

AUDIENCES SOUTH WEST
(a company limited by guarantee)

FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2011

Company Number: 4105526

Charity Number: 1087000



BISHOP FLEMING
Chartered Accountants & Registered Auditors

AUDIENCES SOUTH WEST

Financial Statements

Year ended 31 March 2011

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AUDIENCES SOUTH WEST

Reference and Administrative Information

Year ended 31 March 2011

Status

Audiences South West (formerly South West Arts Marketing) is a charitable company, limited by guarantee, Company No 4105526, and registered as a charity on 13 June 2001, Charity No 1087000

Board of Trustees

Date of Appointment

M R Fineman	16 June 2004
S Wainwright	2 March 2005
R M Wallace	14 March 2008
M Locatori	1 April 2011

Chief Executive

J Brewster	31 July 2010
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Registered Office and Principal Office

St Nicholas Church
St Nicholas Street
BRISTOL BS1 1UE

Auditors

Bishop Fleming
16 Queen Square
BRISTOL BS1 4NT

Bankers

Barclays Bank plc
86 Queens Road
Clifton
BRISTOL BS8 1RB

AUDIENCES SOUTH WEST

Report of the Chief Executive

Year ended 31 March 2011

Audiences South West's mission is to strengthen the business models of organisations in the public sector, specifically the cultural sector

ASW works with organisations in the cultural sector to build evidence on reach, engagement and participation and to use that evidence to strengthen business models

Through 2010-11, the public sector began to undergo a process of large scale change as the repercussions of the 2009 financial crisis impacted funding levels and undermined organisational confidence. The incoming coalition government's austerity budgets impacted Audiences South West's funders and clients

Arts Council England reviewed its portfolio of regularly funded organisations in 2010-11 and decided, in March 2011, not to fund any of the English audience development agencies beyond 2011-12

Audiences South West's business plan and staffing structure was formally adopted in July of 2010. The business plan aimed to redress damage to the organisation's brand value sustained through a period of weak delivery to an ill-defined mission by affirming the agency's core strengths of providing market intelligence and business planning services to arts organisations. The business plan also identified the need to establish greater financial control and more robust operational systems

2010-11 was a period of substantial staff change as the director, administrative assistant and book-keeper left the organisation. A programme of board development was undertaken and prospective new board members were recruited. Jim Brewster was appointed Acting Chief Executive in July 2010 and then Chief Executive in December 2010. Emily Bull joined the organisation as Operations Manager in November 2010 on a part-time basis. Bishop Fleming provided accountancy services from September 2010

Audiences South West sought partnerships with Audiences South and Audiences Wales through 2010-11 and continued to work in partnership with Audiences UK. The partnership with Audiences South granted access to expert market intelligence and consultancy services that enabled delivery of both large and small scale projects. The partnership with Audiences Wales addressed data benchmarking services

Audiences South West delivered and concluded administration of three large scale Arts Council England projects, delivered smaller scale market intelligence based contracts with individual clients, continued work with the Dorset Loves Arts collaboration of Dorset based arts organisations, and established the foundations of a new collaboration – Exeter Cultural Partnership. ASW also delivered to an Audiences UK project reviewing the A Night Less Ordinary project

The Operations Manager post brought capacity, skills and energy to bear on, amongst other things, Audiences South West's communications. Website improvement, use of social media and the systematic marketing of a clearly defined set of data services were key communications outputs in 2010-11

Throughout 2010-11, Audiences South West established a new staffing structure, delivered to its existing order book, generated new business and established new partnerships. Most importantly, Audiences South West began to repair its damaged brand by delivering quality services that add value to key clients and enable strong and meaningful partnerships. The challenge now facing the organisation is one of continuing this direction outside of regular Arts Council England funding

Jim Brewster, Chief Executive

AUDIENCES SOUTH WEST

Trustees' Annual Report

Year ended 31 March 2011

The directors, who also act as Trustees for the charitable activities for the company, present their annual report and the audited financial statements of the company for the year ended 31 March 2011

Reference and administrative information

See details on page 1

Structure, governance and management

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.

New trustees are recruited and appointed on the basis of the following criteria -

- a skills framework has been developed in order to identify those areas requiring representation on the Board and to ensure that the balance between the requirements is achieved wherever possible, and
- recruitment of new Board members is by personal recommendation within the sector and concentrates on areas currently under-represented on the framework

The trustees regularly conduct a review of the major risks to which the charity is exposed, and the 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 periodically reviewed to ensure that they continue to meet the needs of the charity.

Objectives and Activities

The objective of the charity is to add value to marketing activity in the South West by providing strategic services and support to artists and arts organisations wishing to increase and broaden their audiences.

The charity aims to meet this objective by -

- improving the skills of arts marketers and raise the profile of arts marketing within organisations in the South West
- increasing and broadening the audience base in the South West
- bringing examples of best practice in arts marketing and audience development in the South West to national attention

The charity meets the objective by way of the following activities -

- Networking – working with existing groups and seeking to establish new relationships between individuals and groups sharing common objectives
- Training – facilitating access to appropriate training for all needs and levels of experience
- Advice – holding and disseminating key strategic information and tools to help artists and organisations achieve best practice in arts marketing
- Data Analysis & Research – auditing and interpreting existing research to provide information of real value to arts marketers in the region and commissioning new research to back up existing profiling and benchmarking of arts audiences in the region
- Audience Development – initiating, facilitating and managing pilot audience development initiatives with arts organisations in the South West

AUDIENCES SOUTH WEST

Trustees' Annual Report

Year ended 31 March 2011

Public benefit

We have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives. All of these aims are undertaken to further our objective for the public benefit.

Achievements and performance

See Chief Executive's report, page 2

Financial Review

The total incoming resources for the year amounted to £120,591 (2010 £207,813), against which £121,683 (2010 £209,835) was expended during the year leaving a deficit of £1,092 (2010 £2,022), which has been deducted from reserves, which now stand at £91,333 (2010 £92,425).

The trustees have adopted a reserves policy whereby an amount covering an agreed base level will be put into the budget for each financial year and maintained/increased year on year in accordance with the level agreed by the Trustees during the annual review of reserves.

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

Trustees and their interests

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

Statement of trustees' responsibilities

The trustees (who are also directors of Audiences South West for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (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 the year. In preparing these financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently,
- observe the methods and principles in the Charities SORP,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable UK 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 charitable company will continue in operation.

The trustees 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 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for prevention and detection of fraud and other irregularities.

AUDIENCES SOUTH WEST

Trustees' Annual Report

Year ended 31 March 2011

In so far as the trustees are aware

- there is no relevant audit information of which the charitable company's auditors are unaware, and
- the trustees have taken all the steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is unaware of that information

Auditors

In accordance with the Companies Act 2006 a resolution proposing the re-appointment of Bishop Fleming Chartered Accountants as auditors of the company will be put out to the annual general meeting

This report had been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities (issued March 2005) and in accordance with the special provisions of Section 415A of the Companies Act 2006 relating to small entities

This report was approved by the board on 21/11/11 and signed on its behalf by -

R M WALLACE



Director/Trustee

AUDIENCES SOUTH WEST

Independent Auditors' Report to the Trustees

Year ended 31 March 2011

We have audited the financial statements of Audiences South West for the year ended 31 March 2011 which comprise the statement of financial activities, the balance sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Financial Reporting Standard for Smaller Entities (effective April 2008).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members and trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the Statement of Trustees' Responsibilities (set out on page 4), the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the trustees, and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2011, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

(Continued. .)

AUDIENCES SOUTH WEST

Independent Auditors' Report to the Trustees

Year ended 31 March 2011

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of trustees' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report



Joseph Scarfe FCA DChA (Senior Statutory Auditor)
For and on behalf of

BISHOP FLEMING

Chartered Accountants and Statutory Auditors
Statutory Auditors
16 Queen Square
Bristol
BS1 4NT

Date 9/12/11

AUDIENCES SOUTH WEST**Statement of Financial Activities****Year ended 31 March 2011**

		Unrestricted Funds 2011 £	Restricted Funds 2011 £	Total Funds 2011 £	Total Funds 2010 £
Incoming resources	Note				
Incoming resources from generated funds		106,392	2,000	108,392	169,979
Incoming resources from charitable activities		8,169	4,030	12,199	37,834
Total incoming resources		<u>114,561</u>	<u>6,030</u>	<u>120,591</u>	<u>207,813</u>
Resources expended					
Cost of generating funds - fundraising and publicity		2,131	-	2,131	3,502
Charitable activities		46,488	68,864	115,352	202,733
Governance costs		4,200	-	4,200	3,600
Total resources expended	2	<u>52,819</u>	<u>68,864</u>	<u>121,683</u>	<u>209,835</u>
Net incoming /(outgoing) resources	3	61,742	(62,834)	(1,092)	(2,022)
Transfers		(194)	194	-	-
Total funds brought forward		26,310	66,115	92,425	94,447
Total funds carried forward		<u>87,858</u>	<u>3,475</u>	<u>91,333</u>	<u>92,425</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 two periods 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 13 form an integral part of these financial statements.

AUDIENCES SOUTH WEST
Company Number: 4105526

Balance Sheet

As at 31 March 2011

	Note	£	2011 £	£	2010 £
TANGIBLE FIXED ASSETS	5		-		2,801
CURRENT ASSETS					
Debtors and prepayments	6	13,778		28,582	
Cash at bank and in hand		92,490		82,824	
		<u>106,268</u>		<u>111,406</u>	
CREDITORS					
Amounts falling due within one year	7	(14,935)		(21,782)	
NET CURRENT ASSETS			<u>91,333</u>		<u>89,624</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>91,333</u>		<u>92,425</u>
FUNDS					
Unrestricted funds			87,858		26,310
Restricted funds	9		3,475		66,115
TOTAL FUNDS			<u>91,333</u>		<u>92,425</u>

The financial statements, which have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

The financial statements were approved by the board on 21/2/11 and signed on its behalf by -

The notes on pages 10 to 13 form part of these financial statements

R M WALLACE 

Director/Trustee

AUDIENCES SOUTH WEST

Notes to the Accounts

Year ended 31 March 2011

1 ACCOUNTING POLICIES

1.1 The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Smaller Entities (effective April 2008), the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2005) issued in March 2005 and the Companies Act 2006

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

1.3 Resources expended are recognised in the period in which they were incurred. Resources expended include 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 -

Office equipment	25% per annum – reducing balance
Computers	33% per annum – straight line

Tangible fixed assets funded out of specific donations or grants are not capitalised, but written off as project expenditure

AUDIENCES SOUTH WEST

Notes to the Accounts

Year ended 31 March 2011

2 TOTAL RESOURCES EXPENDED

	Total 2011 £	Total 2010 £
Project expenses	-	57,893
Fund raising and publicity	2,131	3,502
Staff salaries and expenses	80,623	122,492
Consultancy	1,351	868
Rent	4,530	4,530
Communications	2,936	6,028
Conferences	8,318	1,585
Training and research	-	1,908
Sundry expenses	2,265	6,359
Professional charges	16,728	3,600
Depreciation	2,801	1,070
	<u>121,683</u>	<u>209,835</u>

3 NET INCOMING RESOURCES

	2011 £	2010 £
This is stated after charging -		
Depreciation	2,801	1,070
Audit fee	4,200	3,600
	<u></u>	<u></u>

4 STAFF COSTS AND NUMBERS

	2011 £	2010 £
Salaries and wages	69,207	97,023
Social security costs	6,556	9,679
	<u>75,763</u>	<u>106,702</u>

The average weekly number of employees during the year, calculated on the basis of full time equivalents was 3 (2010 4)

No employee earned £60,000 per annum or more

No trustee received remuneration during the year (2010 Nil)

AUDIENCES SOUTH WEST**Notes to the Accounts****Year ended 31 March 2011****5 TANGIBLE FIXED ASSETS**

	Office Equipment £	Computers £	Total
Cost			
At 1 April 2010	6,831	7,381	14,212
Additions	-	-	-
Disposals	-	-	-
At 31 March 2011	6,831	7,381	14,212
Depreciation			
At 1 April 2010	4,841	6,570	11,411
Charge in the year	1,990	811	2,801
Disposals	-	-	-
At 31 March 2011	6,831	7,381	14,212
NET BOOK AMOUNT			
At 31 March 2011	-	-	-
At 31 March 2010	1,990	811	2,801

6 DEBTORS

	2011 £	2010 £
Trade debtors	1,773	8,275
Prepayments and accrued income	12,005	20,307
	13,778	28,582

7 CREDITORS

	2011 £	2010 £
Trade creditors	5,244	12,912
Accruals and deferred income	9,691	8,870
	14,935	21,782

AUDIENCES SOUTH WEST

Notes to the Accounts

Year ended 31 March 2011

8 RESTRICTED FUNDS

	Balance 1 April 2010	Incoming resources	Outgoing resources	Transfers	Balance 31 March 2011
	£	£	£	£	£
Visual Arts West	31,028	-	(31,028)	-	-
Insight	21,509	-	(21,509)	-	-
National (NI11)	10,879	-	(10,879)	-	-
Organisational Development	2,699	-	(2,699)	-	-
Turning Point	-	3,550	(75)	-	3,475
BSDTL Event	-	480	(674)	194	-
ANLO Report	-	2,000	(2,000)	-	-
	66,115	6,030	(68,864)	194	3,475

Visual Arts West funds are to build on the work of BVAC in the greater West of England sub-region and work with Bristol City Council to develop a visual arts strategy for the city

Insight funds were received for a pilot project in partnership with Arts Council England (ACE) South West working with RFOs to test ACE's new segmentation model "Arts Audiences Insight"

National (NI11) funds support work with the 3 South West local authorities with National Indicator Level 11 engagement in the arts

Organisation Development fund is towards support and consultancy for organisational development planning

Turning Point is an Audiences UK brokered project to pilot data gathering and benchmarking with visual arts organisations

BSDTL Event involved disseminating Arts Council England's segmentation system

ANLO Report was an exercise gathering feedback from organisations participating in Arts Council England's "A Night Less Ordinary" and reporting to Audiences UK