to provide benchmark research, training and full evaluation of the projects.

In Devon, initial meetings uncovered a need for more local networking, an enhanced relationship with the county education structure and a demand for training as well as an interest in establishing closer links with business in conjunction with Arts & Business as they launched in the South West. SWAM is also managing a pilot initiative taking place in Plymouth called TEXTMATE. This is a unique collaboration between venues, clubs and new media that will be trialling SMS Text Messaging as a way of finding and developing new audiences. People signing up for the new initiative will receive up to date information about events and be offered priority booking, discounted tickets, previews and queue jumping, all by receiving text messages on their mobile phone. This is a scheme funded through the Arts Council's New Audiences lottery programme with enormous implications for the future of effective communications within the arts marketplace and the results will be of national as well as regional importance.

In Cornwall, SWAM sit on the management group for Cornwall Arts Marketing and are looking forward to offering support as they move into the exciting new phase of development.

Across the region, SWAM is looking for ways to improve our understanding of the arts market as a whole by carrying out research into audiences, current and potential, urban and rural. In a major partnership with South West Arts and the Local Government Consultative Group, a ground-breaking programme of audience research has been started by consultants McCann, Matthews, Millman that will give us better market intelligence and provide a blueprint for future data collection. SWAM is also continuing to work with rural arts promoters on the specific needs of research into audiences in isolated rural communities.

All this is the first year of operation, a year in which SWAM has become an established part of the arts infrastructure in the region and has brought the region to the attention of those working across the country through the series of high-profile initiatives, the conference and by representing the South West at national events and meetings.

We are now looking forward with confidence to the next few years.

SHIRLEY KIRK  
Chief Executive  
16 May 2002

The directors, who also act as Trustees for the charitable activities of the company, present their annual report and the audited financial statements of the company for the period ended 31 March 2002.

#### Principal activities and results

The company is a charity and exists to promote any charitable purpose for the benefit of the communities of the ceremonial counties of Avon, Cornwall, Devon, Dorset, Somerset and Gloucestershire, including the unitaries in the area ("The Area of Benefit") by providing charitable organisations operating within the area of benefit with:-

- (a) Advice, training and information; and
- (b) Other assistance appropriate to their needs, so as to enable such organisations to carry out their charitable work more effectively and efficiently, for the benefit of the community.

The total incoming resources for the period amounted to £160621, of which £133524 was expended during the period leaving a surplus of £27097, which has been added to reserves, which stand at £27097.

#### Directors and their interests

The directors serving in office during the year are listed on page 1. The directors have no personal beneficial interest in the charitable company.

#### Statement of directors' responsibilities

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company as at the balance sheet date, and of its incoming resources and application of resources for the financial year. In preparing those financial statements the directors are required to follow best practice and:-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

#### Outlook for the Future

The directors expect the charity and the company to continue to meet their objectives in the future.

#### Reserves Policy

Due to the inherent uncertainty in the future level of the charity's income and the relatively short period of operating to date, the directors have not yet formulated a reserves policy.

Investment policy

Due to the fact that the directors have little control over the timing of its incoming resources, all funds of the charity are currently held in an interest bearing bank account with access to these funds being readily available, at all times.

Risk review

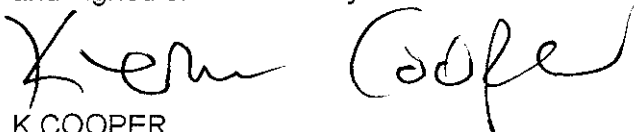
The directors have conducted a review of the major risks to which the charity is exposed, and systems have been established to mitigate these risks. Internal risks are minimised by the implementation of procedures for the authorisation of all transactions and projects and to ensure consistent quality of delivery for all operational aspects of the charity's objectives. These procedures are to be periodically reviewed to ensure that they continue to meet the needs of the charity.

Auditors

In accordance with Section 385 of the Companies Act 1985 a resolution proposing the re-appointment of Messrs C V Mitchell & Co as auditors to the company will be put to the annual general meeting.

This report has been prepared in accordance with the Statement of Recommended Practice - Accounting and Reporting by Charities - and in accordance with the special provisions of Part VII of the companies Act 1985 relating to small entities.

This report was approved by the board on  
and signed on its behalf by:-



K COOPER  
Secretary

We have audited the financial statements of South West Arts Marketing for the period ended 31 March 2002 as set out on pages 8 to 12. These financial statements have been prepared under the historical cost convention and the accounting policies set out on page 10.

Respective responsibilities of directors and auditors

As described in the statement of Directors' Responsibilities, the company's directors, who also act as Trustees for the charitable activities of the company, are responsible for the preparation of financial statements in accordance with applicable law and United Kingdom Accountancy Standards.

Our responsibility is to audit the financial statements in accordance with the relevant legal and regulatory requirements and United Kingdom Auditing Standards.

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you if, in our opinion, the Directors' Report is not consistent with the financial statements, if the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if the information specified by law regarding directors' remuneration and transactions with the company is not disclosed.

We read the Directors' Report and consider the implication for our report, if we become aware of any apparent misstatements within it.

Basis of opinion

We conducted our audit in accordance with United Kingdom Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion, we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements give a true and fair view of the state of the company's affairs as at 31 March 2002 and of its incoming resources and application of resources, including its income and expenditure, for the period then ended and have been properly prepared in accordance with the provisions of the Companies Act 1985.

7 June 2002

*C V Mitchell & Co*  
C V MITCHELL & CO  
Chartered Accountants &  
Registered Auditors



SOUTH WEST ARTS MARKETING (LIMITED BY GUARANTEE)  
 STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE)  
 FOR THE PERIOD ENDED 31 MARCH 2002

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	<u>Notes</u>	<u>Unrestricted Funds</u>	<u>Restricted Funds</u>	<u>Total 2002</u>
<b>INCOMING RESOURCES</b>				
Incoming resources from donors		123442	17000	140442
Operating income		19651	-	19651
Bank interest		528	-	528
Total incoming resources	(2)	<u>143621</u>	<u>17000</u>	<u>160621</u>
<b>EXPENDITURE</b>				
Direct charitable expenditure:-				
Project expenses		97000	21235	118235
Other expenditure:-				
Fundraising and publicity		1830	-	1830
Management and administration		13459	-	13459
Total resources expended	(3)	<u>112289</u>	<u>21235</u>	<u>133524</u>
<b>NET INCOMING/(OUTGOING) RESOURCES</b>	(4)	31332	(4235)	27097
<b>FUND BALANCES BROUGHT FORWARD</b>		-	-	-
<b>FUND BALANCES CARRIED FORWARD</b>		<u>31332</u> =====	<u>(4235)</u> =====	<u>27097</u> =====

No summary income and expenditure account has been included in these financial statements as the total income and total expenditure is the same as the total incoming resources and total resources expended, respectively. There were no recognised gains or losses in the period other than those included in the Statement of Financial Activities. All income and expenditure relates to the charitable company's continuing operations.

The notes on pages 10 to 12 form an integral part of these financial statements.

SOUTH WEST ARTS MARKETING (LIMITED BY GUARANTEE)  
BALANCE SHEET AT 31 MARCH 2002

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	<u>Notes</u>	<u>2002</u>
TANGIBLE FIXED ASSETS	(7)	3026
CURRENT ASSETS		
Trade debtors		3456
Other debtors and prepayments		-
Cash at bank		70224
		<u>73680</u>
CREDITORS - amounts falling due within one year		
Trade creditors		14443
Other creditors and accruals		12666
Deferred income		22500
		<u>49609</u>
NET CURRENT ASSETS		24071
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>27097</u> =====
FUNDS		
Net accumulated surplus	(8)	27097 =====

The notes on pages 10 to 12 form part of these financial statements.

The financial statements, which have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 applicable to small companies, were approved by the board on 5 June 2002 and signed on it's behalf by:-

P GIBBY



Director/Trustee

1. ACCOUNTING POLICIES

- 1.1. The financial statements are prepared under the historical cost convention and follow the recommendations in Accounting and Reporting by Charities: Statement of Recommended Practice issued in October 2000. In recognition of the company's charitable status, the results have been shown in a Statement of Financial Activities.

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small company.

- 1.2. Charitable income is received by way of donations and grants, and is included in the Statement of Financial Activities when receivable. The value of services donated to the charity has not been included.
- 1.3. Resources expended are recognised in the period in which they were incurred. Resources expended included attributable VAT which cannot be recovered.
- fundraising and publicity costs relate to the cost of general and specific publicity campaigns for the raising of donations and other charitable income.
  - management and administration costs relate to the management of the charitable company's assets, and the organisation and administration of the company, including compliance with constitutional and statutory requirements.
- 1.4. Unrestricted funds are donations and other incoming resources receivable or generated for the general objectives of the charity without further specified purpose, and are therefore part of the charity's general funds.
- 1.5. Restricted funds are to be used for a specific purpose as stipulated by the donor. Expenditure which meets these criteria is charged to the fund, together with a fair allocation of management and support costs.
- 1.6. Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:-

Computers	50% per annum - straight line basis
Office equipment	25% per annum - reducing balance basis

2. TOTAL INCOMING RESOURCES

Incoming resources from donors includes an amount of £32442 transferred to the company from South West Arts on 1 April 2001, in respect of net income and expenditure attributable to the company before it formally commenced operating in its own right.

3. TOTAL RESOURCES EXPENDED

2002

Project expenses	21835
Fund raising and publicity	1830
Staff costs	91837
Rent	3000
Communications	7693
Conferences	3129
Training and research	871
Sundry expenses	581
Professional charges	1098
Bank charges	18
Depreciation	1632

133524

=====

4. NET INCOMING RESOURCES

2002

This is stated after charging:-

Depreciation	1632
Directors' remuneration	-
Audit fee	881

=====

5. STAFF COSTS AND NUMBERS

2002

Staff costs were as follows:-

Salaries and wages	77112
Social security costs	7711

84823

=====

The average weekly number of employees during the period, calculated on the basis of full time equivalents, was 3.

6. TAXATION

The company is exempt from corporation tax on its income, due to its charitable status.

7. TANGIBLE FIXED ASSETS

	Computers	Office Equipment	Total
<u>Cost</u>			
Additions	1869	2789	4658
At 31 March 2002	1869	2789	4658
<u>Depreciation</u>			
Charge for the year	935	697	1632
At 31 March 2002	935	697	1632
<u>Net Book Amount</u>			
At 31 March 2002	934	2092	3026
	=====	=====	=====

8. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	<u>2002</u>
Unrestricted - General fund	31332
Restricted funds	(4235)
	<u>27097</u>
	=====

9. SHARE CAPITAL

The charitable company is limited by guarantee and therefore has no share capital. The extent of the guarantee is £10 per member. There were 8 members at 31 March 2002.

10. CONTINGENT LIABILITIES

The company had no contingent liabilities at 31 March 2002.

11. CAPITAL COMMITMENTS

The company had no capital commitments at 31 March 2002.

12. OTHER COMMITMENTS

The company had no annual commitments under non-cancellable operating leases at 31 March 2002.

13. RELATED PARTY DISCLOSURES

The company is controlled by the board of trustees.

There were no related party transactions during the period.