REGISTERED COMPANY NUMBER: 04888760 (England and Wales)
REGISTERED CHARITY NUMBER: 1125145

Report of the Trustees and
Unaudited Financial Statements
for the Year Ended 31 March 2020

for

Meadow Arts

Ashmole & Co Manchester House
Grosvenor Hill
Cardigan
Ceredigion
SA43 1HY

ATURDAY



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Report of the Trustees for the Year Ended 31 March 2020

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2020. The trustees have adopted the provisions of 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) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The charity's main objectives are the education of the public by the promotion of contemporary and other art and in particular (but without limitation) art that is linked to the landscape in the West Midlands and surrounding areas. This is to be achieved by exhibiting contemporary and other art to foster understanding, appreciation and employment of art amongst the public.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

During the year Meadow Arts met its objectives by organising and delivering a substantial number of well-attended visual arts exhibitions, artworks and activities throughout the rural West Midlands and adjoining counties.

FINANCIAL REVIEW

Principal funding sources

The principal funding sources in the year under review have been Arts Council England as a National Portfolio Organisation since April 2012, West Midlands bridge organisation, Arts Connect and earned income from the sale of artworks.

Reserves policy

The organisation adopted a reserves policy at the Annual General Meeting on 21st June 2013. The organisation aims to holds reserves of £21,636 to ensure that Meadow Arts organisation's core activity could continue during a period of unforeseen difficulty, the position is reviewed annually.

It is important to note that there has been a reduction in the cash reserves which bring the reserves below that level currently.

Going concern

Consideration has been given to the effects of the Covid pandemic and, with continued support from the Arts Council England, the Financial Statements have been prepared on the Going Concern basis.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The governing document is the Memorandum and Articles of Association as incorporated on 5 September 2003, as amended by special resolution dated 3 May 2008.

Recruitment and appointment of new trustees

As set out in the Articles, new trustees are elected at the Annual General Meeting by the members of the charitable organisation.

All members are circulated with an invitation to nominate trustees prior to the AGM, advising of the retiring trustees and requesting nominations to be elected at the AGM. When considering new trustees, regard is given to any specialist skill needed.

New trustees undergo an orientation session to brief them on their legal obligations under charity and company law.

Report of the Trustees for the Year Ended 31 March 2020

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number 04888760 (England and Wales)

Registered Charity number

1125145

Registered office

West House 23 Broad Street HAY-ON-WYE Herefordshire HR3 5DB

Trustees

Mrs E K Bulmer, Treasurer

Mrs K M Brade

Ms C Walsh

Mr R Heatly

Ms D Robinson

The Very Reverend N Bury

Miss S M Allen

resigned 18th November 2020

Mrs J Freeman

Mr A Neal

Ms Ree Han

appointed 11th December 2019

Dr D Pryde-Jarman

appointed 11th December 2019

Ms L Mayor

appointed 11th March 2020

Company Secretary

Ms C Purcell

Independent Examiner

Ashmole & Co Manchester House Grosvenor Hill Cardigan Ceredigion SA43 IHY

COMMENCEMENT OF ACTIVITIES

Mrs E K Bulmer, Treasurer - Trustee

The charity was formerly run as a company limited by guarantee and achieved charitable status on 23 July 2008.

Approved by order of the board of trustees on 7th January 2021 and signed on its behalf by:

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Annual Report 2020

Main Exhibition

The main exhibition in this period, called *In Ruins*, took place at Witley Court, Worcestershire in partnership with English Heritage from 12 July to 3 November 2019, with a satellite show at Worcester City Art Gallery & Museum called *Living Ruins* from 26 September to 30 November 2019. The main exhibition included a commission from Alex Hartley: *Façade* and borrowed works from artists including Matthew Derbyshire, Holly Hendry, Tim Etchells and Marchand & Meffre. Engagement activities included various workshops at Witley Court, and participatory activities at Worcester Museum.

The exhibition at Witley Court attracted an audience of 28,732 (with 58 workshop participants) and was successful in embedding a new contemporary art exhibition within a historic venue and in widening the public's awareness of Meadow Arts to English Heritage and their audiences.

Audience Feedback included the following comments:

"The In Ruins exhibition at Witley Court is one of the most impactful and haunting exhibitions I've seen in a long time"

"A very worthwhile visit to see In Ruins juxtaposed against the stunning derelict mansion of Witley Court"

The exhibition at Worcester Museum attracted an audience of approximately 7,200 (with 51 workshop participants) and received very positive feedback:

'our comments book is filled with amazing feedback and we've just had the best visitor figures in October since 2012.... We are pretty sure that Anne hit a sweet spot in terms of how far she could push our audience with contemporary art and I'd like ACE to know that.' (Worcester City Art Gallery & Museum)

Meadow Projects - Herefordshire

Yinka Shonibare, Creatures of the Mappa Mundi, 24 January to 1 June 2019

The period 1 April – 1 June is relevant to this report.

Audiences in the last two months of this exhibition exceed 900, bringing total audience numbers to 6415 (against a target of 5500) with a further 217 participants to exhibition-related workshops.

This project was a great success, with the artist generously creating six artworks for our modest budget that actually afforded just one. The project was awarded funding from Herefordshire's a Great Place, Hidden Gems scheme (£12,000) which enabled us to commission a film about the work from Clear Picture Productions and to employ a several creative practitioners to deliver a series of nine engagement projects. The opening night of the exhibition saw the artist in conversation with BBC R4 presenter and journalist Francine Stock to a sell-out audience at Hereford Cathedral, ticket sales generating useful additional income.

Engagement work included five workshop sessions each pre-exhibition with three different making groups and post-exhibition engagement work with pupils at Whitecross High School, Barrs Court Secondary SEND School, Blackmarston Special Primary School, Hereford Academy School, Staunton-on-Wye Primary School and community group, Aconbury Pupil Referral Unit, plus two family workshops on Saturdays in May.

Hereford College Art

In June 2019 Alex Hartley delivered a high caliber artist talk at Hereford College of Art for students and the public alike.

Oliver Jones, Skin Deep, at Berrington Hall (National Trust Herefordshire)

This exhibition of pastel paintings exploring body image, the pursuit of body perfection and the influence of social media, cleverly curated at Berrington Hall opened on 14 March 2020 and was due to run until 10 May. However, due to Covdi19 it closed after one week and was finally delivered between September 2020 to April 2021.

Meadow Projects - Worcestershire

The Arthouse Lecture Series: 16 October 2019 to 18 March 2020

Hosted at the Art House in partnership with University of Worcester Fine Art Department. The last part of the series was disrupted by February flooding and then March Covid19, so in all only 7 of the 8 talks were delivered: Chris Alton (16 Oct), Rosalie Schweiker and Margherita Huntley (30 Oct), Gareth Proskourine Barnett (13 Nov), Sarah Taylor Silverwood (27 Nov), Tom Cardwell (29 Jan), Alia Pathab (5 Feb), Sally Payen (11 March) and Jack Evans (postponed to the following series). The talks received very positive audience feedback.

MoU with UoW - delayed due to Covid19

Avon Meadows Floodplain Partnership Project

With partners the Floodplain Meadows Partnership (part of the Open University) and Wychavon District Council was postponed due to Covd19.

Meadow Projects - Shropshire

Shropshire Council continue to write the cultural strategy, and we have fed into their continued consultation. We also continue to attend quarterly meetings of the Shropshire NPOs and have hosted the last two sessions, which are always lively and useful.

Meadow Arts Inspires

This area of our work continued with strength in 2019-20. During the period we delivered 14 schools' projects reaching 601 pupils and delivering 64 Arts Awards. This work included projects in one Special Educational Needs & Disability (SEND) High School at Regency School, one SEND primary school – Blackmarston – and work with three Looked After Children groups as well as a project in Aconbury Pupil Referral Unit, Hereford, which caters for children excluded from mainstream education.

Wider Engagement included running a workshop pavilion at Malvern Spring Festival, May 2019, with artists Jamie Jackson & Emily Wilkinson, running a stand at Worcester Skills Show in Feb 2020, with artists Fliss O'Neill and Verity Howard and attending Worcester Creativity Exchange in March 2020 with artist Sarah Edwards.

The Creative Practitioner Network was formally established in early 2019, with quarterly meetings, a private Facebook group and individual artists represented on our website. Thus, extending our reach across the region significantly. During the period we also explored the feasibility of establishing Meadow Arts Youth Company.

Meadow Arts Prize

Not awarded in 2019 or 2020.

Marketing

In addition to a wealth of stories about our engagement activities and individual events and a trial social media 'take over' by a young volunteer, we had consistent coverage of our main exhibition programmes.

Press coverage of Yinka Shonibare CBE's *Creatures of the Mappa Mundi* was strong, with over 942,700 people seeing print/online articles (not including gallery website articles) or hearing radio coverage and an estimated global audience of 4.5 million people on CNN. We had coverage in Wallpaper Magazine (readership 100,000), Catholic magazine The Tablet (readership 18,700), BBC Hereford & Worcester (15 - 20,000 listeners) and '5 of the Best' exhibitions in The Guardian Guide (readership 778,000). That's a total reach of over 450,942,700.

In addition to the *In Ruins audience of 28,732 and Living Ruins audience* of 7,200 a further 919 people directly participated in our artist talks, workshops and engagement activities and these generated an estimated further audience of 6,300. Many, many more saw our public commissions displayed in prominent locations throughout the region.

Our web audiences from April to December 2019 hit our combined annual target, with a 12% increase in new website visitors from 2018-19; Twitter 5% increase in followers; Facebook 8% increase in followers; Instagram 23% increase in followers so far.

Demographics show that our Instagram audience is aged between 18-65+, with less than 1% younger than 18. The majority of these users are between 25 and 54 (74%). 55% of MA Facebook followers are aged 35-54, 2% 18-24, 17% 25-34 and 15% 55-64. Twitter does not offer a breakdown of followers by age.

Fundraising

Successes

- Paul Hamlyn Foundation Explore &Test fund (£60,000 over 2-years). Applied April outcome received August 2019.
- TASK Fairbairn Foundation: a private donation of £15,000 from a special Trustees fund that the foundation use at their discretion. This is for the core Meadow Arts Inspires education programme.
- Fundraising Culture Change Programme delivered by Arts Fundraising & Philanthropy /Cause4: Against stiff competition Meadow Arts were awarded a place on this programme, which involved the whole organisation during December 2019 and February 2020.

Staff & Governance

Staff

Artistic Programme Manager, Katie Hodson joined the team in February 2019 and left in August. The post remained vacant until March 2020.

Governance

At the close of the 2019 /20 year, the Board of Trustees had risen from 9 to 12 members:

Richard Heatly, Chair; Emma Bulmer, Treasurer; Karen Brade; Claire Walsh; Deborah Robinson; Nicholas Bury; Stephanie Allen, Joanna Freeman, Adam Neal (in-coming Youth Trustee), with new appointments: Daniel Pryde-Jarman (joined Autumn 2019) Ree Han and Louisa Mayor (joined Spring 2020).

Independent Examiner's Report to the Trustees of Meadow Arts

Independent examiner's report to the trustees of Meadow Arts ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2020.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

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 section 386 of the 2006 Act; or
- 2. the accounts do not accord with those 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.

Ashmole & Co Manchester House Grosvenor Hill Cardigan

K R Willes

Ceredigion SA43 1HY

Date: 8th January 2021

Statement of Financial Activities for the Year Ended 31 March 2020

	Notes	31.3.20 Unrestricted fund £	31.3.19 Total funds £
INCOME AND ENDOWMENTS FROM Donations and legacies		227,062	210,518
Investment income	2	38	50
Total		227,100	210,568
EXPENDITURE ON			
Raising funds		3,137	469
Charitable activities		122 544	126 212
Support costs Exhibition costs		132,544 71,082	126,313 92,162
Promotions and publicity		9,140	13,165
Governance costs		1,816	739
Total		217,719	232,848
		· 	
NET INCOME/(EXPENDITURE)		9,381	(22,280)
RECONCILIATION OF FUNDS			
Total funds brought forward		10,256	32,536
TOTAL FUNDS CARRIED FORWARD		19,637	10,256

Balance Sheet 31 March 2020

·		31.3.20 Unrestricted fund	31.3.19 Total funds
DIVER ACCETO	Notes	£	£
FIXED ASSETS Tangible assets	6	. 11	11
CURRENT ASSETS			
Debtors	7	300	5,588
Cash at bank and in hand	•	71,941	14,404
		72,241	19,992
CREDITORS			
Amounts falling due within one year	8 .	(52,615)	(9,747)
NET CURRENT ASSETS		19,626	10,245
TOTAL ASSETS LESS CURRENT LIABILITIES		19,637	10,256
NET ASSETS		19,637	10,256
FUNDS	9		
Unrestricted funds	•	19,637	10,256
TOTAL FUNDS		19,637	10,256

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

The notes form part of these financial statements

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continued...

Balance Sheet - continued 31 March 2020

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

The financial statements were approved by the Board of Trustees and authorised for issue on .7th January 2021 and were signed on its behalf by:

Ark E K Bulmer Treasurer - Trustee

Mr R Heatly - Trustee

Notes to the Financial Statements for the Year Ended 31 March 2020

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery - 20% on cost Fixtures and fittings - 20% on cost Computer equipment - 33% on cost

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

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Notes to the Financial Statements - continued for the Year Ended 31 March 2020

2. INVESTMENT INCOME

	•	31.3.20	31.3.19
		£	£
Deposit account interest		38	50

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2020 nor for the year ended 31 March 2019.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 March 2020 (2019 - £0)

4. STAFF COSTS

The average monthly number of employees during the year was as follows:

Management Marketing	31.3.20 2 2	31.3.19 2 2
	4	4

No employees received emoluments in excess of £60,000.

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

INCOME AND ENDOWMENTS FROM	Unrestricted fund £
INCOME AND ENDOWMENTS FROM Donations and legacies	210,518
Investment income	50
Total	210,568
EXPENDITURE ON Raising funds	469
Charitable activities Support costs Exhibition costs Promotions and publicity Governance costs	126,313 92,162 13,165 739

Notes to the Financial Statements - continued for the Year Ended 31 March 2020

COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued 5. Unrestricted fund £ 232,848 Total NET INCOME/(EXPENDITURE) (22,280)**RECONCILIATION OF FUNDS** 32,536 Total funds brought forward TOTAL FUNDS CARRIED FORWARD 10,256 TANGIBLE FIXED ASSETS 6. Fixtures Plant and Computer and equipment £ machinery fittings Totals £ £ £ COST 1,357 8,093 At 1 April 2019 and 31 March 2020 500 6,236 **DEPRECIATION** At 1 April 2019 and 31 March 2020 489 1,357 6,236 8,082 NET BOOK VALUE At 31 March 2020 11 11

11

At 31 March 2019

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Notes to the Financial Statements - continued for the Year Ended 31 March 2020

7.	DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR		31.3.20	31.3.19
	Trade debtors & accrued income		£ 300	£ <u>5,588</u>
8.	CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR		31,3.20	31.3.19
	Accruals and deferred income Accrued expenses		£ 49,790	£ 3,060 6,687
			52,615	9,747
9.	MOVEMENT IN FUNDS		Net	
		At 1.4.19 £	movement in funds £	At 31.3.20 £
	Unrestricted funds General fund	10,256	9,381	19,637
	TOTAL FUNDS	10,256	9,381	19,637
	Net movement in funds, included in the above are as follows:			
	·	Incoming resources £	Resources expended £	Movement in funds
	Unrestricted funds General fund	227,100	(217,719)	9,381
	TOTAL FUNDS	227,100	(217,719)	9,381

Notes to the Financial Statements - continued for the Year Ended 31 March 2020

9. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	Αι 1.4.18 £	Net movement in funds £	At 31.3.19 £
Unrestricted funds General fund	32,536	(22,280)	10,256
TOTAL FUNDS	32,536	(22,280)	10,256
		,	
Comparative net movement in funds, included in the above are as for	llows:		
	Incoming resources £	Resources expended £	Movement in funds
Unrestricted funds General fund	210,568	(232,848)	(22,280)
TOTAL FUNDS	210,568	<u>(232,848</u>)	(22,280)
A current year 12 months and prior year 12 months combined positi	on is as follows:		
	At 1.4.18 £	Net movement in funds £	At 31.3.20 £
Unrestricted funds General fund	32,536	(12,899)	19,637
TOTAL FUNDS	32,536	(12,899)	19,637

Notes to the Financial Statements - continued for the Year Ended 31 March 2020

9. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds General fund	437,668	(450,567)	(12,899)
•	P-1		
TOTAL FUNDS	437,668	<u>(450,567</u>)	(12,899)

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2020.

Detailed Statement of Financial Activities for the Year Ended 31 March 2020

	for the Year Ended 31 March 2020	
	31.3.20 £	31.3.19 £
	r	±
INCOME AND ENDOWMENTS		
Donations and legacies	V 0 000	160.020
Arts Council England	160,928 31,134	
Other grants and income Paul Hamlyn Foundation	31,134	
Elmley Foundation	5,000	
Entitey Foundation		
	227,062	210,518
Investment income		
Deposit account interest	38	50
Total incoming resources	227,100	210,568
EXPENDITURE		
Other trading activities	·.	
Purchases	3,137	469
Charitable activities		(2.26
Artists fees and expenses	55,269	
Installation costs	15,813 9,140	
Marketing and publicity Research and development	5,140	52
Research and development		
	80,222	105,327
Support costs		
Management	106,163	100,993
Wages Social security	4,675	•
Rent	3,137	
Insurance	1,932	
Telephone and internet costs	774	
Printing, post and stationery	1,678	503
Management and consultancy	1,949	
Website and computer costs	1,325	
Motor and travelling expenses	6,500	
Subscriptions	370	
Accountancy	57(2.05)	
Bookkeeping and payroll	3,05(
Carried forward	132,123	126,203

This page does not form part of the statutory financial statements

Detailed Statement of Financial Activities for the Year Ended 31 March 2020

	31.3.20	31.3.19
Management	£	£
Brought forward	132,123	126,203
Bank charges	105	91
Training	2,132	<u>758</u>
	134,360	127,052
Total resources expended	217,719	232,848
Net income/(expenditure)	<u>9,381</u>	(22,280)