

# TRUSTEES ANNUAL REPORT 2020

CREATE PROJECTS STUDIO

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TRUSTEES :

GILLIAN RICE

CONAN RICE

JULIA OTTAWAY

2020 has seen the Charity provide space for the arts and developing links with other local charities.

Create has provided activities and classes in the last academic year. Using industry professionals to provide workshops – Mary Poppins, Circus school, Christmas day od dance, half term workshops, Easter day of Dance.

We achieved our targets to provide weekly classes for young carers and disadvantaged children, and to provide two activities in October and February 2019. I think the charity is now in apposition to apply for lottery funding to provide a stage school for children and young children.

We achieved our aim of providing a dance classes for young carers since October 2017. Activities included two theatre work shops with industry professionals of which over 100 children and young people attended. The out reach was mainly social media, targeting local community groups and this was highly successful.

Educating disadvantaged young people, providing them access to a positive creative outlet in the form of dance classes and helping them along the road to employment and economic productivity are the results we are planning to achieve through our projects and activities. These objectives are in the public benefit. The beneficial nature of these activities is rather evident. Educating disadvantaged young people and providing them with an opportunity that their limited financial resources could not afford is clearly a positive undertaking, and so is helping our proposed beneficiaries along the path to building an economically productive career. Furthermore, the project will employ trained professionals (proof of sufficient qualification will be required before anyone is hired) in the fields of dance and the music industry, thus fighting the worrying unemployment that characterises these fields. The public at large, in the form of the South London community will benefit from these endeavours and personal benefit will not be more than incidental.

*Since starting the charity in 2013 Create have provided space for a young dance company to develop a piece for a performance tour. Organised a free festival of events and classes for young people to attend free of charge through the charity. Obtained links with local schools developing ideas on providing classes and studio space for pupils. Fundraising events have included – children's workshops at a reduced price and shows. Live music events and raffles. An award from Waitrose. Create Projects Studio have now provided dance in the community projects, providing dance in the Dance Company Studios and a junior school in Lewisham. Sandhurst Junior Schools. The next few months ahead we will be more pro active in our fundraising and approaching local business.*

## **STRUCTURE AND MANAGEMENT**

In terms of practical functioning of the CIO Create Projects Studio, we will approach the marketing and publicizing of the organisation and its activities by increasing our online presence. We will use local newsletters, blogs, forums and social network sites to get the word out about our activities, as we believe it is the cheapest and most efficient way to raise public awareness about our organisation. We do not feel that, at least for the nearest future, we want to employ all of our funds towards activities, projects and initiatives and feel that investing it on marketing and publicity would be unfair towards our beneficiaries, at least at this stage.

The trustees of the CIO are all experienced professionals in the performing arts field. Conan Rice holds an AISTD Diploma, which qualifies him as a ballet master. Lauren Rice is an experienced performer, choreographer and trainer. She is the Artistic Director for the Italia Conti performing arts school. Julia Ottaway is a bookkeeper with a strong interest and passion for the performing arts. We plan to employ as many volunteers as possible to carry out the administrative work. Once more funds become available, we will employ people on a retributed basis, but only when this will in no way affect the funding available for the projects and initiatives we intend to carry out. We will employ choreographers, teachers and coaches to lead the classes and seminars for the Eithne Marie Project and for the Academy. We will be recruiting them both on a voluntary and retributed basis, subject to availability.

The projects will be carried out at the Dance Company Studios, an independent business which will rent out its professionally equipped dance studios below market rate to the CIO Create Projects Studio.

The charity will be funded through voluntary donations. These will be secured through fundraising events and showcases. We are also applying for a grant to the Arts Council and the Lottery Funding. The application will be finalised once we obtain our registered charity number.

The strengths and opportunities lie in the fact that the CIO will have professionally equipped premises available at a below market rate price, which will make the running of the projects significantly less financially burdening. Furthermore, the many years of experience the trustees have in this field, have made them particularly efficient at evaluating candidates and assessing competence and experience in their fields. This translates into a likelihood that only the best professionals, be they teachers, choreographers or coaches, will be employed to run the programs. The risks associated with this endeavour are not excessive, however to make sure we don't incur into any unnecessary threats, we will launch one project at a time, starting with the Eithne Marie Project, and grow gradually, to make sure we don't take on more than we can handle right away.

## **Activities and objectives in the year (PUBLIC BENEFIT)**

### **The Public Benefit Requirement and How Create Projects Studio Satisfies It**

The Charity Act 2011 defines a charitable institution in section 1(1). Charitable purpose is defined in section 2 as falling within section 3(1) and operating for the public benefit. Create Projects Studio, our proposed CIO, will be carrying out activities whose purpose falls under the heading of section 3(1)(b), advancement of education, 3(1)(f), advancement of the arts, and 3(1)(j), relief of those in need because of youth, financial hardship, or other disadvantage. The other requirement according to the Charity Act is that the activities be carried out in the public benefit. The concept of public benefit is defined in section 4 of the Act. On the basis of the guidance publications, the notion of public benefit is broken down in two sub-requirements. Firstly, the activity that is being evaluated must be beneficial in a way that is identifiable, is capable of being proved by evidence where necessary and is not based on personal views. Furthermore, the benefit, once established, must outweigh the harm that comes from carrying out the activity. Once the "benefit" requirement is satisfied, it comes to evaluating whether the benefit is also public. In other words, whether the public at large, or a sufficient section of it, can benefit from the activity. It is also a requirement that the activity in question does not give rise to more than incidental personal benefit. In the following paragraphs, it will be shown that the purposes of the proposed CIO Create Projects Studio are charitable and operate in the public benefit. This will be done by explaining in detail what the activities will be and the outcomes they will have in terms of impact on the South London community and, hopefully as the CIO expands, on the whole of London and finally, the whole of the UK.

As previously stated, our proposed projects involve the Eithne Marie Dance Company which will be providing non-professional dance classes to young people who wish to take part, an academy providing professional dance training, and the formation of a professional dance company that employs alumni of the academy and

helps their transition to the world of professional performing. We will also be supporting young choreographers by providing space and dancers for them to work with. All of these services will be provided free of charge, so as to give relief to young people who lack the resources to receive an artistic education. Furthermore, we will also assist young singers who do not have the resources to fund their own development. We will help them by funding recording demos and performance projects (sometimes emerging artists have to pay venues to play in them, rather than being paid to do it), developing links with song writers to develop song writing skills, funding recording projects, developing an online presence through working with a PR company and finally helping the singers release their EP or album. These are the projects we are hoping to launch in the immediate future to help young artists who do not have the means to fund themselves.

Dance Company Studios would provide the premises, namely professionally equipped dance studios, for the classes to be carried out. The dance classes would take place here and it would also be the space that we would provide, free of charge, for choreographers to work in. The Dance Company Studios would charge Create Projects Studio below market rate rent, merely to cover its expenses in relation to the activity that is being carried out. This will be in the CIO's best interest as in the absence of the premises rendered available by Dance Company Studios, the CIO would have to rent other premises at a market rate, and would thus employ more of its resources than it will in accordance to this plan. Dance Company Studios and Create Projects will, nonetheless, remain entirely separate entities. After having given an overview of the projects we are seeking to establish, I will now proceed to address and show the way in which these activities fall within the definition of "charitable purposes".

The Eithne Marie non-professional dance classes will be open to any young person above the age of 16. The classes will not be charged, but will be fully funded by the CIO. The professional dance training will be open to any young person above the age of 16 who has the technical preparation to keep up with the professional level of the classes. Regarding the music program, it will be open to any young singer interested in pursuing a career as a professional singer. The team of professionals running the program will also assess whether the candidate has the preparation and predisposition to realistically pursue singing as a career.

In terms of objectives, the activities we are hoping to launch with the registration of Create Projects Studio can be seen as falling within section 3(1)(b), 3(1)(f) and 3(1)(j). We would provide artistic education to young people who are under financial hardship and/or have been sidetracked in their lives, perhaps but not exclusively because of a traumatic event or a difficult family situation. It is the young people who need an opportunity to channel their energy into a positive and creative outlet that could become a career that we have in mind as our primary beneficiaries. Nevertheless, the activities Create Projects Studio wants to launch will also indirectly benefit many others. Firstly, we will employ trained and certified dance teachers and choreographers to teach the dance classes. We will also employ a PR team, producers, A&R consultants, vocal coaches and song-writing coaches to help us develop the program aimed at helping and supporting young singers. These professionals will be paid a market rate wage, and this is going to help the employment rate of artistic professionals in the South London Area and, eventually, the whole of the UK. Furthermore, not only will we educate the young artists that come to us, we will also help them turn their art into a career. We will favour young people's employment and productivity, thus benefitting the entire community.

Educating disadvantaged young people, providing them access to a positive creative outlet in the form of dance classes and helping them along the road to employment and economic productivity are the results we are planning to achieve through our projects and activities. These objectives are in the public benefit. The beneficial nature of these activities is rather evident. Educating disadvantaged young people and providing them with an opportunity that their limited financial resources could not afford is clearly a positive undertaking, and so is helping our proposed beneficiaries along the path to building an economically productive career. Furthermore, the project will employ trained professionals (proof of sufficient qualification will be required before anyone is hired) in the fields of dance and the music industry, thus fighting the worrying unemployment that characterises these fields. The public at large, in the form of the South London community will benefit from these endeavours and personal benefit will not be more than incidental.

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