

CREATIVE FUTURE LIMITED
(A Company Limited By Guarantee)
Company Number: 06891365
Charity Number: 1132889

**FINANCIAL STATEMENTS FOR THE
YEAR ENDED 31 MARCH 2019**

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TRUSTEES' ANNUAL REPORT

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report and financial statements for the year ended 31 March 2018. The accounts comply with the requirements of the Companies Act 2006, the Charities Act 2011, the Memorandum and Articles of Association and Accounting and Reporting by Charities; Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (IRS 102) (effective 1 January 2015).

REFERENCE AND ADMINISTRATION DETAILS

Charity Name:	Creative Future Limited
Working Name:	Creative Future
Company Number:	06891365
Charity Number:	1132889
Principal and Registered Address:	Community Base 113 Queens Road Brighton BN1 3XG
Trustees/Directors:	Simon Powell Patrick Morrison Kizzy Burton Yvonne Foster (Appointed 17 July 2017) Carole Ingrey (Appointed 21 March 2018) Jenni Lewin-Turner (Appointed 17 July 2017) Katherine Woods (Resigned June 2018)
Project Directors:	Dominique De-Light (April – July 2018) Jane McMorrow (Appointed July 2018)
Bankers:	Co-Operative Bank PLC PO Box 101 1 Balloon Street Manchester M60 4EP Scottish Widows Bank Plc PO Box 12757 67 Morrison Street Edinburgh EH3 8YJ
Independent Examiner:	C R Tyler. FCA DChA FCIE F1 CRT Limited Flat 24 Wellingtonia Court Laine Close, Brighton, BN1 6TD

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TRUSTEES' ANNUAL REPORT – continued

STRUCTURE, GOVERNANCE AND MANAGEMENT

Incorporation and Charitable Status

Creative Future Limited was incorporated on 29 April 2009 (registered company number 06891365). It received charitable status on 21 November 2009 (registered charity number 1132889). It took over the activities of the unincorporated association 'Creative Future'.

Constitution

The Charity is a Company Limited by Guarantee and is governed by its Memorandum and Articles of Association dated 29 April 2009 as updated 21 February 2018.

Trustees

The Trustees (Directors for Companies Act purposes) are listed on page 1. The subscribers to the Memorandum are the first Trustees of the Charity, and when complete the Board shall not be less than 3 but shall not be subject to any maximum.

All Trustees shall be eligible for re-election.

Trustees Recruitment/Induction

Trustees are recruited in accordance with the equal opportunities and recruitment policy. Successful applicants attend an induction meeting with the chairperson and are introduced to Creative Future Limited policies and procedures, the rules and responsibilities of being a Trustee and guidance from the Charity Commission and Companies House.

Risk Management

The Trustees have examined the principal areas of the Charity's Operations and considered the major risks faced in each of these areas. Risk management takes place annually by the committee.

OBJECTIVES AND ACTIVITIES

The objects of the Charity are:

'To promote social inclusion for the public benefit by working with people who are socially excluded on the grounds of their mental ill health, physical ill health, learning disability, physical disability, substance abuse or dependency including alcohol and drugs, homelessness, long term unemployment, history of criminal offending, relieving the need of those who are socially excluded and assisting them to integrate into society in particular but not exclusively by providing mentoring and training to develop their artistic talents'.

We give the socially excluded the chance to reintegrate through their own talents by providing training, support, exhibiting and publishing opportunities, promoting their art and written work at the highest levels.

We provide a bridge between the community arts and professional arts sector in the South East of England whilst challenging the stereotypes of marginalized people.

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TRUSTEES' ANNUAL REPORT continued

Charitable Activities April 2018 – March 2019

2018-19 has been a year of change, consolidation and planning. One major change within the organisation was the departure from the company of founder Director Dominique De-Light who left in July 2018 after 12 years at the helm. Our new Director Jane McMorro joined the organisation in July 2018. Our Chair of Trustees Simon Powell and also a Founder Director of Creative Future informed us of his intention of standing down in June 2019 and we started the search for our new Chair. Our year of consolidation, reflection and planning has been driven by a series of events regarding our funding. In 2017/18 we were unsuccessful in our bid to become a National Portfolio Organisation and this was followed by the end of our core funding from the Joseph Levy Foundation after 6 years. Our Elevate funding was ending as planned in December 2018. It was necessary to reduce the size of the workforce with 3 members of staff finishing their contracts with CF at the end of March 2019. The new team would consist of Director, Development Manager, Marketing & Projects Manager alongside freelance Admin and Finance support. One of the first tasks for our incoming Director was to consider the impact the changes in funding were going to have on the organisation moving forward. Whilst we look at a structure for the organisation moving forward and develop our planning for a new programme we have continued to deliver an outstanding programme of activity for underrepresented artists and writers.

Achievements

Service Users

- We worked directly with **1,050** people this year—**7%** more than 17/18 and the most in our history.
- **19%** were **under 25** and **25%** were **older people**
- We are seeing far more **women—67%**—than ever; this could be because in austere times women tend to be more affected economically than men. Women experience more mental ill health than men and are more likely to be carers and/or long term unemployed.
- **32%** were from non-white backgrounds, reflecting our work in both urban centres (Brighton, Newcastle) and less diverse areas (Horsham, Norwich).
- As always, we are working with people who face **multiple and compounded needs—55%** reported **two or more issues** and **15%** face **4-10 forms of marginalisation**.
- **Mental health issues** remains our highest category (**27%**), followed by **survivors of abuse**, people with a **long-term limiting illness** and those from the **LGBTQ+ community** (10% each).

“These workshops are a real lifeline for me. They are enabling me to free myself from isolation and work creatively again after many years blocked by major depression.” (Participant Visual Arts Sessions)

Outcomes

We are maintaining our high standards of outcomes.

- **98%** said they would **come to another Creative Future session**
- **93%** reported improved **mood & wellbeing**
- **92%** feel motivated to **do more creative things** in the future
- **90%** learned new **skills**
- **88%** felt more able to **express themselves** creatively

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- **86%** reported increased **confidence**
- **83%** felt more **connected** to people
- **81%** felt less **isolated**
- **74%** did something they **didn't know they were capable of**
- **70%** felt **more informed** about opportunities, next steps & networks
- **63%** see **themselves as an artist/writer** as a result of our work

Responses are lower in relation to areas with the higher, longer-term changes many of our service users may not yet have reached. The self-identification transition from 'person with problems' to 'professional artist/writer' is the major step we help people achieve, but also often the most challenging. However this figure is up 5% from last year, indicating our work continues to improve. Reduced isolation and improved creative expression were both up 12% from 2017/18 as well.

"Creative Future is giving me an opening through their careful and supportive advice into a vision made reality...I am deeply grateful." (Participant Creative Writing Session)

Creative Future Literary Award 2018

We had a total of 486 entries for the Creative Future Literary Awards 2018; this was a reduction on the 2017, most likely due to shorter time available in 2018 to submit entries. We increased the number of words for the prose submission to 1,000 and saw a significant increase in the quality of pieces submitted. 38% of those who entered had never entered a writing competition before, a 6% increase on 2017 and 59% of entrants identified with 2+ areas of under-representation, including 25% with mental health issues. The 12 Award-winning entries were published in our anthology 'Chemistry' alongside work by Lemn Sissay & Kerry Hudson, as well as writers receiving over £10,000 in cash and high-level professional development prizes. The Award Ceremony and Showcase was part of the London Literature Festival at the Southbank. The event sold-out with 130 in the audience. 48 VIP tickets were booked & 80 public, paid-for tickets.

Author Sharon Duggal was selected as our Writer in Residence from a total of 28 applicants. She received mentorship & training from CF & support from Preston Park Recovery Centre, and had a new short story featured in our anthology. We ran 36 workshops in partnership with 3 National Portfolio Organisations & 3 Social COs in 3 locations: Over 500 participants took part with over 1000 writing hours available. This was a 110% increase on 2017. Other notable events as part of the programme were the publication of the How To Pitch To A Literary Agent Pathway Guide published in May 2018 and our event Inside the Literary Agency, which was oversubscribed 2 days after opening for bookings—30 people attended to hear from 4 agents from leading literary agencies.

Our Audience reach was 7 million via multimedia platforms, including BBC Writers' Room, Writing Magazine, Juice Radio & the Bookseller. The CFLA website received 22,000 visits, 15,100 users.

Online Shop

We launched the shop with a physical exhibition at Brighton Dome in May 2018 as part of Brighton Festival. Since its launch, we have sold 14 pieces online and 3 pieces offline, a total of £995 in earned through art sales. Artists have earned a combined income of £695. Two pieces were sold to a buyer in the USA and one piece was sold to a buyer in Canada, highlighting the potential to reach a much wider audience via our online channels. We held a pop up Christmas exhibition at Community Base on Queens Road, an area with a high footfall in the city. This was part of our wider 'ethical shopping' campaign, to challenge views of local art by selling ethical prints that depicted "the real" Brighton and Hove. The Development Manager of The Big Issue saw the exhibition and approached Creative Future to be a seller on their own shop site. Our limited edition prints fill a gap in their market, and piggybacking off their shop will help to boost traffic to our own. We are currently in conversations with The Big Issue and hope to begin selling via their site shortly.

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Since its launch, the shop has had 5000 users, 6300 sessions, with average session duration of 1 minute 40. There is a direct correlation between increases in traffic to the shop site when linked to a physical exhibition, with a 166% increase.

Page to Publication

In July 2018 we were successful in securing funding for a brand new programme of activity Page to Publication. Page to Publication will discover, guide & support new & emerging marginalised, under-represented writers across the South East (Hastings, Crawley, Horsham & Brighton), creating new opportunities & linking diverse writers with mainstream agencies. In partnership with libraries, literature festivals, New Writing South & Myriad Editions, we will develop creative & professional skills & sustainable peer support networks, hold development events, provide 1:1 bespoke support &, for a talented few, enable publication in a high-profile Myriad small book series titled Spotlight Books. With New Writing South (NWS) & libraries in Horsham, Hastings and Crawley to deliver 36 writing sessions between January and July 2019. There will also be 18 sessions to facilitate self-supporting groups, three Peer Support Writing Group and three Peer Coaching Group sessions in each town. We've had 121 registrants+81 attendants. Those not attending have joined our newsletter & been made aware of other opportunities. Events as part of Page to Publication include three Meet the Writer events featuring published, under-represented writers talking about their work & journey to publication. Spotlight Books is a Partnership publication series with NWS & Myriad Editions. We have run a nationwide call for fiction & poetry and received 250 submissions from across UK. 12 writers were shortlisted and 6 selected. The winning writers will be supported with 8 hours 1:1 editing/mentoring and the series will be published by Myriad Editions in Jan/Feb 2020.

Emergence Foundation

In addition to part-supporting Brighton creative writing and peer coaching workshops, support from the Emergence Foundation allowed us to continue our visual art drop in sessions—a long-standing lifeline for local artists. We also began a pilot of closed art sessions at Gateway Women's Centre, a day centre for survivors of abuse and multiple needs. Both of these are delivered by Maria Kuipers, an accomplished artist who started with us as a service user and has progressed to be our primary visual arts facilitator.

Elevate

In December 2018 we completed all aspects of our Elevate workplan, with many achievements, but also faced challenges which informed what we need to do next. Overall, support from Elevate enabled us to focus on developing our organisation, resilience, capacity and skills—which we would not have been able to do without ACE's support. We had the opportunity to focus on changing and improving ourselves internally which will greatly increase our delivery in the future. We were able to try out a range of approaches and initiatives, and able to face challenges and learn from some of these, rather than be tied to success measures or hard outcomes. Crucially, we also had devoted resources available to undertake this work—which as a non-NPO with solely project-driven funding, we would not have been able to do.

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TRUSTEES' RESPONSIBILITIES

The Trustees (who are Directors of Creative Future Limited for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 those 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 estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping proper accounting records that 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 company and hence for taking reasonable steps for the prevention of fraud and other irregularities.

The report of the Trustees (Directors) has been prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies, and with the Statement of Recommended Practice – Accounting and reporting by Charities (issued in January 2015).

This report was approved by the Board on:

Signed on behalf of the Board by:

**INDEPENDENT EXAMINERS' REPORT TO THE MEMBERS
ON THE UNAUDITED ACCOUNTS OF
CREATIVE FUTURE LIMITED**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2018.

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts

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as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's statements

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

C R Tyler FCA. DChA. FCIE
F1 CRT Limited
Flat 24, Wellingtonia Court
Laine Close
Brighton
BN1 6TD

Date: