

AUDIENCES SOUTH WEST
(a company limited by guarantee)

FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2010

Company Number: 4105526

Charity Number: 1087000



BISHOP FLEMING
Chartered Accountants & Registered Auditors

AUDIENCES SOUTH WEST

Financial Statements

Year ended 31 March 2010

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AUDIENCES SOUTH WEST

Reference and Administrative Information

Year ended 31 March 2010

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 Carwardine-Palmer (resigned 23 June 2009)	1 March 2006
M R Fineman	16 June 2004
S Wainwright	2 March 2005
R M Wallace	14 March 2008

Chief Executive

J Dereza (resigned 31 July 2010)	
J Brewster	31 July 2010

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 2010

Through 2009/10, fundamental areas of business administration such as financial management, people management and client delivery were showing demonstrable signs of weakness

These organizational problems were made problematic through the unfortunate circumstance of Jo Dereza's, then Director, protracted ill health. Audiences South West did all it could to support Jo Dereza in establishing an appropriate and active role. In July 2010, a compromise agreement was signed by Jo Dereza and the Trustees.

From November 2009 to April 2010, Jim Brewster was appointed as Acting Head of Operations. The Acting Head of Operations, completed a review of the organization's weaknesses and developed a 2010-13 Business Plan. Jim Brewster was appointed as Acting Chief Executive in July 2010.

In December 2009 Katie Teasdale, Audience Development Manager, left ASW for a new post. The vacancy was held through the remainder of 2009-10.

The visual arts work that ASW had been funded to undertake by ACE SW closed in 2010 as ACE ceased funding ASW to undertake work related to Turning Point, the national visual arts strategy. This work was undertaken by ASW in managing Bristol Visual Arts Consortium (BVAC), Visual Arts West (VAW) and then Visual Arts Development (VAD).

Despite the difficulties briefly outlined above, ASW stabilised its financial position through improving systems sufficiently to recover uncollected fees and by delivering a number of significant contracts through 2009-10, such as

- Working with 3 local authorities to increase engagement in the arts in keeping with National Indicator NI 11
- Working with 12 organisations to determine the value of different market intelligence resources
- Audience Profiling and interpretation work for organisations in Bath and Bournemouth
- Working with a number of smaller contracts on Family Friendly, audience profiling, festivals and rural touring

Audiences South West worked with Audiences UK to strengthen its business model through the Audiences UK Thrive project and has been in discussion with a number of audience development agencies seeking to establish a trading basis for closer working.

Jim Brewster, Acting Chief Executive

AUDIENCES SOUTH WEST

Trustees' Annual Report

Year ended 31 March 2010

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 2010

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
- raising the profile of the arts 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 2010

Public benefit

We have referred to the guidance contained in 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 £207,813 (2009 £320,826), against which £209,835 (2009 £272,223) was expended during the year leaving a deficit of £2,022 (2009 surplus of £48,603), which has been deducted from reserves, which now stand at £92,425 (2009 £94,447).

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 2010

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 10/12/10 and signed on its behalf by -

R M WALLACE



Director/Trustee

AUDIENCES SOUTH WEST

Independent Auditors' Report to the Trustees

Year ended 31 March 2010

We have audited the financial statements of Audiences South West for the year ended 31 March 2010 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. These financial statements have been prepared under the accounting policies set out therein and the requirements of the Financial Reporting Standard for Smaller Entities (effective April 2008).

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity'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 charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

The trustees' (who are also the directors of Audiences South West for the purposes of company law) responsibilities for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Trustees' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

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 2006. We also report to you whether in our opinion the information given in the Trustees' Annual Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the charity has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding trustees' remuneration and other transactions is not disclosed.

We read the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) 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 trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all 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.

(Continued)

AUDIENCES SOUTH WEST

Independent Auditors' Report to the Trustees

Year ended 31 March 2010

Opinion

In our opinion

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities of the state of the charity's affairs as at 31 March 2010, and of its incoming resources and application of resources, including its income and expenditure, in the year then ended,
- the financial statements have been properly prepared in accordance with the Companies Act 2006, and
- the information given in the Trustees' Annual Report is consistent with the financial statements



Joseph Scarfe FCA DChA (Senior Statutory Auditor)

For and on behalf of
BISHOP FLEMING
Chartered Accountants &
Registered Auditors
16 Queen Square
Bristol
BS1 4NT

Date

15/12/10

AUDIENCES SOUTH WEST**Statement of Financial Activities****Year ended 31 March 2010**

		Unrestricted Funds 2010 £	Restricted Funds 2010 £	Total Funds 2010 £	Total Funds 2009 £
Incoming resources	Note				
Incoming resources from generated funds		106,120	63,859	169,979	271,670
Incoming resources from charitable activities		30,568	7,266	37,834	49,156
Total incoming resources		<u>136,688</u>	<u>71,125</u>	<u>207,813</u>	<u>320,826</u>
Resources expended					
Cost of generating funds - fundraising and publicity		3,467	35	3,502	15,764
Charitable activities		114,757	87,976	202,733	251,910
Governance costs		3,600	-	3,600	4,549
Total resources expended	2	<u>121,824</u>	<u>88,011</u>	<u>209,835</u>	<u>272,223</u>
Net incoming /(outgoing) resources	3	14,864	(16,886)	(2,022)	48,603
Total funds brought forward		11,446	83,001	94,447	45,844
Total funds carried forward		<u>26,310</u>	<u>66,115</u>	<u>92,425</u>	<u>94,447</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 14 form an integral part of these financial statements.

AUDIENCES SOUTH WEST
Company Number: 4105526

Balance Sheet

As at 31 March 2010

	Note	£	2010 £	£	2009 £
TANGIBLE FIXED ASSETS	6		2,801		1,495
CURRENT ASSETS					
Debtors and prepayments	7	28,582		85,241	
Cash at bank and in hand		82,824		88,065	
			<u>111,406</u>	<u>173,306</u>	
CREDITORS					
Amounts falling due within one year	8	(21,782)		(80,354)	
NET CURRENT ASSETS			<u>89,624</u>	<u>92,952</u>	
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>92,425</u>	<u>94,447</u>	
FUNDS					
Unrestricted funds	12		26,310		11,446
Restricted funds	13		66,115		83,001
TOTAL FUNDS			<u>92,425</u>	<u>94,447</u>	

The notes on pages 10 to 14 form part of these financial statements

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 10/12/10 and signed on its behalf by -

R M WALLACE



Director/Trustee

AUDIENCES SOUTH WEST

Notes to the Accounts

Year ended 31 March 2010

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 2010

2 TOTAL RESOURCES EXPENDED

	Total 2010 £	Total 2009 £
Project expenses	57,893	96,727
Fund raising and publicity	3,502	15,764
Staff salaries and expenses	122,492	133,189
Consultancy	868	1,000
Rent	4,530	3,343
Communications	6,028	6,294
Conferences	1,585	5,050
Training and research	1,908	1,971
Sundry expenses	6,359	1,783
Professional charges	3,600	4,549
Depreciation	1,070	2,553
	<u>209,835</u>	<u>272,223</u>

3 NET INCOMING RESOURCES

	2010 £	2009 £
This is stated after charging -		
Depreciation	1,070	2,553
Audit fee	3,600	4,549
	<u></u>	<u></u>

4 STAFF COSTS AND NUMBERS

	2010 £	2009 £
Salaries and wages	97,023	110,338
Social security costs	9,679	10,992
	<u>106,702</u>	<u>121,330</u>

The average weekly number of employees during the year, calculated on the basis of full time equivalents was 4 (2009 4)

No employee earned £60,000 per annum or more

No trustee received remuneration during the year (2009 Nil)

5 TAXATION

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

AUDIENCES SOUTH WEST**Notes to the Accounts****Year ended 31 March 2010****6 TANGIBLE FIXED ASSETS**

	Office Equipment £	Computers £	Total
Cost			
At 1 April 2009	5,671	6,165	11,836
Additions	1,160	1,216	2,376
Disposals	-	-	-
At 31 March 2010	6,381	7,381	14,212
Depreciation			
At 1 April 2009	4,176	6,165	10,341
Charge in the year	665	405	1,070
Disposals	-	-	-
At 31 March 2010	4,841	6,570	11,411
NET BOOK AMOUNT			
At 31 March 2010	1,990	811	2,801
At 31 March 2009	1,495	-	1,495

7 DEBTORS

	2010 £	2009 £
Trade debtors	8,275	13,190
Prepayments and accrued income	20,307	72,051
	28,582	85,241

8 CREDITORS

	2010 £	2009 £
Trade creditors	12,912	39,100
Accruals and deferred income	8,870	41,254
	21,782	80,354

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 6 members at 31 March 2010 (2009: 6).

10 CONTINGENT LIABILITIES

The company had no contingent liabilities at 31 March 2010 (2009: Nil).

AUDIENCES SOUTH WEST

Notes to the Accounts

Year ended 31 March 2010

11 CAPITAL COMMITMENTS

The company had no capital commitments at 31 March 2010 (2009 Nil)

12 UNRESTRICTED FUNDS

	Balance 1 April 2009	Incoming Resources	Outgoing Resources	Balance 31 March 2010
	£	£	£	£
General	11,446	136,688	(121,824)	26,310
	11,446	136,688	(121,824)	26,310

13 RESTRICTED FUNDS

	Balance 1 April 2009	Grants receivable	Charitable activities	Balance 31 March 2010
	£	£	£	£
Maximise	5,911	5,000	(10,911)	-
Visual Arts West	15,694	35,200	(19,866)	31,028
Insight	17,150	11,500	(7,141)	21,509
National (NI11)	9	14,425	(3,555)	10,879
Turning Point	44,237	-	(44,237)	-
Organisational Development	-	5,000	(2,301)	2,699
	83,001	71,125	(88,011)	66,115

Maximise funds relate to a national project to embed a sensibility around audience development and Black & Ethnic Minority issues in organisational planning and development

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

Turning Point funds are for a South West regional scoping study for contemporary visual arts development and support

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

AUDIENCES SOUTH WEST

Notes to the Accounts

Year ended 31 March 2010

14 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Fixed assets	Net current assets	Total
	£	£	£
Unrestricted funds	2,801	23,509	26,310
Restricted funds	-	66,115	66,115
	2,801	89,624	92,425
