

2021/2022
**Annual
Report**

Welcome to our 2021/2022 Annual Report

Welcome to our annual impact report for the year ended 31 March 2022.

We are hugely grateful to our funders, supporters and delivery partners for their energy and commitment to working with Creative United to make the arts and cultural sector more inclusive and accessible to all. We are very proud of the impacts that we have achieved together, addressing social and financial barriers to participation in the arts, building entrepreneurial skills and business capacity within our sector, and driving business innovation through research and investment in new products and services.

This year, we've decided to publish a slimmed down digital digest that captures the key highlights of our year, and the stories of just some of the thousands of people and organisations that have benefited from our work across the UK. This is helping us to reduce our environmental impact, both physical and digital, but if you'd like to receive more detailed information about any aspect of our work then please just let us know.

As part of our commitment to accessibility, we have also produced an easy-read PDF version of this report which you can download from this page. We welcome feedback on these formats and any further improvements that would help the accessibility of our services for disabled customers.

Finally, I'd like to say a big thank you to everyone that we worked with in 2021/22 and in particular our funding partners Arts Council England, Creative Scotland, Arts Council of Northern Ireland and National Lottery Heritage Fund for their continued investment in our work at Creative United.

If you have any questions or would like more information about our work, please email us at:

info@creativeunited.org.uk



Mary-Alice Stack, CEO
Photo by Teresa Fan Photography

Headlines



Award Winning

In recognition of the achievements of our Inclusive Music Consortium in enabling disabled children to access adapted musical instruments, the Music & Drama in Education Awards presented us with the Music Teacher Magazine Editor's Award.



Record Breaking

Own Art demonstrated its value as a means to reducing the financial barriers to enjoying and collecting contemporary art and craft with a record-breaking number of galleries joining our membership.



Thought Leading

Our report on Creative Freelancers, produced in partnership with Coventry University, Waltham Forest Borough Council and Northumberland County Council, revealed the diversity of business models used by creative freelancers, and, importantly, the range of ways they contribute to our economy and society.



Business Supporting

Both our Prosper North and Re:Create 2021 business support programmes enabled artists, creative enterprises and heritage organisations to put in place plans to emerge from the Covid-19 lockdowns, build new income streams and boost their confidence in the future.



Evidencing our Social Value

We have invested in understanding better where and how we generate social impacts from our work to enable access to visual arts, music making and business support. The results demonstrate the social value of our programmes and services, with every £1 invested producing a positive Social Return on Investment.



£1 : £19

Re:Create 2021



£1 : £12

IAMM First Access



£1 : £6

Take it Away

Derrick Oforu Boateng



£1 : £5


Own Art



£1 : £6

Prosper North





Making contemporary art, craft and music-making more affordable...

In 2021/22, we helped c.4,000 people purchase contemporary art and musical instruments who otherwise would not have been able to afford to, enabling them to enjoy these at home and further their creative ambitions.



If it wasn't for this service my Grandson would not be able to truly develop his wonderful ability. The purchase was critical to pushing him on – thank you.

- A TAKE IT AWAY CUSTOMER



We removed financial barriers to art and music for:



68%

of Take it Away
Customers



78%

of Own Art
Customers



26%

of Take it away and Own
Art customers were
from Levelling Up for
Culture places



“ A lot of people come in dreaming of buying a particularly expensive instrument, but go, ‘Oh, but I could never afford that’. We can go, ‘Actually, you can!’

- HOBGOBLIN MUSIC IN BRISTOL,
TAKE IT AWAY RETAILER

“ Own Art gives all people the opportunity to buy something they like and can pay off at an affordable amount each month. Art should be for the masses not just the privileged few.

- AN OWN ART CUSTOMER



Improving people's confidence, and the quality of life for disabled children...

As a result of our work, people across the country have felt an improvement in their confidence and quality of life, including helping disabled children in 228 schools across the Midlands join in whole class ensemble music lessons.

168

disabled children helped to access
whole class ensemble music lessons or
adapted musical instruments

I wouldn't have been able to [make the purchase] without Own Art. I love the painting so much; it brings such happiness to everyone, and I walk by and look at it every day.

- AN OWN ART CUSTOMER

Helping people come together...

We have helped businesses and people who work in the creative and cultural sector, and members of the public who access it, feel part of community or network of shared interests.

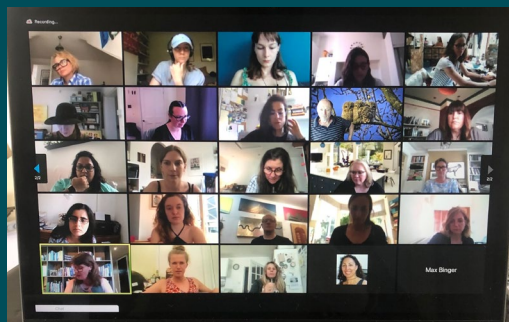


...this has been amazing, amazing support, amazing ideas, amazing to be part of a network. I've found it hard, inspirational and ultimately rewarding. We are in a much better place now.

- A PROSPER NORTH PROGRAMME PARTICIPANT

I feel more confident reaching out to my local network of creatives than I did before, because I've been able to put faces and voices to names.

- A RE:CREATE 2021 PROGRAMME PARTICIPANT



Boosting the resilience and prospects of creative and cultural enterprises...

We provided free business mentoring, skills training and network building through our Prosper North and Re:Create 2021 programmes. Furthermore, we worked in close partnership with Cause4 on the Heritage Compass programme, with The Heritage Alliance on the Rebuilding Heritage programme, and with BIMM on their Greenhouse Enterprise programme. The difference we made for more than 290 organisations and creative entrepreneurs – helping them to improve their business planning and to become resilient – was more important than ever through the Covid-19 lockdowns.



I was finding it difficult to motivate myself during the Covid pandemic. First and foremost it was incredibly helpful to have a boost from hearing enthusiastic speakers and having a coach. My positivity and attitude towards my business has improved tremendously.

- A RE:CREATE 2021 PROGRAMME PARTICIPANT

We've been successful in securing some capital to enable the delivery of our phase one infrastructure plan. This has come directly as a result of the programme.

- A PROSPER NORTH PROGRAMME PARTICIPANT

40%

of Prosper North organisations were in Levelling Up for Culture places

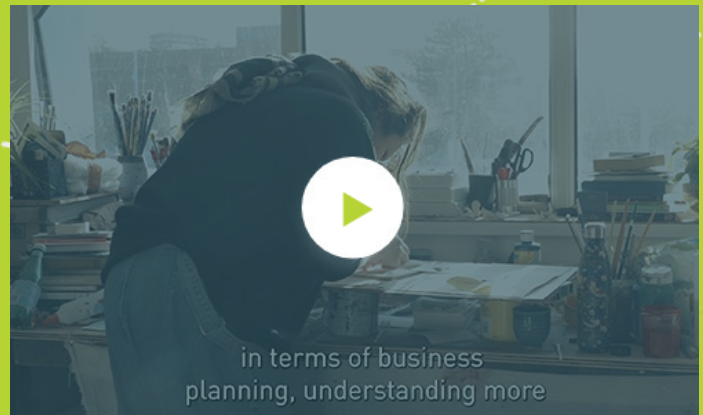
91%

of Prosper North organisations are better able to create or strengthen their business plans as a result of the programme

Watch our short films to find out more about how
Prosper North helped organisations across the north...



<https://youtu.be/ZN3j881co44>



<https://youtu.be/k-NKGTcBpmg>

Thank you to our Funders and Partners

We wouldn't have been able to achieve so much in 2021/22 without the support and help of our funders and partners. Thank you.



...and, of course, thank you to all our fabulous
business advisors and training provider partners!

A word from our Chair...



The last twelve months has been another period of uncertainty and challenge, which once again we have responded to with our customary vigour and expertise.

The war in Ukraine and the cost-of-living crisis, with the resultant impact on costs and demand, have led to levels of inflation which have required considerable planning skills and prudent management. Coming on the back of Covid this would be a challenge for any company, and we are no exception.

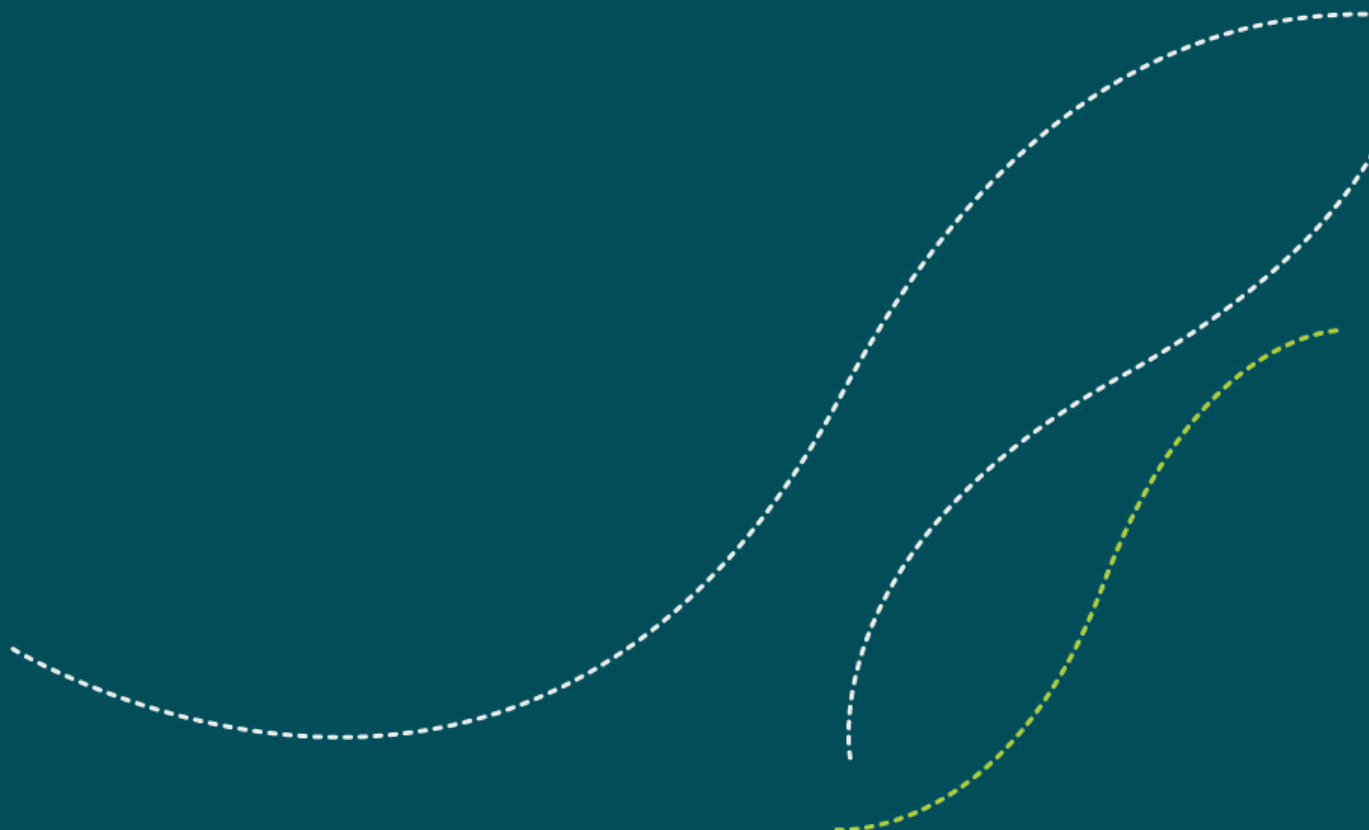
However, we have navigated this scenario with another excellent year with growing social impact alongside growing financial strength. This coupled with a strong and increasingly experienced Board and Executive team has proved to be a winning formula for us, as is evident in this Annual Impact report.

We have many exciting developments in hand for 2023 but are very aware of the mounting challenges as the cost-of-living crisis develops. We are more than ready to meet these challenges with our brand of adaptability, innovation and empathy, thanks to the enduring excellence of our team.



David Gilbert, Chair

- DAVID GILBERT, CHAIR OF CREATIVE UNITED



Financial Accounts

Directors:

D S Gilbert
N D Henry
R Shah
M-A Stack
K Hall
A R Collins
S N Bull
A Giri

Registered Office:

10 Queen Street Place
London
EC4R 1BE

Registered Number:

08280539 (England and Wales)

Accountants:

Alexandra Anthony Limited
47 Church Street
Great Baddow
Chelmsford
Essex
CM2 7JA

Balance Sheet 31 March 2022

	Notes	31.3.22 £	£	31.3.21 £	£
FIXED ASSETS					
Tangible assets	4		2,468		7,513
CURRENT ASSETS					
Debtors	5	85,617		54,352	
Cash at bank and in hand		972,702		974,902	
		<u>1,058,319</u>		<u>1,029,254</u>	
CREDITORS					
Amounts falling due within one year	6	<u>131,055</u>		<u>220,529</u>	
NET CURRENT ASSETS			927,264		808,725
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>929,732</u>		<u>816,238</u>
RESERVES					
Income and expenditure account		<u>929,732</u>		<u>816,238</u>	
			<u>929,732</u>		<u>816,238</u>
			<u>929,732</u>		<u>816,238</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2022 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

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

(b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

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

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 10 August 2022 and were signed on its behalf by:



D Gilbert - Director



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1. Statutory Information

Creative Sector Services C.I.C. is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. Accounting Policies

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Plant and machinery etc - 33% on cost and 25% on cost.

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. Employees & Directors

The average number of employees during the year was 10 (2021 - 13).

4. Tangible Fixed Assets

	Plant and machinery etc £
COST AT 1 APRIL 2021 and 31 March 2022	<u>41,351</u>
DEPRECIATION AT APRIL 1 2021	33,838
Charge for year	<u>5,045</u>
At 31 March 2022	<u>38,883</u>
NET BOOK VALUE	
At 31 March 2022	<u>2,468</u>
At 31 March 2021	<u>7,513</u>

5. Debtors: Amounts Falling Due Within One Year

	31.3.22 £	31.3.21 £
Trade debtors	58,368	18,388
Other debtors	<u>27,249</u>	<u>35,964</u>
	<u>85,617</u>	<u>54,352</u>

6. Creditors: Amounts Falling Due Within One Year

	31.3.22 £	31.3.21 £
Trade creditors	39,459	30,275
Taxation and social security	29,462	137,183
Other creditors	<u>62,134</u>	<u>53,071</u>
	<u>131,055</u>	<u>220,529</u>