

Register

Company No 4105526

Charity No 1087000

SOUTH WEST ARTS MARKETING  
(LIMITED BY GUARANTEE)

ACCOUNTS FOR THE YEAR ENDED

31 MARCH 2003

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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, and registered as a charity on 13 June 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 DirectorsDate 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 continues to prove itself an invaluable resource for the region.

In this, our second full year of operation, we deepened our relationships with the arts organisations and individual artists of the south west. We broadened the reach of our activity, going on-line with our excellent new website, [www.swam.org.uk](http://www.swam.org.uk). And we established a national reputation for best practice with our text messaging campaign, **txtm8**.

Our success was recognised by Arts Council England, South West, of who we are now a regularly funded organisation.

I should like to take this opportunity of expressing my gratitude to my fellow board members, and our Chief Executive, for the dedicated and professional manner in which they have furthered the aims of the company during its relatively short existence.

Excellent staff and soundly-managed finances continue to be the bedrock of what we have achieved and South West Arts Marketing continues to look to the future with confidence.

PHIL GIBBY  
Chair  
19 May 2003

In 2001 South West Arts, the primary funders of South West Arts Marketing, confirmed that the agency had been placed on a three-year rolling programme as a regularly funded organisation replacing the initial three-year one-off funding agreement. At the same time, the grant was raised from £60,000 to £65,000 for the financial year 2002/2003. South West Arts Marketing (SWAM) now had a future beyond the initial three-year pilot and could plan to consolidate and build on the objectives achieved in that phase.

This incredible vote of confidence in the agency was a very welcome signal that the work we have been doing has been recognised as being of real value to the artists and arts organisations in the region.

From April 2003, SWAM's regional remit will be expanded to include areas transferring to South West Arts (now Arts Council England, South West) as part of the boundary realignment agreed during the restructure of the national funding system. Under the new funding agreement, SWAM will extend existing support and services to cover the new areas of Wiltshire, Swindon, Poole, Bournemouth & Christchurch. South West Arts recognise that this will require additional funding and have awarded SWAM a one-off grant increase to £105,000 for 2003/04, with negotiations for 2004/05 onwards to take place during this financial year.

At the same time, SWAM and Bristol city Council reached the end of the four-year funding agreement, which supported the post of Bristol Marketing Director and Bristol City Council were unable to move the agency to revenue funding from April 2003, although this remains a possibility for future years. In the meantime, the post has been re-designated to become Marketing Director, with an expanded regional remit, and Bristol City Council clients and stakeholders will receive the same level of support as other artists and organisations across the region. SWAM therefore retains 3 posts in the agency, all of which may be required to work across the region.

This means that the support the agency provides can be maintained and developed in the coming year as it has been during 2002/03. These are just some of the many activities SWAM has initiated, facilitated or delivered in the past 12 months:

- 536 formal training opportunities ranging from one-on-one to group seminars of up to 50 people
- Two one-day conferences attracting nearly 100 delegates each: *Getting To Know You*, held at Gloucester County Cricket Ground, Bristol in April 2002 and *Target Practice*, held at Somerset County Cricket Ground, Taunton in March 2003
- Consultancies for Arnolfini, ACTA and Arts Council England, South West (Ceramica Festival)
- Txtm8 - a groundbreaking audience development initiative piloting SMS texting as a communication tool to attract younger male audiences to the arts in Plymouth
- Dance Live! Bristol - attracting over 13,000 people to a month-long celebration of dance in Bristol that expanded the range of attenders and encouraged non-traditional venues to programme dance as a regular activity
- Commissioning artists to produce a poem and images to launch the SWAM website, which offers marketers across the region practical tools to develop their marketing skills and case studies to disseminate best practice in audience development

It's been a busy year and we're looking forward to building on it in 2003/04.

SHIRLEY KIRK  
Chief Executive  
16 May 2003

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 year ended 31 March 2003.

#### 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 year amounted to £168884 (2002 - £160621), of which £161967 (2002 - £133524) was expended during the year leaving a surplus of £6917 (2002 - £27097), which has been added to reserves, which now stand at £34014 (2002 - £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

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

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 4 Feb 2003  
and signed on its behalf by:-



K COOPER  
Secretary

We have audited the financial statements of South West Arts Marketing for the year ended 31 March 2003 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 2003 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended and have been properly prepared in accordance with the provisions of the Companies Act 1985.

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

27 June 2003



SOUTH WEST ARTS MARKETING (LIMITED BY GUARANTEE)  
 STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE)  
 FOR THE YEAR ENDED 31 MARCH 2003

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	<u>Notes</u>	<u>Unrestricted Funds</u>	<u>Restricted Funds</u>	<u>Total 2003</u>	<u>Total 2002</u>
<b>INCOMING RESOURCES</b>					
Incoming resources from donors		105000	41500	146500	140442
Operating income		22177	-	22177	19651
Bank interest		207	-	207	528
Total incoming resources	(2)	<u>127384</u>	<u>41500</u>	<u>168884</u>	<u>160621</u>
<b>EXPENDITURE</b>					
Direct charitable expenditure:-					
Project expenses		109497	36339	145836	118235
Other expenditure:-					
Fundraising and publicity		1487	-	1487	1830
Management and administration		14644	-	14644	13459
Total resources expended	(3)	<u>125628</u>	<u>36339</u>	<u>161967</u>	<u>133524</u>
NET INCOMING/(OUTGOING) RESOURCES	(4)	1756	5161	6917	27097
FUND BALANCES BROUGHT FORWARD		31332	(4235)	27097	-
FUND BALANCES CARRIED FORWARD		<u>33088</u> =====	<u>926</u> =====	<u>34014</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 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 12 form an integral part of these financial statements.

SOUTH WEST ARTS MARKETING (LIMITED BY GUARANTEE)  
BALANCE SHEET AT 31 MARCH 2003

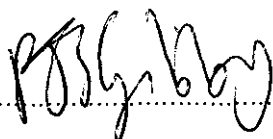
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	<u>Notes</u>	<u>2003</u>	<u>2002</u>
TANGIBLE FIXED ASSETS	(7)	1569	3026
CURRENT ASSETS			
Trade debtors		19600	3456
Other debtors and prepayments		-	-
Cash at bank		18174	70224
		<u>37774</u>	<u>73680</u>
CREDITORS - amounts falling due within one year			
Trade creditors		4389	14443
Other creditors and accruals		940	12666
Deferred income		-	22500
		<u>5329</u>	<u>49609</u>
NET CURRENT ASSETS		32445	24071
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>34014</u> =====	<u>27097</u> =====
FUNDS			
Net accumulated surplus	(8)	<u>34014</u> =====	<u>27097</u> =====

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 4th June 2003 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 £15000 received in the previous year, which was in respect of the Charity's initial funding.

3. TOTAL RESOURCES EXPENDED

	<u>2003</u>	<u>2002</u>
Project expenses	36339	21835
Fund raising and publicity	1487	1830
Staff costs	95355	91837
Rent	3000	3000
Communications	5862	7693
Conferences	14671	3129
Training and research	445	871
Sundry expenses	2330	581
Professional charges	940	1098
Bank charges	81	18
Depreciation	1457	1632
	<u>161967</u>	<u>133524</u>
	=====	=====

4. NET INCOMING RESOURCES

	<u>2003</u>	<u>2002</u>
This is stated after charging:-		
Depreciation	1457	1632
Directors' remuneration	-	-
Audit fee	940	881
	<u>2400</u>	<u>2513</u>
	=====	=====

5. STAFF COSTS AND NUMBERS

	<u>2003</u>	<u>2002</u>
Staff costs were as follows:-		
Salaries and wages	79568	77112
Social security costs	7753	7711
	<u>87321</u>	<u>84823</u>
	=====	=====

The average weekly number of employees during the period, calculated on the basis of full time equivalents, was 3 (2002 - 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>			
At 1 April 2002	1869	2789	4658
At 31 March 2003	1869	2789	4658
<u>Depreciation</u>			
At 1 April 2002	935	697	1632
Charge for the year	934	523	1457
At 31 March 2003	1869	1220	3089
<u>Net Book Amount</u>			
At 31 March 2003	-	1569	1569
At 31 March 2002	934	2092	3026

8. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	2003	2002
Unrestricted - General fund	33088	31332
Restricted funds	926	(4235)
	<u>34014</u>	<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 - 8).

10. CONTINGENT LIABILITIES

The company had no contingent liabilities at 31 March 2003 (2002 - Nil).

11. CAPITAL COMMITMENTS

The company had no capital commitments at 31 March 2003 (2002 - Nil).

12. OTHER COMMITMENTS

The company had no annual commitments under non-cancellable operating leases at 31 March 2003 (2002 - Nil).

13. RELATED PARTY DISCLOSURES

The company is controlled by its board of trustees.

During the year the company paid £411 to Ms E Aplin who is K Cooper's wife. (2002 - Nil).