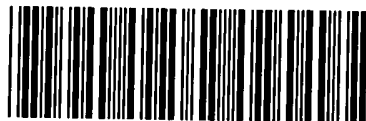


The Photographic Angle

**Annual Report
For
Year Ended 30 November 2016**

**Company Registration Number 07063537
Charity Number 1135750 (England and Wales)**

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The Photographic Angle

Financial Statements

Year Ended 30 November 2016

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The Photographic Angle

Members of the Board and Professional Advisers

Registered Charity Name	The Photographic Angle
Charity Number	1135750 (England and Wales)
Company Registration Number	07063537
Registered Office	5 and 6 Fairfax Place Dartmouth Devon TQ6 9AD
Trustees/Directors	Mr A Carter Mr A May Mr S Taylor Dr J D Walker Mr N Millard (appointed 10 August 2016) Mr S T Orsler (deceased 27 March 2016)
Chief Executive and Company Secretary	Mrs C John
Joint Chief Executive	Mr G Carey (until March 2016)
Independent Examiner	Martin Hobbs BSc ACA Francis Clark LLP Chartered Accountants Sigma House Oak View Close Edginswell Park Torquay TQ2 7FF
Bankers	National Westminster Bank PLC 91 Fore Street Kingsbridge Devon

The Photographic Angle

Trustees' Annual Report

Year Ended 30 November 2016

The trustees, who are also directors for the purposes of company law, present their report and the financial statements of the charity for the year ended 30 November 2016.

Reference and Administrative Details

Reference and administrative details are shown in the schedule of members of the board and professional advisers on page 1 of the financial statements.

The Trustees/Directors

The trustees/directors who served at the charity during the period were as follows:

Dr John Walker BSc, PhD, MIMMM	Chair
Mr Andrew Carter BIPP, SWPP	
Mr Anthony May	
Mr Sean Orsler	(deceased 27 March 2016)
Mr Steven Taylor	
Mr Nicholas Millard	(appointed 10 August 2016)

The trustees and the chief executive(s) comprise the key management personnel of the charity.

Legal Adviser: Paul Russell LLB, FIRR

Structure, Governance and Management

a. Constitution.

The charity (Number 1135750) is a company limited by guarantee (Number 07063537) incorporated on 2 November 2009 governed by its Articles of Association. It is led by a Board of Trustees, whose details are shown above.

b. Method of appointment or election of trustees.

The management of the charity is the responsibility of the trustees who are elected and co-opted under the terms of the Articles of Association. New trustees are appointed to the Board of Trustees by invitation from a majority of the members of the existing Board. The appointment is followed by an induction process.

c. Organisational structure and decision-making.

The Board of Trustees is responsible for agreeing the strategic direction of the organisation, ratifying policy and ensuring compliance with internal governance and external regulations and legislation. The Board of Trustees meets every 2 months and more often whenever needed. Day-to-day management of the charity is delegated to its full-time staff.

d. Succession.

The Board has a policy of considering succession, as it is aware of its obligation and need to recruit new trustees, and to seek diversity in the skills which new members can bring to the Board.

e. Staff.

The permanent staff of the charity are mainly graduates, including those having degrees in events management and photography. They also bring with them a wealth of practical experience from their former positions.

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Trustees' Annual Report

Year Ended 30 November 2016

Objectives and Activities

The objects of the charity are:

- 1 *The advancement of education for the public benefit, in particular in the art and science of photography and its theory and practise, by:*
 - (a) *promoting, sustaining and increasing individual and collective knowledge and understanding of the specific areas of study, skills and expertise in the practise of the art of photography*
 - (b) *educating students of art and photography*
- 2 *The promotion of the arts for the public benefit by*
 - (a) *promoting the art of photography and disseminating information about the art of photography to the public utilising the media, the internet*
 - (b) *encouraging the appreciation of a high standard of art from academics and associates of the art of photography*
 - (c) *providing or assisting the provision of exhibitions of photography freely accessible to the public*

It achieves these by:

- Providing or assisting the provision of exhibitions of photography freely accessible to all members of the public.
- In connection with each theme upon which exhibitions are based, arranging organized tours of the same and the provision of a catalogue relevant to each exhibition.
- Encouraging participation in theme-based photography through competitions organized on a bi-monthly basis by the charity. Entry to each competition is free to all. Participation is further encouraged by the provision of a small prize. The competition attracts visitors to the charity's website and encourages involvement with the charity's exhibitions.
- Promoting, sustaining and increasing individual and collective knowledge and understanding of the specific areas of study, skills and expertise in the practice of the art of photography by educating students of art and photography through the attendance of the charity's exhibitions.
- The promotion of the arts for the public benefit by promoting the art of photography and disseminating information to the public, utilising the media and the internet, and encouraging the appreciation of a high standard of art from academics and associates of the art of photography.
- Engaging with educational establishments in the furtherance of the study of photography.
- Engaging with relevant special interest groups such as local camera and photography clubs, to further engender interest and participation in photography for the public benefit, by encouraging attendance of the charity's photographic exhibitions.
- Serving the public and making the advancement of education in the art and science of photography available to everyone regardless of their age, sex, ability or level of experience.
- Encouraging the public to engage in the medium of photography which traverses linguistic and cultural barriers, and which can be experienced and enjoyed by the public at all levels, from a beginner with simple equipment, to the consummate professional.
- Assisting in the provision of education and doing so, for example, by placing instructional and inspirational material at the charity's exhibitions, as well as videos and tutorials on the charity's website for public benefit.

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Trustees' Annual Report

Year Ended 30 November 2016

- Promulgating communication between photographers by providing a platform for the exchange of views, ideas and experiences on the charity's website blog.
- Providing high quality photographic exhibitions in an environment where the content of the exhibitions can be enjoyed by the widest possible range of people with diversity as a core principle.
- To educate members of the public by increasing their knowledge and understanding of photography, and in doing so, to promote the highest standards of achievement in photography in order to encourage public appreciation in photography.
- To continue to raise the local, national and international profile of photography by organizing exhibitions and encouraging participation in those exhibitions through the charity's competition process.
- To grow our digital audience by increasing website usage, enlarging our mailing list and social media following, and to further encourage the public to visit the charity's exhibitions.
- Encouraging organized visits to the charity's exhibitions by school children of all ages and providing those visitors with an Education Pack. These Education Packs have been designed by the charity's Education Officer to improve the learning opportunity that attendance at the exhibition delivers to students.
- Through our exhibitions to transform the way adults, young people and children learn about the visual art of photography and through the visual art of photography.
- To present a consistently excellent and diverse programme of exhibitions and displays of photographic work, and to contribute to the cultural heritage of the future, through the stewardship of our archive.

Achievements and Performance

The charity has made further achievements in the year.

The trustees actively pursue and review the policy of acting for the public benefit, in accordance with the Charity Commission's guidance, this being an integral part of all policy-making decisions.

During the year, Mr Nicholas Millard was appointed to the Board of Trustees. Mr Millard was provided with an induction and training programme.

The trustees are pleased to report that during the year the charity has provided 108 exhibitions of photographs with ancillary educational material in locations throughout the country. This is at a similar level to the previous financial year.

The trustees have continued to expand the charity's public profile by increasing its exposure through marketing and increasing footfall at exhibitions. The charity is pleased to report that during the year ended 30 November 2016, there were 2,897 entries made in the charity's visitor book at its exhibitions. On average there were 26.82 visitors per exhibition, which is at a similar level to the previous year. Actual visitor numbers will have exceeded this amount as many attendees choose not to sign the visitors book.

The charity also provides 'Snapshot Forms' at its exhibitions for visitors to provide feedback and comments on their visit. The charity continues to receive a large volume of forms following visits to its exhibitions and during the current financial year 872 forms were returned providing valuable feedback. Each form is reviewed by staff and all comments considered and where possible suggestions are acted upon.

The charity continues to develop its presence through its own website and through social media. The charity has started development of a new and improved website to improve content and navigability. The new website will be more user friendly and more image based, using some of the wonderful images previously submitted by photographers to the charity, and contained within the charity's archive. The new website is planned to launch in the Spring of 2017.

The Photographic Angle

Trustees' Annual Report

Year Ended 30 November 2016

The Photographic Angle, has continued its links with The Royal Photographic Society regarding photographic projects which educate and promote awareness of the environment. This remains an important area. This initiative continues to generate a considerable level of publicity for the charity.

The charity has continued its work with local educational establishments and has made contact with a significant number of schools, colleges, and specialist education groups. During the year, the charity arranged 13 school visits with 179 students benefitting from the education experience. This was an increase of 45% in the number of students from the prior year which was 123 students.

The feedback from such group visits continues to be extremely positive. The following comments were received from the course tutor at South Essex College after a group visit to an exhibition.

"Having the curator, Adrian, to lead us was brilliant, most students have no idea about the technical side of photography and his knowledge and explanations gave them huge insights for the unit they will be doing. The theme was not in tune with what we will be doing for our project – it is narrative photography –but as research into the technical aspects, and the way in which the curator used the space was also useful for another project they are doing which is on exhibition practice."

Students continue to benefit from the group visits. Some of the many positive comments returned via the snapshot form included the following:

"I thought the building it's in is very good – lots of space. The images are displayed in a varied & interesting manner. The Curator is extremely knowledgeable & on hand to answer any questions which I thought was brilliant. Our photography class had an amazing time – thanks very much for the opportunity!"

Angela Ramage, Bracknell & Wokingham College

"Spent two hours at the exhibition seeing some great pictures. Adrian was very helpful & informative. Very glad we visited. Thank you very much."

Stephanie Barnett, Bracknell & Wokingham College

The charity has continued to increase its exposure and prominence as follows: -

- **Website:** The trustees acknowledge that the charity's website provides the opportunity for the maximum number of people to view and benefit from the charity's activities and to become aware of the charity's exhibition calendar. Visits to the website during the past year have averaged 690 per week. Once an exhibition is planned, it is publicised on the website calendar, up to 6 months in advance of the due date. This provides visitors with advance notice of the exhibition. Each listing gives details of the theme of the exhibition, the location and venue, dates and times of opening and most importantly, confirms that entry is free. The charity continues to post regular educational tutorials and blogs on the website for the benefit of all.
- **Journals:** Through its link with The Royal Photographic Society, the charity secures exposure about itself and its activities within The Royal Photographic Society Journal, which has a circulation in excess of 10,000 members.
- **The charity continues to award its small environmental bursaries in association with The Royal Photographic Society.** These also lead to extra publicity as the winners of the bursaries often secure articles in leading publications.
- **E Newsletter:** The charity maintains an email contact list. Visitors who attend exhibitions are asked to complete a feedback form called a 'Snapshot Form', which includes the ability to leave email contact information. The charity then contacts these subscribers to give them advanced notice of the next planned exhibition in their local area, and also sends them an E Newsletter giving further information about the charity's activities.

The Photographic Angle

Trustees' Annual Report

Year Ended 30 November 2016

- **Social Media:** The trustees recognise the increasing importance of social media as a publicity medium and seeks to maximise the benefits the charity can obtain from it. The charity continues to promote its exhibitions through social media sites including FaceBook, Twitter, LinkedIn and Pinterest. The charity has recently started to use the popular site Instagram as part of its social media marketing. In addition, the marketing team have attended a Social Media Marketing course as well as the Digital Marketing Essentials course (started during the last financial year), to develop their skills in using this medium.
- **Event Advertising Websites:** Each exhibition undertaken by the charity is individually advertised on web-based event advertising sites in each relevant locality. The marketing team continue to research new locations for each locality.
- **Promotional Leaflets:** The charity's marketing staff research the area surrounding each exhibition to identify suitable outlets for the display of the charity's leaflets. These hardcopy advertisements of exhibitions are dispatched, for example, to local authority buildings, libraries and public information centres.
- **Contact via email** is established with local camera clubs, photographic clubs and societies, educational establishments, local branches of The University of the Third Age (U3A) and other institutions. These emails provide recipients with details of forthcoming exhibitions in their local area.

Public Benefit

The Board confirms that it continues to refer to the guidance contained in the Charity Commission's general guidance on public benefit, when reviewing the charity's aims and objectives in planning future activities, and strictly adheres to it.

Public benefit is defined within the charity's aims, namely the advancement of education for the public benefit, in particular, in the art and science of photography and its theory and practice.

The charity achieves this by making the photographic and educational material available to the public at large with no restriction whatsoever and completely free of charge.

Financial Review

As at 30 November 2016 our balance sheet shows total funds of £25,050.

Plans for Future Periods

The charity intends to continue to have a period of consolidation and to rebuild its reserves for future development.

The charity intends to further increase and develop educational content on its new website and to use this platform to continue to promote its forthcoming exhibitions and attract further visitors to its exhibitions.

The charity will continue to focus on digital media and networking websites to publicise its exhibitions in order to attract even more visitors.

The charity continues to regularly assess its financial position and make changes to outgoing resources as required. The charity intends to expand upon the considerable talent and skills of its existing employees by developing them within their own roles. This has included internal and external training of employees and reviewing internal systems and operations.

The Photographic Angle

Trustees' Annual Report

Year Ended 30 November 2016

Trustees' Responsibilities Statement

The trustees (who are also the directors of The Photographic Angle for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and the income and expenditure of the charity for that period.

In preparing these financial statements, the trustees are required to:

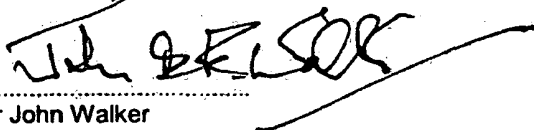
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Small Company Provisions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Signed on behalf of the directors/trustees



Dr John Walker
Director/Trustee

The Photographic Angle

Independent Examiner's Report to the Trustees of The Photographic Angle

Year Ended 30 November 2016

I report on the accounts of the company for the year ended 30 November 2016, which are set out on pages 9 to 13.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the ICAEW.

Having satisfied myself that the charity is not subject to audit under Part 16 of the Companies Act 2006 and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

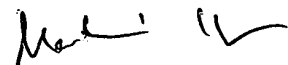
Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and the seeking of explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- 1) which gives me reasonable cause to believe that, in any material respect, the requirements
 - (a) to keep accounting records in accordance with section 386 of the Companies Act 2006; and
 - (b) to prepare accounts which accord with the accounting records, comply with the accounting requirements of Section 396 of the Companies Act 2006 and with the methods and principles of the Charities SORP (FRS102) have not been met; or
- 2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.


Martin Hobbs BSc ACA
FRANCIS CLARK LLP
Sigma House
Oak View Close
Edginswell Park
Torquay
TQ2 7FF

22 August 2017

The Photographic Angle

Statement of Financial Activities (Incorporating the Income and Expenditure Account)

Year Ended 30 November 2016

	Note	General Unrestricted Funds 2016 £	General Unrestricted Funds 2015 £
Income from:			
Charitable activities	2	792,509	658,035
Total income		<u>792,509</u>	<u>658,035</u>
Expenditure on:			
Charitable activities	3	777,327	794,209
Total expenditure		<u>777,327</u>	<u>794,209</u>
Net income and net movement in funds		15,182	(136,174)
Reconciliation of Funds			
Funds brought forward		9,868	146,042
Funds Carried Forward		<u>25,050</u>	<u>9,868</u>

The notes on pages 11 to 13 form part of these financial statements.

The Photographic Angle

Balance Sheet

30 November 2016

	Note	2016 £	2015 £
Fixed Assets			
Tangible assets	6	1,045	1,406
Current Assets			
Debtors	7	7,475	9,957
Cash at bank and in hand		<u>111,567</u>	<u>67,713</u>
		119,042	77,670
Liabilities			
Creditors falling due within one year	8	<u>(95,037)</u>	<u>(69,208)</u>
Net Current Assets		24,005	8,462
Net Assets		<u>25,050</u>	<u>9,868</u>
General unrestricted funds		<u>25,050</u>	<u>9,868</u>
Total Funds		<u>25,050</u>	<u>9,868</u>

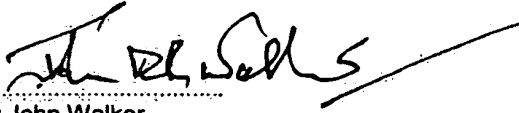
For the year in question, the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Act 2006.

The trustees/directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to small companies subject to the small companies' regime and in accordance with FRS102 SORP.

These financial statements were approved by the Board and signed on its behalf on 17 August 2017


Dr John Walker
Director/Trustee

Company Registration Number: 07063537

The notes on pages 11 to 13 form part of these financial statements.

The Photographic Angle

Notes to the Financial Statements

Year Ended 30 November 2016

1. Accounting Policies

Basis of accounting and assessment of going concern

The financial statements have been prepared under the historical cost convention and are in accordance with 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 January 2015) – (Charities SORP (FRS 102)) and the Companies Act 2006.

These are the first financial statements to be prepared by the company under the Charities SORP (FRS 102), as the company transferred from previously extant UK GAAP with a transition date of 1 December 2014. In preparing these accounts, the trustees have considered whether a restatement of comparative items is required as a result of the transition. No restatements were required.

The charity constitutes a public benefit entity as defined by FRS 102.

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income

Income is recognised when the charity is legally entitled to the income, it is probable that the income will be received and the amount can be quantified with reasonable accuracy.

Expenditure

Expenditure is recognised in the period to which it relates and where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Financial instruments

The charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Fixed assets

All fixed assets are initially recorded at cost.

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Equipment - over 3 years straight line.

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

2. Income

	2016	2015
	£	£
Charitable activities	<u>792,509</u>	<u>658,035</u>

The Photographic Angle

Notes to the Financial Statements

Year Ended 30 November 2016

3. Expenditure

	2016 £	2015 £
Charitable activities:		
Exhibition costs	359,888	348,284
Staff costs	222,326	240,295
Establishment costs	130,109	126,343
Other costs	58,473	73,212
Governance costs: independent examiner's fees	6,531	6,075
	<u>777,327</u>	<u>794,209</u>

Included in expenditure on charitable activities is an amount of £7,000 (2015 - £7,000) paid to the Royal Photographic Society in respect of bursaries.

4. Net income and movement in funds

This is stated after charging:

	2016 £	2015 £
Depreciation	1,624	3,915
Operating lease rentals	<u>25,334</u>	<u>32,566</u>

5. Staff Costs and Emoluments

Total staff costs were as follows:

	2016 £	2015 £
Wages and salaries	189,020	218,891
Social security costs	20,806	21,404
Termination payments – payments in lieu of notice	12,500	-
	<u>222,326</u>	<u>240,295</u>

Particulars of employees:

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

	2016 No	2015 No
Number of administrative staff	5	5
Number of management staff	2	2
	<u>7</u>	<u>7</u>

Six of these employees were full-time (2015 - five).

No employee received remuneration of more than £60,000 during the year (2015 - None).

The total remuneration of key management personnel during the year was £77,500 (2015 - £93,250). The decrease reflects the resignation of one of the joint chief executives during the year.

None of the trustees have been paid any remuneration or received any other benefits from an employment with the charity.

The Photographic Angle

Notes to the Financial Statements

Year Ended 30 November 2016

6. Tangible Fixed Assets

	Equipment £
Cost	
At 1 December 2015	63,025
Additions	1,263
Disposals	(4,959)
At 30 November 2016	<u>59,329</u>
Depreciation	
At 1 December 2015	61,619
Charge for the year	1,624
Eliminated on disposal	(4,959)
At 30 November 2016	<u>58,284</u>
Net Book Value	
At 30 November 2016	<u>1,045</u>
At 30 November 2015	<u>1,406</u>

7. Debtors

	2016 £	2015 £
Trade debtors	2,230	4,651
Other debtors	2,165	2,122
Prepayments	3,080	3,184
	<u>7,475</u>	<u>9,957</u>

8. Creditors: Amounts falling due within one year

	2016 £	2015 £
Trade creditors	48,779	36,304
PAYE and social security	5,046	5,242
Other creditors	1,201	2,731
Accruals and deferred income	40,011	24,931
	<u>95,037</u>	<u>69,208</u>

9. Financial commitments

The total amount of financial commitments not included in the balance sheet is £38,464 (2015 - £15,079).