



# institute of imagination

Annual Trustees' report and financial statements

For the year ended 31 December 2016



Charity Registration No. 1109276  
Company Registration No. 04921852

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The Trustees, who are directors for the purposes of company law provide the annual report together with the audited financial statements of the charitable company for the year ended 31 December 2016.

The financial statements have been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015). The Trustees have chosen to take advantage of the small companies exemption from preparing a strategic report.

## Building momentum

2016 was an exciting year for us as we built real momentum around our bold mission to create space for children to re-imagine the world. Thanks to the expansion of our Imagination Lab programme we worked with 6,480 people – a 40% increase on the previous year. This meant that by year-end the total number of children, parents and teachers engaged by our work had risen to more than 11,500.

In addition to increasing our reach we added new names to our network of supporters across the year – people who share our passion for ensuring children are able to flourish, no matter what their background or ability. We worked with existing partners and added many more, to ensure we are able to offer children the most innovative content and experiences possible. We were delighted to receive the endorsement and support of the Department of Media, Culture and Sport. Our relationship with the Mayor of London's office also continued to grow and we were excited to be invited to take over City Hall to run a major event in support of The Big Dance.

Our aim is to spark the imagination of hundreds of thousands of children each year and to support them in developing the creative and imaginative skills they will need for the future. As the founder of one of Europe's leading real estate investment management firms, I know just how important these skills are. Perhaps now more than ever in our evolution, with the challenges and opportunities ahead of us, imagination can spark the creativity, empathy and vision we need to thrive as a species.

To achieve our aim, the Institute of Imagination's (iOi) focus remains on creating a permanent world-class destination in London where children and their families can let their imaginations run free – the iOi Campus. This space will allow the iOi to engage more than 600,000 people each year. We made strong progress through the year in our search for a site and in securing the support we need to deliver it. In the autumn, we were very pleased to secure a wonderful space on the Albert Embankment for an expanded Imagination Lab operation, and will run a great variety of activities for children and families from there across 2017. It marks a huge step on our road to the iOi Campus and we are very grateful to U+I for welcoming us there.

None of our progress would be possible without the passion and vision of our extended iOi family. My sincere thanks go to all of you, including our Trustees, Advisors, Patrons, Partners, donors and the executive team. Together we are achieving extraordinary things for children.

**Ric Lewis**  
Chair





“Inspiring, creative and stimulating activities. Great opportunity to see how video games can be created and see pictures come to life. We are buzzing with ideas now that we can try in our lessons.”

Festival of Imagination, teacher feedback

# Chief executive's report



We set ourselves some ambitious targets for 2016; as a charity with a bold vision for children and families we could do nothing less. As outlined in last year's annual report we aimed to:

- Secure a location for a semi-permanent Imagination Lab and to continue testing, developing and growing the Imagination Lab programme.
- Continue working with our specialist property consultants to identify a site for the iOi CCampus.
- Bring on board new delivery partners as well as strengthening relationships with existing partners.
- Strengthen our fundraising, communications and marketing capability.

I am pleased to report that we met each of these aims. Our Imagination Lab programme in 2016 included activities in our physical Lab space, delivery of mobile resources and bespoke residences and takeovers. We ran a 'Festival of Imagination' at Chats Palace in Hackney and an 'All About Me Jamboree' at Platform in Southwark. We were invited to take over City Hall as part of Big Dance 2016. We hosted our second family Mini Maker Faire at the OXO Tower on London's South Bank – a sell out, with over 600 tickets sold, and an opportunity

to test our ticketing and pricing models. And we delivered our Imagination Pod programme in 26 schools and nurseries across London. Our growing network of partners was vital in delivering innovative content – from 3D printing, to neuroscience to coding dance routines – we are grateful to them for their continuing support and are excited to see which new partners we can bring on board in the year ahead.

In the autumn and a few months later than we had planned, we secured a location for the Imagination Lab from October 2016 through to February 2018. U+I, the specialist regeneration and property developer, have gifted us use of 3,000sq ft in The Workshop on London's Albert Embankment. With support from a Spacehive crowdfunding campaign we were able to fit out the Imagination Lab with flexible, mobile furniture to create a dynamic and engaging space.

Mid-year we moved our office from Soho to Second Home Spitalfields, a creative workspace and cultural venue. We rapidly made strong connections with other members and have seen the positive impact of a more creative work environment on our team. Through the year we strengthened our fundraising, marketing and communications capability, bringing in additional resource in both areas, as well as expanding our programme delivery team.

We were excited to establish a Next Gen Board, who we believe will achieve great impact in the year ahead. The year also saw the launch of our volunteering scheme, which will form a key part of our strategy to scale-up our activities in the year ahead.

## Plans for 2017

2017 will be driven by two key objectives. Our first is to maximise the value and impact of the Imagination Lab, positioning it at the heart of core iOi activity. Through the Imagination Lab and its outreach programmes, we aim to reach over 20,000 people. We will offer a mix of free and revenue raising activities and establish themes of between 6-8 weeks length to create a regular pattern of activity.

Our second objective is to secure the site for the iOi Campus. Our aim is to sign an agreement for the campus site by year-end; the organisation will then transition into delivering this next phase towards our wider vision.

I would like to thank our amazing range of supporters, who continued to fund our work in 2016, as well as those new supporters who have joined us through the year. Also, my thanks to the range of innovative and exciting partners who have contributed to the cutting edge experiences and programmes we have been able to create. I am proud to lead an organisation that is delivering such great impact for children and families, and excited for what is set to be a pivotal year ahead.



**Gareth Binns**  
Chief Executive



“It was a great day. Your team were amazing and so supportive of the kids without doing it for them if that makes sense. The space has so much potential too, very excited to see what you do with it. The blend of activities was great too. Often there’s such a heavy focus on tech for kids that I feel the imagination aspect of their learning is left behind. It was nice to have such a spread that everything was offered. All in all, hats off to you all and I look forward to coming again. I’m sure the boys will agree.”

Parent who attended Digital Make Digital Do





The Future of Jobs, a report published by The World Economic Forum (WEF), finds that the Fourth Industrial Revolution, which includes developments in previously disjointed fields such as artificial intelligence, nanotechnology and 3-D printing, will cause widespread disruption to business models and labour markets over the next five years, with enormous change predicted in the skill sets people will need to thrive.

The WEF estimates that 65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist, and a recent Bank of England study suggests 15 million jobs are at risk of automation in the UK alone.

Imagination is the cornerstone of creativity, problem-solving and innovation. It's an essential skill for life and is vital for wellbeing. Despite this, imagination is not being given the attention it deserves.

The Institute of Imagination is a UK registered charity set up to help understand the power of imagination and realise its potential. We are a group of educationalists, writers, artists, designers, academics, entrepreneurs, financiers, and philanthropists from across the world. We share a passionate belief in the need to support and nurture children in developing the skills they need to flourish.

We need a public space that prioritises the imagination. London, a city unrivalled in terms of its heritage, diversity and culture, is the ideal location for this space.

The iOi Campus will be a new world-class destination in the capital. It will provide a dedicated space for people to explore, experiment, make, play and create together. Every part of the building will reflect the ideas that children have dreamed up. With children at its heart it will also be of interest to everyone; whatever their background, wherever they are from, whatever their age.

The scale, facilities and focus of the iOi Campus will enable it to offer a wide variety of programmes that cannot be delivered at school, home or existing cultural institutions. Once open it will welcome 600,000+ visitors each year, including 100,000 children on free school trips. Online we will reach even more, ensuring that every child has access to our pioneering content

Our ongoing activities show the impact a focus on imagination can have. In 2016 we scaled up our outreach programme; by the end of the year we had reached over 11,500 people and this number is growing each day.

“I’m delighted to support the Institute of Imagination’s ambitious plans to create a world-class destination with children at its heart. The capital is a global hub of creativity, and it’s only right that we look to foster the creative minds of tomorrow, encouraging youngsters to think big and to let their imaginations run riot!”

Justine Simons, Deputy Mayor for Culture and Creative Industries





## Festival of Imagination

From 9-14 February we held our first 'Festival of Imagination' at Chats Palace Arts Centre, Homerton (one of the most deprived wards in London). We invited eight local primary schools to attend six free workshops during the week. We delivered workshops that gave children and teachers the opportunity to develop new skills, such as coding and stop frame animation. The Festival culminated in a weekend programme of unique and imaginative workshops, delivered free of charge for local families thanks to funding from a private foundation. Children were able to build a wild forest illustrating changes in seasons using creative materials, play sounds through fruit and veg, build space rockets and more besides.

In total we welcomed 360 school children as well as 40 teachers, parents and support staff during the week, and an additional 460 children and family members over the weekend. 90% the teachers surveyed described the Festival as 'Innovative'. Every teacher that responded said that they had learnt something new.

### FEBRUARY



## All About Me Jamboree

During 3-6 May we ran an 'All About Me Jamboree' for school groups at a community space in Southwark. The event was explicitly focused on wellbeing, something that is woven into all our work but we were keen to explore in more depth. Children were welcomed by 'Wellbe', a character who encouraged them to consider what made them unique. Activities included mindfulness, joke creation and collaborative mandala drawing. The feedback from children and parents was fantastic; when asked how they felt when they arrived and how they felt as they were leaving one child said "I felt nervous but now I feel happy and calm".

### MAY

# 2016

### DECEMBER

## Drawbots at St Matthew's School



We delivered a workshop for pupils from different year groups at St Matthews' Primary School in Westminster on how to create a Drawbot (a simple robot that draws autonomously). These year reps then delivered workshops to their respective classes. Using this peer-led approach the whole school (240 children) had the opportunity to create their own Drawbot. Parents were then invited in to school to see and play with their children's creations.

The Drawbots were used across a range of subjects. In English, for example, children produced a manual on how the Drawbot worked. In maths they added up the different components of the resources used to make a Drawbot.

Parents were so inspired by kits that they worked with their children to create a bespoke Drawbot Kit for the school as an enterprise project. They plan to sell these to local families and donate the funds back to St Matthew's.

## Imagination Lab fit out

Thanks to the generosity of supporters of our Spacehive crowdfunding campaign we were able to create bespoke furniture and fittings for the Imagination Lab. Everything is mobile, enabling us to quickly transform the space and also ensuring that it can all come with us when we move to our next location. We have had fantastic feedback on the space from children, parents, teachers and partners and are looking forward to really making the most of it in 2017.





## Mini Maker Faire

Over 1,000 people bought tickets to our second annual Family Mini Maker Faire, once again held at the OXO Tower. This was the first time we charged for one of our events, so it was a big test for us and our ability to create a sustainable business model. We were delighted with the response.

We ran the Faire over a full weekend, rather than the one-day event we ran in 2015. We also increased the scale, with almost double the number of participating makers as well as more than double the attendees. Activities on offer included painting in a virtual reality environment, robotics, clay modelling, coding, soldering and creating an underwater world with recycled materials.

One parent who attended the first day of the Faire tweeted "London Parents: Don't miss the Mini Maker Faire, OXO Tower tomorrow. Spent ALL day there today. Amazing. Kids \*loved\* it."

## Big Dance travelcard holder design competition

We were delighted to be invited to run this competition together with the Mayor of London's culture team and the Big Dance festival. We invited 5-14 year olds to 'dance through their imagination' and design a new London travelcard holder. The winner, selected from over 500 entries by Darcey Bussell, ballet star and judge on Strictly Come Dancing, was 12-year-old Oliver Chalcraft. His colourful creation was reproduced onto a limited edition London travelcard holder and 10,000 were distributed to Londoners over the summer. Our partner, Blippar, the world's leading augmented reality platform, added an innovative digital dimension to the design. We even secured a feature on BBC London news - our first piece of TV coverage.

## JUNE

# Highlights

## OCTOBER

### Digital Make Digital Do

Even before the Imagination Lab was fitted out we ran our first event from the space in the autumn as part of the Make:Shift:Do festival. 130 children and their parents engaged in new experiences using a range of digital tools. Through the use of art, sound and storytelling participants created and animated their own stories, built their own robotic sound orchestra and worked with the brilliant Kano computers to make and code art.



## JULY

### City Hall takeover

On 4 July the iOi was invited by the GLA to take over City Hall for the day as part of the Big Dance festival. 360 children from six schools attended four different workshops across one day. We worked with Siobhan Davis Dance, Kano, the London Brain Project (UCL) and School of Noise to bring our unique take on dance and movement to life, exploring a wide range of ideas from movement as code, to flocking. 100% of children surveyed felt they had learnt something new; 91% of teachers agreed and said they would apply some of the techniques back in the classroom.



## iOi in action

A closer look at one of our 2016 projects



Thanks to the generosity of the D'Oyly Carte Charitable Trust and John Lyon's Charity we undertook a partnership with Ealing Road Library in November and December 2016. We chose Ealing Road Library because it is in the London Borough of Brent, a borough with considerable challenges around housing, low-paid employment and overcrowding. Our aim was to provide opportunities for children in the local area, specifically those less likely to access the arts, and to develop their creative and imaginative skills.

We kicked off our partnership with a 'What's in the Box' Imagination Pod workshop during the library's weekly under 5s 'Rhyme Time' session. The Imagination Pod, designed specifically for two to five year olds, is made up of many boxes and simple tools, which help to create imaginary and creative worlds and stories. The materials provide a perfect synergy with the literary focus of a library.

We heard that the group typically "sit back and listen" during Rhyme Time, but the Pod workshop motivated children and parents to interact and

play by introducing a hands-on, creative element to the session that hadn't previously existed. The library staff had been running Rhyme Time in the same way for 20 years and admitted this was an entirely different approach. They were keen to embrace it, not least because families could access the Pod and resources regardless of their English speaking ability. A mother of a three-year-old boy who participated in the session said: "My son really enjoyed this session. He loved the torches and mirror. The measure tape was new to him. He now knows how to measure. That is new!".

After the session, our team provided training to the library staff on how to use the Pod with families dropping in throughout the week. They were hugely enthusiastic about having a dynamic and creative resource in this traditional library space.

Our practitioner returned a week later to review how the Pod had been used during its residency. She sat in on their under 5s session, this time led

“The pleasure was going into an environment that is under resourced and in need of 21st Century updates, and supporting library staff to bring creativity into their practice. We made a huge impact that day.”

Emma, iOi workshop facilitator



in energy and interaction. Children used the boxes, lenses and tubes to play with each other and create imaginary stories, whilst enjoying the music and songs. Parents and carers were engaged and delighted with the new approach.

We have stayed in touch with the library as they continue to develop a more interactive and creative approach to family sessions. We are also donating materials to the library to enable the local community to benefit from them in the months and years to come.

Tracey Toppin, a member of staff at the library, said: “[the session] will definitely encourage staff to find new ways to deliver the under 5s session. For me it’s been brilliant...it’s given me so many ideas.”

Our library session was followed by a day of stop frame animation activities (using iPads, modelling clay and storyboards to create short films inspired by their imaginations) at nearby Lyon Park School, arranged through Ealing Library. Working with their Year Six class in the morning and Year Five in the afternoon our practitioners used this exciting activity as a stimulus to explore the Vikings and Pre-History – topics the children had already been studying. They had a fantastic time, combining art and modelling with digital technology to explore historical story telling.

The “Stop Frame Animation Kit” was left at the school for other classes to use. In the review session staff fed back on the “amazing materials” and how the “creative and enthusiastic iOi staff” brought an innovative approach to the subject of history.

In total through this partnership we worked with 240 children (30 of who had Special Educational Needs) and over 50 adults.



## ● ● Key outcomes achieved:

- We provided six staff at Ealing Road Library with tools and confidence to create more interactive and creative family time at the library. Our initial workshop demonstrated how a previously sedentary under 5s session could be brought to life by the use of simple, imaginative materials. We saw the library staff replicate this, putting their training to good use. They now plan to develop their onsite capacity for artistic, creative and hands-on programmes in the future.
- 200 children (30 with Special Educational Needs) took part in our stop frame animation workshop, enhancing their innovation, problem-solving and creative skills, at the same time as embedding learning from their current school topics.
- 50 children experienced a creative and imaginative workshop that encouraged their social skills, collaboration, gross motor skills and imaginative play.
- The partnership proved that libraries provide an excellent base for us to reach new communities; that our resources performed well in a drop-in scenario (as opposed to the structure of a classroom or workshop), and that libraries are keen (once they have the tools) to offer more artistic and interactive programmes for their users. Having tested this at Ealing Road library we now plan to replicate this approach in libraries and community centres in other London boroughs over the coming year.

“With the Pod, they were enquiring, responding to investigating. I’ve not seen Destiny sit and engage on anything for that long. Same with Miles and Haroun...all of them. They have personalised the learning themselves, so its different for each of them. People talk about it all the time, but it’s hard as a teacher. With this, you can lay stuff out and see what they respond to. It’s the flexibility and creativity of the resources.”

SEN Teacher whose school received an Imagination Pod

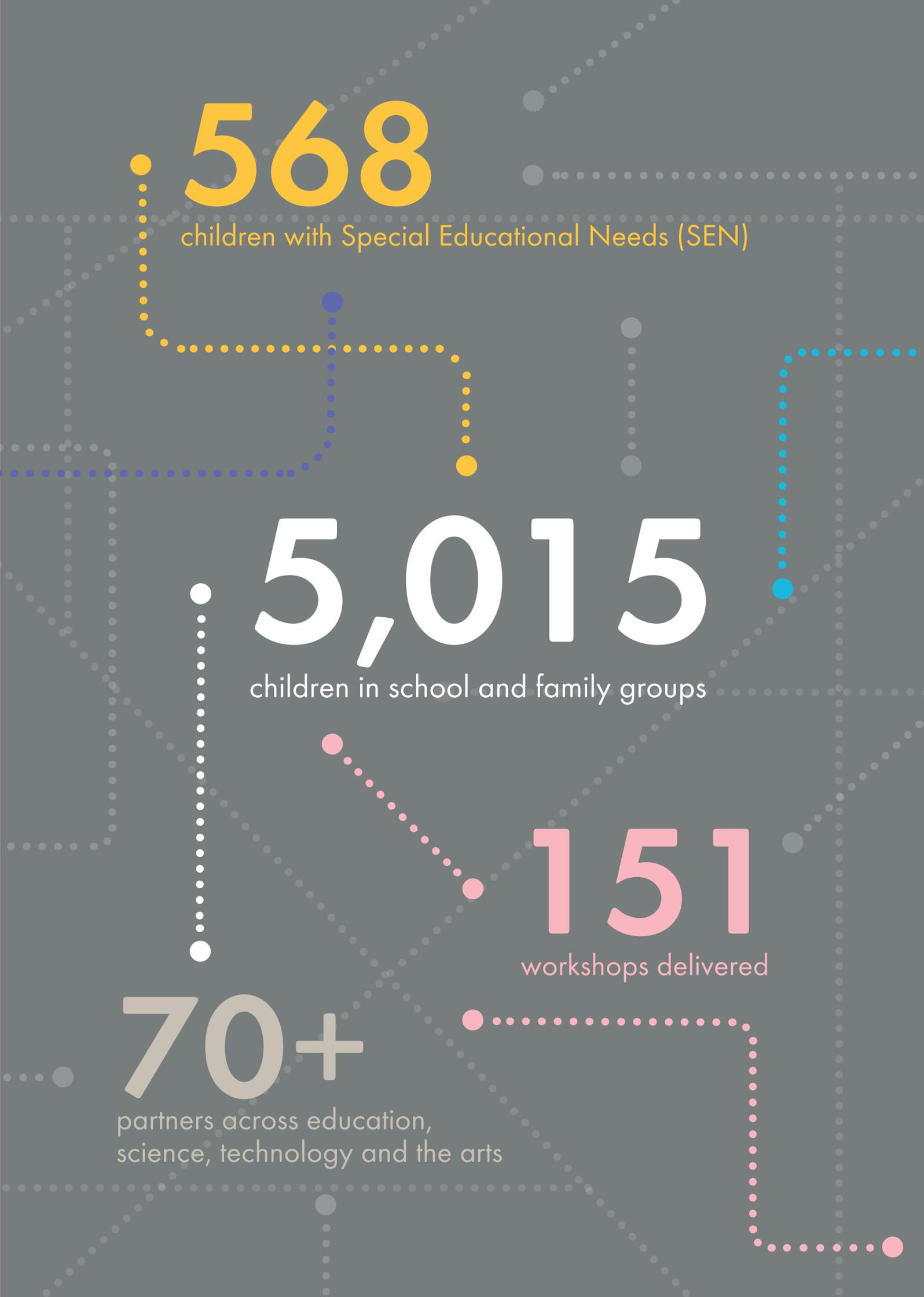


## 2016 Achievements at a glance

- Expanded our Imagination Lab programme, including offering training to teachers and other professionals, to help embed change in practice and increase the impact of our work, and developing a new community hub model thanks to funding from the John Lyon's Charity.
- Secured an exciting and creative space for the Imagination Lab from which to significantly scale up our activities in 2017.
- Delivered innovative collaborations with a range of partners from Chats Palace to the GLA.
- Grew our audience, significantly increasing the number of followers on our social media channels as well as the number of parents and teachers subscribed to our mailing list.
- Tested revenue generation for the first time – a key step towards achieving financial sustainability.
- Built our family of supporters, including establishing a Next Gen Board and successfully delivering our first crowdfunding campaign.

1,465  
parents and teachers

71  
schools



# 568

children with Special Educational Needs (SEN)

# 5,015

children in school and family groups

# 151

workshops delivered

# 70+

partners across education,  
science, technology and the arts

# Thank you

Our success and development in 2016 was made possible thanks to the continued generosity of our funders.

On behalf of the Trustees and staff at the Institute of Imagination, we would like to thank the following organisations and individuals for their generous support in 2016:

- Axis Europe
- The Black Heart Foundation
- Blippar
- Kydd Boyle
- The Childhood Trust
- Adrian Clarke
- Charles Skey Charitable Trust
- Michelle Dorion and Henry Hunter
- D'Oyly Carte Charitable Trust
- The Friends of the Livesey Museum
- Kate and Jonathan Grussing
- The Harold Hyam Wingate Foundation
- Hogan Lovells International LLP
- Eric Huttman
- John Lyon's Charity
- Kano
- Brett Kalesky
- Katten Muchin Rosenman UK LLP
- Tarek Khlaf
- Richard Landsberger
- Mark Paton
- Jane Quinn and Martin Duignan
- Mary Reilly
- Alex Rodriguez
- Rolls-Royce Plc
- Santander Foundation
- Paul Simon
- Sayoko Teitelbaum
- Diana Uehlein
- Nick Viner

Supporters of our Spacehive crowdfunding and Big Give Christmas challenge campaigns, and all those who supported us in 2016 but who wish to remain anonymous.



# People behind it

## Patrons

### **Professor Alison Gopnik**

Professor of Psychology and Affiliate Professor of Philosophy at the University of California at Berkeley

### **Dame Mary Marsh**

Non-Executive Director of HSBC Bank plc, former Chief Executive of Clore Social Leadership Programme and NSPCC

### **Michael Morpurgo OBE**

Author and Playwright

### **Sir Ken Robinson**

Author, Speaker and International Advisor on education and creativity

### **Mark Wallinger**

Artist and Turner Prize winner

### **Professor Mick Waters**

Professor of Education, President of the Curriculum Foundation

## Board of Trustees

### **Ric Lewis, Chair**

Ric is Founder, Chief Executive and Chairman of Tristan Capital Partners. He dedicates his spare time to voluntary organisations working to improve access and quality in education for children from less advantaged backgrounds.

### **Michelle Dorion, Vice Chair**

A former banker, Michelle oversees a family office with interests in renewable energy, finance, insurance and real estate. A former member of the Board of Directors of Bacardi Ltd, Michelle is one of the Institute of Imagination's co-Founders.

### **Basil Demeroutis**

Basil is Founder and Managing Partner of FORE Partnership, a real estate investment firm. Previously a partner at Capricorn Investment Group, a significant single-family office focused on driving investment returns through a values-based, impact-oriented approach.

### **Kate Grussing**

Kate is Founder and Managing Director of Sapphire Partners, a pioneering executive search consultancy. She has previously held senior international positions at JP Morgan, McKinsey and Morgan Stanley.

### **Jane Quinn OBE**

Jane is co-Founder and Director of Bolton & Quinn, the UK's leading specialist communications agency, working on cultural and educational developments worldwide.

### **Mary Reilly**

Mary is a former Partner at Deloitte LLP, where she was Head of Charities. She is former Chair of the London Development Agency and now holds a number of non-Executive Director positions including Travelzoo Inc, Ferrexpo PLC and the Department of Transport.

### **Diana Uehlein**

Diana is one of the Institute of Imagination's co-Founders. Professionally, she has been dedicated to innovation in childcare and family support, providing consultancy for organisations such as Work/Family Directions in Boston.

### **Nick Viner**

Nick is Chief Executive of Firefly Capital. Previously, as its founding Chief Executive, he oversaw the development of JW3, London's award-winning Jewish Cultural and Community Centre.

## People behind it (continued)

### Advisory Board

**Sally Bacon OBE**

Executive Director,  
Clare Duffield Foundation

**Dr Derek Cabrera**

Cornell University and  
Founder of ThinkWorks

**Laurent Carrier**

Experience and Exhibition Designer,  
Founding Partner of Toboggan Design

**Helen Chambers**

Associate, National Children's Bureau

**Daniel Charny**

Director, From Now on, Co-Founder  
and Director, Fixperts

**Alison Cole**

Strategic Consultant and Writer, arts  
and culture

**Dr Laura Colosi**

Cornell University and  
CEO of ThinkWorks

**Bernadette Duffy OBE**

Head of the Thomas Coram Centre

**Thomas Heatherwick CBE**

Founder, Heatherwick Studio

**Kevin Jones**

Former Head Teacher and Founding  
Chair of the Children's University Trust

**Patricia Lankester**

Adviser and trustee to a range  
of cultural organisations

**Dr Stuart Lester**

Senior Lecturer in Play and Playwork,  
University of Gloucestershire

**Mat Lown**

Partner and Head of Sustainability,  
Tuffin Ferraby Taylor LLP

**Dr Lisa Månsson**

Director, The Vasa Museum

**Dr Robin Meisner**

Director of Child Development, Boston  
Children's Museum

**Dr Ute Navidi**

Independent International  
Consultant and former Chief  
Executive of London Play

**Alex Poots**

Founding Chief Executive and Artistic  
Director, The Shed (Hudson Yards)

**Jacqueline Rose**

Acting Head of Culture, Greater  
London Authority

**Robert Sain**

Executive Director, The Centre of the  
Living Arts, Mobile, Alabama, USA

**Jason Silva**

Futurist, Filmmaker, and Host of National  
Geographic Channel's Brain Games

**Rohan Silva**

Co-founder, Second Home

**Sir John Sorrell**

Chairman, London Design Festival  
and UKTI Ambassador for the  
Creative Industries

**Professor Andrew Tolmie**

Dean of the Doctoral School, Institute  
of Education, University of London

**Lady Marina Vaizey**

Art Critic, Writer and Lecturer

**David Wells**

Manager of Creative Making &  
Learning, New York Hall of Science

**Honor Wilson-Fletcher MBE**

CEO, British Exploring Society

**Anne Wood CBE**

Creative Director, Ragdoll Productions

**Dr Anthony Woods**

Ex Director, Genesis Research Trust

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### Endorsements

**Penelope, Viscountess Cobham CBE**

Chair of Visit England

**Matt Hancock**

Minister of State for Digital and Culture

**Sir Harvey McGrath**

Chair of Big Society Capital

**Justine Simons**

Deputy Mayor for Culture and the  
Creative Industries

**Lord Robert Winston**

Professor of Science and Society,  
Imperial College London

# Legal and administrative information

## Trustees

B J Demeroutis  
M Dorion  
K Grussing  
R Lewis  
J Quinn  
M Reilly  
D Uehlein  
N Viner

## Chief Executive

G Binns

## Charity number

1109276

## Company number

04921852

## Principal address

Second Home  
68 Hanbury Street  
London E1 5JL

## Registered office

Second Home  
68 Hanbury Street  
London E1 5JL

## Bankers

Coutts & Co  
440 Strand  
London WC2R 0QS

J.P. Morgan  
1 Knightsbridge  
London SW1X 7LX

## Lawyers

Katten Muchin Rosenman UK LLP  
Paternoster House  
65 St. Paul's Churchyard  
London  
EC4M 8AB

## Auditor

Deloitte LLP  
Statutory Auditor  
2 New Street Square  
London  
United Kingdom  
EC4A 3BZ

## Structure, governance and management

The Charity is a company limited by guarantee without share capital and is governed by its memorandum and articles of association.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and at the date of signing, except as noted, were:

B J Demeroutis	J Quinn
M Dorion	M Reilly
E Gilpin-Jacobs (resigned 11 February 2016)	P Simon (resigned 8 November 2016)
K Grussing	D Uehlein
R Lewis	N Viner

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

New Trustees are appointed with a view to maintaining an appropriate balance of skills and experience. Appointments of Trustees are reviewed by the nominations committee and ratified by the board of Trustees. Trustees hold office for a four year fixed term and one third of Trustees are considered for reappointment at the annual general meeting. All Trustees receive information about their responsibilities as a part of their induction. Training is provided to existing Trustees as and when the need arises.

The Trustees have assessed the major risks to which the Charity is exposed. The principle risks and uncertainties are in respect of securing the ideal site and being successful in our capital campaign. We have instructed a professional advisor and identified potential sites. The capital campaign is being managed by an experienced fundraising team with the support of the Trustees, and are satisfied that systems are in place to mitigate exposure to the major risks.

Day to day responsibilities are delegated to the Chief Executive.

Levels of delegated authority, from Trustees to Officers have been detailed in a policy document.

Commitment levels have been set as follows:

- Up to £25,000 approved by the Chief Executive
- £25,001 to £100,000 approved by a Trustee who is a member of the Finance Committee
- Over £100,000 approved by the Board of Trustees.

The authority limits were reviewed by the Finance Committee and approved by the Trustees.

## Objectives and activities

The Charity's objective is to develop a new world-class cultural centre in London and there has been no change in this objective during the year.

The Trustees have paid due regard to the public benefit guidance published by the Charity Commission.

Over the next five years, our focus will continue to be directed towards securing the ideal site for the iOi campus, delivering a successful capital campaign and launching the campus with year-round programming. Following extensive consultation with children, parents/carers and teachers we rolled out our Imagination Programme across 2016, culminating in securing a physical Lab space in the autumn, which we tested with a small number of events including Digital Make Digital Do before fit-out and official opening in February 2017. Our aim is to engage 20,000 people through the course of 2017, as we scale-up in readiness for opening the iOi Campus.

We had a database of 90 volunteers at year-end, who had signed up to support public facing workshops and events. Activities undertaken by volunteers included workshop support and event stewarding. Moving into 2017, we also secured the support of a voluntary Volunteer Manager who volunteers in our office one day a week to coordinate our volunteer programme.



## Financial review

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has exceeded this amount at the year-end whilst the Charity is identifying a suitable site for development. At the end of the year reserves of £1,457,708 (2015: £2,068,436) were held including restricted funds of £73,741 (2015: £12,447). The Trustees have therefore concluded the charity is a going concern.

During the year income (including net investment gains) of £362,155 (2015: £837,385) was raised mainly with unrestricted donations. This income helped fund our outreach programme, engaging with over 6,400 people, and our operating costs.

Expenditure of £989,857 (2015: £1,066,339) consisted of raising funds £271,907 (2015: £402,392) which is showing a decrease due to a focus on increasing efficiencies. Charitable activities of £717,950 (2015: £663,947) relates to increased outreach activity.

## Investment Policy

The charity will not invest directly in sectors that it deems in conflict with its charitable mandate and objectives, notably arms, pornography and tobacco. The charity, through investments in fixed income and equity mutual funds, exchange traded funds (ETFs) and/or other investment products, recognises that it may have indirect exposure to some, or all, of these sectors. However, further to consultation with its investment advisers and in the context of the overall holdings of these investment products, the charity is of the view that its exposure to these sectors, to the extent it exists, is very small.

The charity will continually revalue its portfolio and be vigilant against exposure to sectors it deems inappropriate. Once the capital base of the charity allows for it, the Investment Committee will consider dedicated Socially Responsible Investing (SRI) products and assess whether these are appropriate for the portfolio in terms of diversification, costs and risk profile. Long term, it is the ambition of the Institute of Imagination to move closer towards 'pure' SRI products.

## Going Concern

The Trustees assess whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of one year from the date of approval of the financial statements. The Trustees believe that the Charitable Company is financially secure for the foreseeable future, thus continue to adopt the going concern basis of preparing the annual financial statements.

## Disclosure of information to auditor

The Trustees who held office at the date of approval of this Trustees' report confirm that, so far as they are each aware, there is no relevant audit information of which the Charity's auditor is unaware; and each Trustee has taken all the steps that they ought to have taken as a director to make themselves aware of any relevant audit information and to establish that the Charity's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

## Auditor

Deloitte LLP have expressed their willingness to continue in office as auditor and a resolution to reappoint them will be proposed at the forthcoming Annual General Meeting.

Approved by the Board of Trustees and signed on behalf of the Board of Trustees



**R Lewis**  
Chair of Trustees

7.7.2017

# B TRUSTEES' RESPONSIBILITY STATEMENT

The Trustees (who are also directors of Institute of Imagination for the purposes of company law) are responsible 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) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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 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 judgments 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

# C INDEPENDENT AUDITOR'S REPORT

We have audited the financial statements of the Institute of Imagination for the year ended 31 December 2016 which comprise the Statement of financial activities including the income and expenditure account, the Balance sheet, the Statement of cash flows and the related notes 1 to 19. The financial reporting framework that has been applied in their preparation is applicable law and Accounting Standards (United Kingdom Generally Accepted Accounting Practices), including FRS 102 1A, "The Financial Reporting Standard applicable in the UK and Republic of Ireland" for small entities.

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

## **Respective responsibilities of trustees and auditor**

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

## **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

## Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2016 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

## Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to take advantage of the small companies exemption in preparing the Trustees' Annual Report or from the requirement to prepare a Strategic Report.



Jayne Rowe (Senior Statutory Auditor)  
for and on behalf of Deloitte LLP Statutory Auditor  
London, United Kingdom  
31 July 2017

# D STATEMENT OF FINANCIAL ACTIVITIES

Including income and expenditure account  
For the year ended 31 December 2016

	Notes	Unrestricted funds 2016 £	Restricted funds 2016 £	Total 2016 £	Unrestricted funds 2015 £	Restricted funds 2015 £	Total 2015 £
<b>Income from:</b>							
Donations	3	248,582	100,413	348,995	788,815	45,000	833,815
Other		13,160	-	13,160	3,570	-	3,570
<b>Total income</b>		<b>261,742</b>	<b>100,413</b>	<b>362,155</b>	<b>792,385</b>	<b>45,000</b>	<b>837,385</b>
<b>Expenditure on:</b>							
Raising funds	4	(271,907)	-	(271,907)	(400,492)	(1,900)	(402,392)
Charitable activities	4	(678,831)	(39,119)	(717,950)	(552,866)	(111,081)	(663,947)
<b>Total expenditure</b>		<b>(950,738)</b>	<b>(39,119)</b>	<b>(989,857)</b>	<b>(953,358)</b>	<b>(112,981)</b>	<b>(1,066,339)</b>
<b>Net gains on investments</b>		<b>16,974</b>	<b>-</b>	<b>16,974</b>	<b>10,984</b>	<b>-</b>	<b>10,984</b>
<b>Net (expenditure)/income for the year</b>		<b>(672,022)</b>	<b>61,294</b>	<b>(610,728)</b>	<b>(149,989)</b>	<b>(67,981)</b>	<b>(217,970)</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward as previously reported		2,055,989	12,447	2,068,436	2,205,978	80,428	2,286,406
<b>Total funds carried forward</b>		<b>1,383,967</b>	<b>73,741</b>	<b>1,457,708</b>	<b>2,055,989</b>	<b>12,447</b>	<b>2,068,436</b>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities. See note 2 for details of restatement.

# E BALANCE SHEET

As at 31 December 2016

	Notes	2016 £	2015 £
<b>Fixed assets</b>			
Investment	10	1,361,970	2,080,956
Tangible assets	11	24,639	1,788
		<b>1,386,609</b>	<b>2,082,744</b>
<b>Currents assets</b>			
Debtors	12	81,384	23,408
Cash at bank and in hand		132,813	52,729
		<b>214,197</b>	<b>76,137</b>
<b>Creditors: amounts falling due within one</b>	13	<b>(143,098)</b>	<b>(90,445)</b>
<b>Net current assets</b>		<b>71,099</b>	<b>(14,308)</b>
<b>Total assets less current liabilities</b>		<b>1,457,708</b>	<b>2,068,436</b>
<b>The funds of the Charity</b>			
Restricted funds	16	73,741	12,447
Unrestricted funds:			
General funds	16	1,307,179	1,995,215
Revaluation reserve	16	76,788	60,774
		<b>1,457,708</b>	<b>2,068,436</b>

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

The financial statements of the Institute of Imagination (registration number: 04921852) were approved by the Board and authorised for issue on 7. 7. 2017.

They were signed on its behalf by:

**R Lewis**  
Chair of Trustees



# F CASH FLOW STATEMENT

For the year ended December 2016

	Notes	2016 £	2015 £
<b>Cash used in operating activities</b>	<b>18</b>	<b>(645,674)</b>	<b>(235,024)</b>
<b>Cash flows from investing activities</b>			
Gains on investment		16,974	10,984
Other income		13,160	3,570
Purchase of tangible fixed assets		(23,362)	(2,043)
Income transfers from investment		718,986	241,799
<b>Cash provided by/(used in) investing activities</b>		<b>725,758</b>	<b>254,310</b>
<b>Increase/ (decrease) in cash and cash equivalents in the year</b>		<b>80,084</b>	<b>19,286</b>
Cash and cash equivalents at the beginning of the year		52,729	33,443
<b>Total cash and cash equivalents at the end of the year</b>		<b>132,813</b>	<b>52,729</b>
<b>Reconciliation to cash at bank and in hand:</b>			
Cash at bank and in hand		132,813	52,729
Cash and cash equivalents		132,813	52,729

# **G** NOTES TO THE FINANCIAL STATEMENTS

For the year ended December 2016

## **1. Accounting policies**

### **General information and basis of accounting**

Institute of Imagination is a Charity incorporated in the United Kingdom and registered in England and Wales under the Companies Act. The address of the registered office is:

Second Home  
68 Hanbury Street  
London  
E1 5JL

The nature of the Charity's operations and its principal activities are set out in the Trustees' report on pages 1 to 24.

### **Basis of preparation**

The financial statements have been prepared under the historic cost basis of accounting except for investments held at revalued amounts, in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), Small Entities (102 1A) and the Companies Act 2006.

The functional currency of Institute of Imagination is considered to be pounds sterling because that is the currency of the primary economic environment in which the Charity operates.

### **Going concern**

The financial statements have been prepared under the historical cost convention, the applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", and the Companies Act 2006.

### **Fund accounting**

Unrestricted funds are those which are available for the general purposes of the Charity at the discretion of the Trustees.

Restricted funds are those which have been received for undertaking an activity specified by the donor.

### **Income**

Income is recognised in the statement of financial activities when it becomes receivable, and the entitlement, measurement and probable principals are met.

Income is deferred only to the extent that it has been received in advance for specific conditions to be met.

Donated services are included at their estimated open market value.

## **(Accounting policies cont.)**

### **Expenditure**

All expenses are recognised when an invoice is received. Provisions are included in the statement of financial activities to the extent that goods and services have been contracted for but not yet received.

Raising funds are costs related to the generation of voluntary income for the Charity.

Expenditure on charitable activities is any that relates directly to fulfilling the charitable objects of the Charity.

Governance costs relate to the direct running of the Charity, allowing the Charity to operate and generate the information required for public accountability, these costs have all been allocated to charitable activities and include the costs of external audit.

Staff costs and support costs are analysed and apportioned on the basis of managements estimation of the time spent on each activity.

### **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 less estimated residual value of each asset over its expected useful life, as follows:

- Computer equipment: 25% straight-line basis
- Fixtures, fittings and equipment: 25% straight-line basis

Tangible fixed assets are tested only for impairment when an indicator exists. Fixed assets below £1,000 are not capitalised.

### **Trade creditors**

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the Charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2016 (continued)

### (Accounting policies cont.)

#### **Defined pension contribution scheme**

The Charity runs a defined contribution pension scheme whereby the amount charged to the statement of financial activities is in respect of the pension contributions payable in the year. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments in the balance sheet.

#### **Foreign currencies**

Monetary assets and liabilities are translated into sterling at the exchange rate ruling on the balance sheet date. Foreign exchange gains are recognised as other income and foreign exchange losses are recognised within the relevant category of charitable activity expenditure for the period in which they are incurred.

#### **Operating leases**

Expenditure on operating leases is accounted for on a straight-line basis over the life of a lease.

#### **Financial instruments**

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument. All financial assets and liabilities are initially measured at transaction price (including transaction costs).

#### **Trade debtors and creditors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are recognised at their settlement amount after allowing for any trade discounts due.

#### **Investment and bank deposits**

Fixed asset investments are stated at market value. Gains and losses arising from either the change in market value or on sale are included in the Statement of Financial Activities including the income and expenditure account. Income from listed investments is accrued when due for payment. Interest on deposits is accrued on a daily basis.

## 2. Critical accounting judgements and key sources of estimation uncertainty

In the application of the Charity's accounting policies, which are described in note 1, the Trustees are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The Trustees do not consider there are any critical judgements or sources of estimation uncertainty requiring disclosure.

## 3. Income from donations

	Unrestricted funds £	Restricted funds £	Total 2016 £	Total 2015 £
<b>Donations and gifts</b>	248,582	100,413	348,995	833,815
<b>Unrestricted funds:</b>				
Donations			172,723	735,061
Gift Aid			-	675
Donated services			75,859	53,079
			<b>248,582</b>	<b>788,815</b>

Included in donations is the sum of £nil (2015: £8,529) representing the exchange gain on donations received in US dollars.

Donations and gifts are derived from targeted fundraising by the organisation. Donated good and services are provided pro-bono from Katten Munchin Rosenman UK LLP (£52,597), Hogan Lovells International LLP (£1,318), Kano Computing Limited (£11,450), Blippar (£3,484) and U+I (£7,009).

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2016 (continued)

## 4. Expenditure

	2016 £	2015 £
<b>Raising funds</b>	<b>271,907</b>	<b>402,392</b>
<b>Charitable activities</b>		
Activities undertaken directly	360,436	375,715
Support costs (note 6)	264,651	243,856
Governance costs (note 6)	92,863	44,376
Total	717,950	663,947
<b>Total expenditure</b>	<b>989,857</b>	<b>1,066,339</b>

Charitable activities undertaken directly primarily constitute research and development in the Imagination Labs and finding a suitable site to establish a permanent centre.

Cost of raising funds includes salaries and other direct fundraising costs.

	Cost of raising funds £	Charitable activities £	Governance costs £	Total 2016 £	Total 2015 £
Management and governance	119,723	423,258	92,863	635,844	733,604
Fundraising costs	40,084	-	-	40,084	24,379
Property costs	-	12,793	-	12,793	4,985
Marketing and PR	112,100	-	-	112,100	143,636
Experience and learning	-	189,036	-	189,036	159,735
	<b>271,907</b>	<b>625,087</b>	<b>92,863</b>	<b>989,857</b>	<b>1,066,339</b>

Legal services are provided on a pro bono basis by Katten Muchin Rosenman UK LLP.

## 5. Net (income)/expenditure for the year

	2016 £	2015 £
Net (income)/expenditure is stated after charging:		
Depreciation of owned assets	511	3,810
<b>Auditor's remuneration:</b>		
Fees payable to the charity's auditor for the audit of the charity's annual financial statements	8,000	8,000
Fees payable to the charity's auditor for other services to the group	21,400	21,400

## 6. Analysis of governance and support costs

	2016 £	2015 £
Administration costs	19,514	51,734
Staff costs	231,813	179,986
IT expenses	13,324	12,136
<b>Total support costs</b>	<b>264,651</b>	<b>243,856</b>
Audit and professional costs	36,000	17,837
Legal fees	56,863	26,539
<b>Total governance costs</b>	<b>92,863</b>	<b>44,376</b>
	<b>357,514</b>	<b>288,232</b>

Support costs are those which allow charitable activities to be carried out but which do not relate directly to an activity.

Governance costs are those which are attributable to the Charity's compliance with constitutional and statutory requirements, including audit. Governance costs have been allocated to charitable activities as they relate directly to fulfilling the objects of the Charity.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2016 (continued)

### 7. Trustees

None of the Trustees (or any persons connected with them) received any remuneration or reimbursed expenses during the year (2015: nil).

Donations from nine Trustees (2015: three) throughout the year amounted to £46,400.

### 8. Employees

The payroll costs were as follows:

	2016 £	2015 £
Wages and salaries	388,431	505,583
Social security costs	42,617	49,523
Other pension costs	13,582	3,339
	<b>444,630</b>	<b>558,445</b>

The average monthly number of employees during the year was:

	2016 Number	2015 Number
Management	3	3
Support	8	4

The number of employees whose employee benefits (including redundancy costs but excluding employers pension costs) was £60,000 or more was:

	2016 Number	2015 Number
£150,001 to £160,000	-	1
£90,001 to £100,000	1	1
£60,001 to £70,000	1	-

The total employment benefits paid to key management personnel (including pension contributions) during the year was £97,850 (2015: £354,550) which included redundancy costs of £nil (2015: £73,010). The Chief Executive is the sole key management personnel figure and their salary is remunerated at market rate.

## 9. Taxation

The company is a registered Charity and as such is not liable to United Kingdom income or corporation tax on charitable activities.

## 10. Investment

	2016 £	2015 £
<b>Market value at 1 January</b>	2,080,956	2,322,765
Net unrealised gain	16,014	13,286
Transfer to vvcash	(735,000)	(255,095)
<b>Market value at 31 December</b>	<b>1,361,970</b>	<b>2,080,956</b>

	Market value 2016 £	% of portfolio	Market value 2015 £	% of portfolio
Cash	514,175	38%	15,272	1%
Other investments	847,795	62%	2,065,684	99%
	<b>1,361,970</b>		<b>2,080,956</b>	

The historical cost of the investment is £1,345,956 (2015: £2,067,670).

The investments can be liquidated in five working days, should the Trustees want access to the funds. The other investments noted above are invested in publically listed instruments which are held in JP Morgan funds.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2016 (continued)

**11. Tangible fixed assets**

	Computer equipment £	Fixtures, fittings, and equipment £	Total £
<b>Cost</b>			
At 1 January 2016	18,420	5,301	23,721
Additions	1,250	22,112	23,362
At 31 December 2016	19,670	27,413	47,083
<b>Accumulated depreciation</b>			
At 1 January 2016	16,632	5,301	21,933
Charge for the year	511	-	511
At 31 December 2016	17,143	5,301	22,444
<b>Net book value</b>			
At 31 December 2016	2,527	22,112	24,639
At 31 December 2015	1,788	-	1,788

**12. Debtors**

	2016 £	2015 £
Other debtors	43,381	17,112
Prepayments and accrued income	38,003	6,296
	<b>81,384</b>	<b>23,408</b>

### 13. Creditors: amounts falling due within one year

	2016 £	2015 £
Trade creditors	95,855	9,247
Taxes and social security costs	12,990	15,505
Other creditors	2,457	3,867
Accruals	31,796	61,826
	<b>143,098</b>	<b>90,445</b>

### 14. Called-up share capital

The charitable company is limited by guarantee without share capital.

### 15. Analysis of charitable funds

	Unrestricted funds £	Restricted funds £	Total £
Opening balance at 1 January 2016	2,055,989	12,447	2,068,436
Income	278,716	100,413	303,270
Expenditure	(950,738)	(39,119)	(913,997)
<b>Closing balance at 31 December 2016</b>	<b>1,383,967</b>	<b>73,741</b>	<b>1,457,708</b>

Unrestricted funds are those which are available for the general purposes of the Charity at the discretion of the Trustees.

Restricted funds of £73,741 (2015: £12,447) relate to donations for the Imagination Lab/Pods.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2016 (continued)

**16. Analysis of net assets between funds**

	Unrestricted - General funds £	Unrestricted Revaluation reserve £	Restricted funds £	Total £
Fund balances at 31 December 2016:				
Investments	1,255,182	76,788	30,000	1,361,970
Tangible assets	1,277	-	23,362	24,639
Current assets	155,764	-	58,433	214,197
Creditors: amounts falling due within one year	(105,044)	-	(38,054)	(143,098)
	<b>1,307,179</b>	<b>76,788</b>	<b>73,741</b>	<b>1,457,708</b>

	Unrestricted - General funds £	Unrestricted Revaluation reserve £	Restricted funds £	Total £
Fund balances at 31 December 2015:				
Investments	2,005,182	60,774	15,000	2,080,956
Tangible assets	1,788	-	-	1,788
Current assets	49,649	-	26,488	76,137
Creditors: amounts falling due within one year	(61,404)	-	(29,041)	(90,445)
	<b>1,995,215</b>	<b>60,774</b>	<b>12,447</b>	<b>2,068,436</b>

**17. Related party transactions**

No transactions have been carried out with any party who would be deemed related in the current or preceding year.

## 18. Reconciliation of net (expenditure)/income to net cash flow from operating activities

	2016 £	2015 £
Net expenditure per statement of financial activities	(610,728)	(217,970)
Add back depreciation charge	511	3,810
Deduct gains on investments	(16,974)	(10,984)
Deduct other income	(13,160)	(3,570)
(Increase)/decrease in debtors	(57,976)	14,132
Increase/(decrease) in creditors	52,653	(20,442)
<b>Cash used in operating activities</b>	<b>(645,674)</b>	<b>(235,024)</b>

## 19. Employee benefits

### Defined contribution schemes

The Charity operates defined contribution retirement benefit schemes for all qualifying employees. The total expense charged to the statement of financial activities in the year ended 31 December 2016 was £13,582 (2015: £3,339).

