

Company registration number: 05125340

Charity registration number: 1135304

**Creu Cymru Limited**

**(A company limited by guarantee)**

**Annual Report and Financial Statements**

**for the Year Ended 31 March 2024**

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## **Creu Cymru Limited**

### **Chair's Report**

It has been a dynamic and rewarding year for Creu Cymru, filled with important achievements and significant strides towards our mission of enhancing the performing arts landscape across Wales. This year, we continued to advocate for our sector, support our members, and expand the reach and impact of Welsh arts in challenging times.

#### **Sector Advocacy and Representation**

We remain committed to representing the interests of the Welsh performing arts sector in discussions with policymakers, including the Welsh Government and Arts Council of Wales. Our team has actively participated in multiple high-level forums and presented evidence to Senedd Committees. These efforts ensure that the unique challenges and opportunities of our sector are well understood and addressed at all levels of governance.

#### **Membership Growth and Engagement**

Membership has seen robust growth, reaching 70 members, each contributing to a vibrant network that fosters collaboration and innovation. Through our capacity-building projects and advocacy initiatives, members gain access to critical resources, industry connections, and opportunities for strategic partnerships.

The third year of our new membership model has seen a small growth in members, a positive sign, especially considering the ever-mounting financial challenges for venues, producers and individuals alike. We do continue to find it difficult to gather the necessary data from the membership to help make the right case for support with The Arts Council of Wales and Welsh Government. This is, in the most part, due to many member organisations being under resourced and/or not having the data readily available to share, and we are aware that we need to find ways of improving this into the future.

#### **Events and Training**

Our events calendar has been instrumental in connecting and educating our community. Notable highlights include the Annual Conference held in Treorchy, which hosted impactful keynote speeches and member showcases, reinforcing our collective goals. The Conference received excellent feedback, reflecting the success of our sessions and networking opportunities. Additionally, our tailored training programmes, such as the *Extending Reach*, *Deepening Engagement* initiative, funded by the Arts Council of Wales, have proven invaluable for members. These programmes equip leaders with essential skills and innovative strategies to engage more meaningfully with their communities.

#### **Diversity, Inclusion, and Accessibility**

We are proud of our ongoing commitment to inclusivity. Our management, on behalf of the Arts Council of Wales, of the Hynt national access scheme supports over 32,000 cardholders, ensuring broader access to the arts. This year's Hynt Symposium provided members with expert guidance on accessibility in performance, showcasing our dedication to inclusivity.

As the UK wide plans continue to gather pace, we aim to ensure Creu Cymru can offer the learning and expertise gained over almost 10 years of delivering the Welsh specific scheme.

Furthermore, collaborations such as our anti-racism efforts with Race Council Cymru underscore our commitment to a diverse and equitable arts sector.

## **Creu Cymru Limited**

### **Chair's Report**

#### **Looking Forward**

We entered the 2024/25 financial year as new Arts Council of Wales Multi Year Funded Organisation, following our successful application as part of the Investment Review. As we move into the coming year, we remain focused on our mission to fortify the Welsh performing arts sector. We will continue to support our members in navigating evolving industry challenges, fostering a resilient, inclusive, and vibrant network for Wales' arts community.

The team continue to deliver at a high level, and myself and fellow trustees are pleased with the level of information made available to us both at full board meetings, and via our two subcommittees.

In closing, I extend my gratitude to our Board, Members, and all our partners who contribute to Creu Cymru's ongoing success. Together, we are building a stronger future for the arts in Wales.

## **Creu Cymru Limited**

### **Trustees' Report**

#### **Creu Cymru 2023/24 Annual Report**

Our sector faced some huge challenges during the year including ACW Investment Reviews, budget cuts and the cost of living crisis. Theatres, freelancers and producing companies around Wales continued to present, produce and create outstanding work and support their local communities. We supported members and the wider sector with training, bursaries, networking opportunities, advocacy and research.

We were thrilled to see the outcome of the hynT impact report, clearly showing the benefit of this groundbreaking scheme for both participants and members.

I'm grateful to members who renewed their membership this year and to those who have newly joined us. As a member-led organisation I'm always open to feedback and thoughts on how we can improve your membership offer so please do get in touch.

Huge thanks as always to the team - Yvonne, Megan and all the freelance staff who we've worked with this year and to our fantastic Board of Trustees.

There are exciting plans in the years to come. I look forward to working with you on these projects and supporting you all to enhance the performing arts sector in Wales.

Louise Miles-Payne, Director

Creu Cymru champions Wales' vibrant sector of performing arts; connecting people, audiences and communities.

Our membership forms a collaborative network; with a strengthened and unified voice that we project and advocate on behalf of to public governing bodies, ensuring vital industry representation and influencing positive change.

Creu Cymru supports venues, companies and individuals in progressive growth strategies. Our curated visits and bursary opportunities, specialist training and resources develop the collective skills and experience of our creative workforces. This ensures that programming across the sector continues to evolve with a focus on equality, relevance and inclusion for new and diverse audiences.

**Our Vision** / To be a vibrant and leading network of performing arts professionals from across Wales. This network will further develop and promote the value and recognition of the importance of the arts to communities by connecting people, championing of ideas, the growth of leadership and by developing a diverse and engaged membership.

#### **MEMBERSHIP**

Membership continues to grow with 70 members around Wales.

2023/24 Members



**What we offer for members**

Creu Cymru membership helps us to create a vibrant and resilient performing arts sector in Wales. Membership is open to any Wales based professional organisation or individual whose principal purpose is producing, presenting or curating performing arts. In addition, we have an Associate level of membership which is open to Wales based professional organisations working within the theatre or dance sector in a supporting or strategic capacity that can also support the mission of Creu Cymru but whose principal purpose is not producing, presenting or curating performing arts work.

Creu Cymru benefits are available to access by any member of staff from partner organisations.

**Our members were provided with:**

- Access to skills, knowledge and the confidence to improve individual and organisation practice and advocacy.
- Strong connections in a national network.
- Direct access to programmers and programming opportunities.
- Support from a respected and valued authority, with a robust and digestible performing arts sector knowledge base.
- The ability to influence the influencers.
- **Tailored training and development** opportunities, which are high quality and heavily subsidised for Creu Cymru Members.
- **Annual Conference** inviting industry leaders to present, share learning and provoke practice and platform for members to showcase their own projects and expertise.

## Creu Cymru Limited

### Trustees' Report

- **Advocacy:** Representing the Welsh Performing Arts Sector to the Welsh Government, Arts Council of Wales and other stakeholders and policymakers.
- Ongoing communication, information and advice services and online resources.
- A range of **capacity building projects**
- Regular sector wide opportunities to **network**
- **Membership Meetings** – A range of networking meetings looking at collaborative projects, information sharing and networking.
- Our **AGM** which is an opportunity to network, feedback on our work and listen to industry leaders.
- **Hynt\*** – Hynt is the national access scheme and is an ACW initiative that Creu Cymru manages on their behalf. This includes training, advice, and an annual Symposium.
- **Curated visited and bursaries** - providing opportunities for members to see work, attend training courses, festivals - which will benefit the public that attends their organisation.
- **Membership fees** frozen for the 3rd year in a row.
- We **represent Wales across the UK** at industry meetings and political engagements.
- We offer **advice** from our staff on issues and problems. If we can't help, we will put you in contact with someone who can.
- Opportunities to **promote** your work and job vacancies.
- **Subsidised** Edinburgh accommodation and support whilst you are there.
- Two monthly **newsletters** full of industry news, offers and touring information.
- Input into **government consultation** responses and sector surveys.
- We offer **advice** from our staff on issues and problems. If we can't help, we will put you in contact with someone who can.

\*Membership to Hynt is not included as part of the membership but does provide access to resources and the Hynt Symposium.

### MEETINGS AND EVENTS

We run a range of capacity building and networking events and meetings to suit a variety of roles and responsibilities within the membership.

#### **Role Specific** (twice a year, online)

Technical / Operations

Marketing and Communications

To support staff in those roles, share knowledge and best practice. This also helped us identify training needs amongst members.

#### **Annual Conference and AGM** (once a year, in person)

A networking and thought engaging event to connect members and discuss topics of interest.

#### **Member Area Specific** (twice a year, online)

Venue meeting

Producers meeting

This gave us a space to discuss the different needs of members depending on whether they are a producing company or venue.

#### **Hynt Symposium** (once a year, in person)

To share best practice for hynt venues members, hearing from experts, members, those with lived experience.

## **Creu Cymru Limited**

### **Trustees' Report**

#### **OTHER MEETINGS**

We ran a series of ad hoc meetings responding to member needs, themes in the sector and priority areas such as EDI and Sustainability.

#### **Investment Review Open Circle**

Open to all (members and non-members) who submitted applications as part of the ACW Investment Review process. The meetings acted as information sharing sessions and support and advice post application outcome.

#### **Climate Crisis and the Arts**

We partnered with National Theatre Wales, The Riverfront and Aberystwyth Arts Centre on 3 sustainability events looking at how the sector is tackling the climate crisis.

#### **Member Advisory Panel**

As a member led organisation the opinion and feedback from our members is vital for us to develop and create programme streams and activities. The Member Advisory Panel helped the team with activity and focusses for themes.

#### **Race Council Cymru / Anti Racism in the Arts**

We partnered with Race Council Cymru and held 3 meetings looking at Anti Racism in the Arts as part of RCC Reverse Mentoring Programme, funded by Welsh Government.

#### **Martyn's Law / Protect Duty**

We ran a session in partnership with South Wales Police and UK Theatre on the new Protect Duty, informing members about the new law and what they need to do in order to prepare for it.

#### **Welsh Language Members Meeting**

We introduced a meeting specifically for members looking at improving their work through the Welsh language focusing on touring, programming and staffing.

In 2023/24 - 85 members attended 14 meetings.

#### **ANNUAL CONFERENCE**

The 2023 Creu Cymru Conference was sponsored by Ticketsolve and the Audience Agency. It took place on the 9<sup>th</sup> May at the Park and Dare Theatre, Treorchy.

The Creu Cymru Conference aimed to bring together professionals working across the performing arts in Wales. The Conference was an opportunity to network, connect and learn.

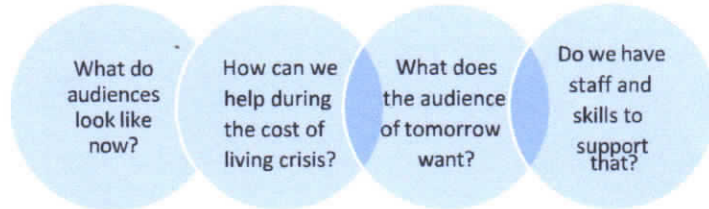
This year's Conference was filled with with energising conversations about opportunities focussing on the audiences we serve and the staff we need to fulfil those needs.



# Creu Cymru Limited

## Trustees' Report

Questions posed during the Conference were;



Speakers included:



**Nancy Medina**  
ARTISTIC DIRECTOR  
BRISTOL OLD VIC



**Heather Maitland**  
ARTS CONSULTANT



**Katy Raines**  
INDIGO



**Ceri Williams**  
THEATR GENEOLAETHOL CYMRU



**Lisa Baxter**  
FOUNDER THE EXPERIENCE BUSINESS



**Cassie Raine and Anna Ehnold-Davailov**  
CO-CEOS PIPA (PARENTS AND CARERS IN PERFORMING ARTS)



**Angharad Jones Leefe**  
THEATR GENEOLAETHOL CYMRU



**Rahim El Habachi**  
FREELANCER



**Steffan Dafydd**  
ARTIST



**Rha Hira Arayal**  
POET



**Geinor Styles**  
ARTISTIC DIRECTOR THEATR NA NOG



**Guy O'Donnell**  
RWCMD



**David Baxter**  
BOROUGH THEATRE



**Mary-Jayne Russell de Clifford**  
TAKING FLIGHT



**Steve Dimmick**  
AWEN CULTURAL TRUST



**Chelsey Gillard**  
ARTISTIC DIRECTOR TORCH THEATRE

## **Creu Cymru Limited**

### **Trustees' Report**

Poet **Rha Hira Arayal** and artist **Steffan Dafydd** were present throughout the day and gathered their thoughts and to present us with some post Conference creative feedback.

We used a local supplier for catering and to supply a vegetarian buffet only in line with sustainable practices and objectives.

There were 83 attending, that's including staff, speakers and panel.

#### **Feedback**

##### **Social Media Conference Feedback**

###### **Aled Lloyd-@AledLloydRees**

Fantastic and enlightening discussion from @pipacampaign #CreuCymruConference23 @theatriolo are proud members of PIPA. Such a great campaign that supports staff and freelancers in the performing arts sector @creucymru

###### **Aled Lloyd-@AledLloydRees**

Representing @theatriolo & @tya\_cymru at @creucymru #CreuCymruConference23 Lush being back in a room with colleagues, edrych ymlaen I weld phawb @RCTtheatres

###### **Steve Dimmick @thedimmick**

Great to be here at the @CreuCymru Annual Conference. Gonna be sharing an idea called #See4Free targeting support us workers in the performing arts space to let us see more theatre performances. #CreuCymruConference23

###### **Ticketsolve @ticketsolvers**

Nick is at Treorchy's Park and Dare Theatre today with @CreuCymru for their Annual Conference meeting with lots of delegates and sitting in on great sessions and panel discussions! #CreuCymruConference23

###### **The Audience Agency @audienceagents**

We are delighted to be partner sponsoring @CreuCymru 's annual conference taking place at Park & Dare Theatre today. #CreuCymruConference23 #Conference #Wales #Arts #Culture @RCTtheatres @Chris\_Francey

###### **Ticketsolve @ticketsolvers**

What a fantastic day at the Creu Cymru Conference in Treorchy! So grateful for the opportunity to connect with so many brilliant delegates and learn from inspiring speakers. Thanks to @CreuCymru for putting on such a wonderful event! #CreuCymruConference23

###### **Katy Raines @katyraines**

Here at #CreuCymruConference23 to talk all things Audience (of course). With @CreuCymru

###### **RCT Theatres @RCTtheatres**

Welcoming arts sector colleagues to the @CreuCymru annual conference in the Park & Dare Theatre today! #CreuCymruConference23

## **Creu Cymru Limited**

### **Trustees' Report**

#### **Parents & Carers in Performing Arts @PiPACampaign**

Absolute privilege to be presenting at #CreuCymruConference23 and learning about some of the brilliant initiatives and productions taking place across #Wales. Thank you for @CreuCymru for having us.

#### **PARTNERSHIPS**

We work with a variety of partners to deliver our services for members:

Federation of Scottish Theatre	WCVA
Theatre NI	Event Wales – Arts and Culture Group
UK Theatre	Creative Wales
Arts Council of Wales	Cultural Freelancers Wales
Welsh Government	Bectu
Musicians Union	Cultural and Creative Skills
house	CIISA (Creative Industry Independent
Deryn	Standards Authority)
Community Leisure UK	National Youth Arts Wales
Theatres Trust	UWSTD
Articulture	PIPA (Parents and Careers in Performing Arts)
Diverse Cymru	Office of the Future Generations in Wales

#### **ADVOCACY FOR THE ARTS SECTOR**

Our staff, board and members have been interviewed about issues facing the sector and based on campaigns we have created.

We have been featured in the Western Mail, WM Magazine, BBC One Wales News, ITV Wales News, The Stage, Arts Professional, S4C, Golwg, BBC Radio Wales Arts Show and Breakfast Show, Arts Scene in Wales and Get the Chance.

We have represented members at regular meetings with Welsh Government. This resulted in:

- Information passed directly from WG to members.
- Lobbying for further financial support.
- Being consulted on new Event Wales strategy
- We've consulted on the development of the Welsh Government's Culture Strategy and facilitated a session with Creu Cymru members.
- We've also consulted with them on matters relating to the Climate Crisis and Digital Transformation.

Louise also presented evidence to Culture, Communications, Welsh Language, Sport and International Relations Committee as part of its one-day inquiry into the impact of Covid on the arts and the creative industries.

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We partnered with Cultural and Creative Skills to host a stand at the Careers Wales Creative Pathways event in Cardiff. The event saw over 3,000 young people attend. We talked to them about the breadth of careers available in the performing arts sector.

Louise also spoke at a careers event organised by USWTD.

### **UK WIDE SECTOR ISSUES / PROJECTS**

We have attended round table meetings with DCMS, the All-Party Parliamentary Group for Theatre and our Director, Louise, sits on the UK Theatre Board ensuring the voice of the sector in Wales is represented. As part of her Board role, she sits on the UK Theatre Awards Steering Group, Touring Conference Steering Group and the Board Working Group to cover policy, data and research.

Louise attended The All-Party Parliamentary Group (APPG) for Theatre focusing on international touring. She discussed the impact of Brexit on the ability to tour beyond the UK for Welsh members and the challenges of budget cuts are also having in this area.

Louise is a partner on the 'Theatre Database' project. Led by Theatres Trust, the aim of this project is to create a user-friendly and comprehensive database that is useful to theatre operators, producers, local authority planning and culture departments, heritage researchers, and cultural policy makers. It will ensure we have high-quality up-to-date information on the health of the UK's theatres which will both guide our strategic priorities and support our advocacy.

The Welsh Affairs Committee launched an inquiry into Wales' tourism sector and how the UK government can help promote Wales as a global tourist destination. Louise presented evidence at the Welsh Affairs Committee's inquiry into Wales as a global tourist destination. They discussed issues around marketing - Poor marketing is an issue that prevents Wales from being consistently offered as a holiday destination, transport infrastructure - the poor road network in Wales makes it difficult for international tourists to travel to some locations and tour operators - some tour operators do not consistently offer Wales as a holiday destination.

### **CIISA**

Louise joined the CIISA (Creative Industries Independent Standards Authority) working group, ensuring that the messages and vital information is shared in Wales.

### **EXTERNAL CONFERENCES**

Louise attended the Theatres Trust Conference at the Lyric, Hammersmith, the Theatres at Risk Launch and the UK Theatre Touring Symposium.

### **COMMUNICATIONS**

We send out a monthly members newsletter and a monthly programming newsletter with potential touring product.



## Creu Cymru Limited

### Trustees' Report

We run a private Facebook group where members can ask questions and share knowledge / problems.

We regularly update our social media accounts on LinkedIn, Instagram and Twitter.

#### OTHER

As part of the WCVA Walter Dickie Bursary that Louise was awarded she recorded a third sector leadership Podcast series with follow bursary winner Steve Swindon from TAPE Community Music and Film.

#### TRAINING

##### **Extending Reach, Deepening Engagement**

Funded by Arts Council of Wales

Delivered by Lisa Baxter, the Experience Business

A free-to-access strategic development opportunity for arts leaders who want to better, and more meaningfully, engage with the people and communities they serve.

This virtual programme, developed and facilitated by Lisa Baxter, consisted of seven virtual seminars of up to 2 hours in length, between May and July, together with 1-2-1 sessions.

The programme included:

- Fresh frameworks and processes
- Depth-charge conversation starters
- Group discussions
- Case studies
- Guest speakers
- Thought pieces and journaling
- Exercises to share with colleagues

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Our evaluation reveals participants found ERDE extremely relevant, useful and positively challenging. It encouraged them to question existing practice, re-engage with what community engagement is and does, and in doing so, clarify their strategic objectives. In doing so, they more fully appreciate the potential for change.

As an 'ideas-based' programme, there was no requirement to produce a strategy. Instead, participants were invited to share their how ERDE has influenced their thinking and intentions during the plenary session, which revealed significant shifts in their perspectives and horizons. There is appetite from the cohort to continue the programme in some way, both for themselves, and for others in the sector. There is a section in the report which covers this in more detail.

**"I expected Lisa would encourage our reflective learning journeys skilfully, but I didn't anticipate the strength of passion for engagement that proved both motivation and inspirational."**

Jen Angharad – Artis Community

**"I believe that every leader or member of a management team in an arts organisation should take advantage of this opportunity to truly reflect, be vulnerable and question the way they operate. There is no safer pair of hands than Lisa's to guide you through it – she is provoking, radical and a true leader, and I feel privileged to have been in a position to work with her."**

Naomi Saunders - Galleri

**"My one sadness is that this wasn't in place before the investment review process as I feel so many of the organisations [including my own] would have benefitted hugely from the learning offered, and would have been able to articulate bigger, more impactful plans in their applications. This is testament to how powerful the course was."**

## Creu Cymru Limited

### Trustees' Report

Chelsey Gillard – Torch Theatre

**"ERDE came at exactly the right time for Anthem. As a young organisation, it has given us space for some deep thinking about what our next steps should be ... Running an arts organisation in 2023 is like trying to swim the channel wearing all the clothes from your wardrobe. Lisa helped us get out of the water, make a plan for our swim, get rid of our baggage and start thinking carefully about what we actually needed to meet the challenge."**

Rhian Hutchings – Anthem

**"Just a quick note to thank you for the ERDE course you ran. I found it challenging in a good way, inspirational, collegiate and fun. It was good to meet other arts practitioners and managers that I hadn't met before and I feel a lot more confident ... Hoping that the course will run again. We need this stuff!"**

Michael Harvey - Freelance

**"I have taken a lot from the course and will continue to connect with everyone and hear your voice in my mind. I really feel like some things have realigned for me that are of a huge benefit for understanding what social value is and how I can help contribute to it. Thanks for your time and energy."**

Nicola Edwards – Awen Cultural Trust

**"I found ERDE insightful, interesting and simply brilliant, upbeat, engaging, informative, relevant and the case studies superb ... Game-changing!"**

Sue Davies – Milford Haven Museum

#### **Six week Wellbeing Programme**

We ran a free online Wellbeing Programme aimed at those working in the arts sector. It ran every week for 6 weeks, every Thursday 10-11am. We covered 'Understanding Wellbeing', 'Becoming Resilient', 'Stress and Anxiety', 'Self-care', 'Boosting Your Confidence' and 'Creating Your Wellbeing Toolkit'. 7 participants from across Wales took part.

#### **On Demand Training**

On Demand training videos (supported by the Foyle Foundation).

The aim of the project was to create on demand training videos that members can watch in their own time, either as a team or individually, whatever suits working patterns and learning.

The videos acted as introductory training to longer more in-depth live training in the future.

Topics include:

- 'Intro to Customer Service' with Tansy Rogerson, Armadillo Events
- 'A warm welcome to audiences with additional needs' with Hijinx
- 'Anti Racist Terminology' with Everyday Racism
- 'Intro to self-care' with Beam Training
- 'Overcoming Worrying' with Beam Training
- 'Boosting Creativity' with Beam Training

#### **Free online courses for members (small charge for non-members)**

Allyship in the workplace

Know your bias

#### **BURSARIES**

We provided bursaries to members to attend CPD opportunities including: the AMA Conference, AMA Digital Marketing Day and AMA Inclusivity Day.

## **Creu Cymru Limited**

### **Trustees' Report**

#### **HYNT**

With over 32,000 hynt cardholders at the end of March 2024, applications continue to be around 300-500 per month.

#### **Member Venues**

1. Aberystwyth Arts Centre
2. Awen Trust – Blaengarw Workmen's Hall
3. Awen Trust – Maesteg Town Hall
4. Awen Trust – Muni Arts Centre
5. Awen Trust – Porthcawl Grand Pavilion
6. Awen Trust – The Met
7. BBC Hoddinott Hall
8. Blackwood Miners Institute
9. Borough Theatre
10. Carmarthenshire Theatres – Ffwrnes
11. Carmarthenshire Theatres – Lyric
12. Carmarthenshire Theatres – Miners Ammanford
13. Chapter Arts Centre
14. Congress Theatre
15. Galeri
16. Gwyn Hall
17. ICC Wales
18. Neuadd Dwyfor
19. Newbridge Memo
20. Park & Dare Theatre
21. The Coliseum
22. Pontardawe Arts Centre
23. Pontio
24. Princess Royal Theatre
25. RWCMD
26. Sherman Theatre
27. St David's Hall
28. Swansea Arena
29. Swansea Council – Brangwyn Hall
30. Swansea Council – Dylan Thomas Centre
31. Swansea Council – Swansea Grand Theatre
32. Taliesin Arts Centre
33. The Hafren
34. The Welfare Hall
35. Theatr Brycheiniog
36. Theatr Clwyd
37. Theatr Colwyn
38. Theatr Felinfach
39. Theatr Mwldan
40. Torch Theatre
41. Ucheldre Centre
42. Venue Cymru
43. Wales Millennium Centre

#### **Associate Members**

1. Little Wander
2. Cardiff Castle Christmas Festival
3. Margam Park
4. National Museums Wales

#### **Hynt Symposium**

In June 2023, we held the 22-23 Symposium at Carmarthenshire Theatres' Ffwrnes in Llanelli.

Speakers: Sara Beer (Ramps Cymru), Tafsila Khan (Taking Flight Theatre), Nick Stevenson (Ticketsolve), Maria O'Meara (Wales Millennium Centre), Paul Hunt (Mencap Cymru), and Kai Jones (Gig Buddies Cymru).

In March 2024, we held the 23-24 Symposium at the Riverfront Arts Centre in Newport.

Content:

- Introduction and updates from MM about Hynt
- Amy Doughty, Artistic Director – Engagement & Training, Ballet Cymru; Tonia, Dance Agent for Change, Ballet Cymru; Louise Lloyd, Access & Inclusion, Ballet Cymru: Relaxed Performances



## Creu Cymru Limited

### Trustees' Report

- Sarah Asante-Gregory, Hijinx: NAWA (Neurodiversity and Anti-Racism in Welsh Arts) project update
- Andrew Miller, UK Access Champion for Arts: All In presentation and Q&A
- Panel on BSL interpretation of live performances including: Anthony Evans (BSL interpreter), Krystal Lowe, choreographer (on BSL interpretation and integration on Swyn & Whimsy), Steph Bailey-Scott, Participation Access & Inclusion Officer, Taking Flight (also worked on Swyn & Whimsy); Rachel Fryer, General Manager, Theatr na nOg (re. Y Fenyw Mewn Du).

#### Feedback from the Symposium:

*I found it really helpful and already have ideas on how we can approach BSL performances differently.*

*Just a word of thanks for making all the access arrangements today Megan, much appreciated, and we really enjoyed the Q&A with your highly informed audience!*

*...grateful for the opportunity to address your members. Met someone at Brecon recently who was there and has started making sure they include the name of the interpreter on their website - worth it!!!!*

#### The Stage Awards

Hynt was shortlisted as Community Project of the Year 2023 at The Stage Awards. Creu Cymru staff attended the awards ceremony at Theatre Royal Drury Lane, London which was a valuable networking opportunity. It was also a positive social media news item to celebrate all that Creu Cymru and Hynt have achieved recently.



#### Hynt Impact Report

Independently researched and written by Abigail Tweed, director of Milestone Tweed, and Mark Richardson, director of Social Impact Consulting, funded by Arts Council England, the Hynt Impact Report was published on 6<sup>th</sup> November 2023 on the Arts Council of Wales website.

The report was received warmly by the sector and stakeholders. Press reception was positive and news of the All In scheme launch around the same time mentioned Hynt and the report heavily so coverage was national.

The circulation of the report also prompted several organisations and individuals to contact Hynt for meetings or phone conversations about projects, ideas and issues. This included Stephan Stockton at the New Theatre and Tony Evans, BSL interpreter.

The recommendations made in the report are feeding into the priorities and development of Hynt.

#### Breaking the Box

Hynt was a partner on Breaking the Box, a pan-Wales partnership funded by the Arts Council of Wales Connect and Flourish project on which Taking Flight Theatre Company were the lead applicant. The other partners include Disability Arts Cymru and venue partners were Theatrau Sir Gar, RCT Theatres and Pontio.



## **Creu Cymru Limited**

### **Trustees' Report**

An away day took place on 24<sup>th</sup> January 2024 at Blaengarw Workmen's Hall, part of Awen Trust who are the newest venue to join the project. This enabled us to learn from the first round and plan for the future.

#### **Financial review**

These accounts cover the year to 31 March 202 and represent the company's thirteenth year as a registered charity. The year has again been one where the company has been at the centre of a range of funded project activities focussed on the continuing improvement of the facilities and resources available to, and offered by, the professional presenting sector in Wales, furthering the relationships and partnerships with producers and independent artists, and supporting the continuing professional development opportunities for those employed in the sector.

Grant income during the year was £117,539:

ACW - Hynt - £45,205

ACW Strategic Grant - £51,500

ERDE2 - £19,584

WCVA - £1,250

The results for the year were an unrestricted deficit of £1,567 and a break even result on restricted funds. At 31 March 2024 the charity carried forward a balance of £123,077 comprising:

General Funds £22,146

Designated Funds £87,050

Restricted Funds £13,881

#### ***Policy on reserves***

The charity's formal reserves policy is to hold 3 months staffing costs in reserve, this equates to £27,407. The free reserves held are £22,065.

We realise that the amount currently in reserves does not cover the 3 months staffing costs, but we are looking to rectify this during the year 2024-25.

#### ***Investment policy and objectives***

Under its Memorandum and Articles of Association the company has a range of powers to invest its funds. At the end of the year the company had no investments other than monies held in interest earning accounts at HSBC Bank.

#### **Objectives and activities**

##### ***Public benefit***

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

## **Creu Cymru Limited**

### **Trustees' Report**

#### **Reference and Administrative Details**

Charity Registration Number:

1135304

Company Registration Number:

05125340

The charity is incorporated in  
Wales.

Registered Office:

Severn House  
Hazell Drive  
Newport  
South Wales  
NP10 8FY

Independent Examiner:

HSJ Audit Limited  
Severn House  
Hazell Drive  
Newport  
South Wales  
NP10 8FY

Accountants:

HSJ Accountants Ltd  
Severn House  
Hazell Drive  
Newport  
South Wales  
NP10 8FY

#### **Trustees and officers**

The trustees and officers serving during the year and since the year end were as follows:

Trustees:

J A Nicholson

S Mckay (appointed 28 February 2024)

S Horner

G H Styles (appointed 28 February 2024)

G Zandersona

H A Jones-Leefe

M L Goddard (appointed 20 June 2023)

## **Creu Cymru Limited**

### **Trustees' Report**

L T Evans-Ford

D R Wilson

L Amery (resigned 28 September 2023)

G Mitchell (resigned 28 February 2024)

#### **Structure, governance and management**

##### ***Nature of governing document***

Creu Cymru Limited is a registered charity and a company limited by guarantee. It was incorporated in May 2004 and became a registered charity on 30 March 2010. It is governed by its Memorandum and Articles of Association.

##### ***Recruitment and appointment of trustees***

Recruitment and appointment of directors: Nominations of Directors will be discussed and approved by the Board of Management (Trustees). Directors shall be appointed to stand for three years with the opportunity to stand for a further period of three years.

Trustees shall be appointed to stand for three years with the opportunity to stand for a further period of three years. They are not then eligible to stand again for a period of one year.

The number of Trustees shall not be less than three nor, until otherwise determined by a General Meeting, more than 12. At least three quarters of the Trustees appointed should be Members, unless otherwise determined by a General Meeting. We will hold a minimum of four Board meetings per year. In addition, there will be meetings of the Board subgroups and working groups.

We will hold Annual General Meeting in addition to any other meetings in that year and shall specify the meeting as such in the notice calling it; and not more than fifteen months shall elapse between the date of one AGM of the Company and that of the next. The AGM shall be held at such time and place as the Trustees shall appoint.

We will continue to diversify the board to include representation from the expanded membership, freelancers and ensuring there is representation from a diverse group of people on the board.

We will carry out an annual skills and diversity audit of board members and make sure we are addressing any gaps through recruitment.

We will develop an exit strategy and board recruitment plan for the board members who will be coming to the end of their time on the board.

We are members of WCVA and continue to work on best practice when it comes to Governance. Policies will be reviewed in line with their renewal dates and key policies will be available on our website (Equality, Diversity and Inclusion, Welsh Language and Environmental and Sustainability).

## **Creu Cymru Limited**

### **Trustees' Report**

#### ***Induction and training of trustees***

Induction and training of trustees: All new trustees received a Trustees Job Description document and are required to fill in a Register of Interest form. Funding can be made available for trustees to attend training courses if required.

#### ***Arrangements for setting key management personnel remuneration***

Pay Policy for Key Management Personnel: The trustees and the Chief Executive Officer comprise the key management personnel of the charity and are in charge of directing and controlling the charity. All trustees give their time freely and no trustee received remuneration in the year. Details of trustee's expenses, key management personnel and related parties are disclosed in the notes to the accounts.

The Chief Executive Officers pay, and staff pay, are aligned with market rates.

#### ***Organisational structure***

The charity is managed by its Board of Trustees. The day-to-day activities are delegated to the Chief Executive Officer and the staff.

#### **Staff Roles**

##### **Director (FIT)**

The Director has overall responsibility for the organisation, operations, leading on advocacy and representing the membership and sector across a range of forums. The Director also works on the development of new projects and services to support Creu Cymru's overall objectives and needs of the membership.

##### **Administrator (FIT)**

The Administrator supports the Director with administrative duties including arranging meetings, diary management, Board meetings and minutes and website updates. They also help with the coordination of training events, annual conference, and AGM. The role also includes assisting the Director in finance and fundraising.

##### **Project Administrator (FIT)**

The Project Administrator leads on the delivery and development of hynt, maintaining relationships with hynt venues and associates, project partners, and stakeholders, while supporting hynt cardholders and Deaf, disabled, and neurodiverse audiences. They coordinate training and an annual symposium with a focus on access. They also support other Creu Cymru projects.

## Creu Cymru Limited

### Trustees' Report

#### Statement of Trustees' Responsibilities

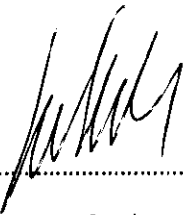
The trustees (who are also the directors of Creu Cymru Limited for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements 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 are sufficient to show and explain the charitable company's transactions and 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.

The annual report was approved by the trustees of the charity on...5 December 24... and signed on its behalf by:



.....

L T Evans -Ford

Trustee

**Creu Cymru Limited**

**Independent Examiner's Report to the trustees of Creu Cymru Limited ("the Company")**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2024.

**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 Creu Cymru Limited 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 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 statement**

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 Creu Cymru Limited 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 not 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 the 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.



Mr Andrew Hill  
FCCA ACA DChA BFP

Severn House  
Hazell Drive  
Newport  
South Wales  
NP10 8FY

10/12/2024

**Creu Cymru Limited**

**Statement of financial Activities for the Year Ended 31 March 2024 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)**

	Note	Unrestricted funds £	Restricted funds £	Total 2024 £
<b>Income and Endowments from:</b>				
Charitable activities	3	46,455	71,084	117,539
Other trading activities	4	79,819	-	79,819
Investment income	5	341	-	341
<b>Total income</b>		<b>126,615</b>	<b>71,084</b>	<b>197,699</b>
<b>Expenditure on:</b>				
Charitable activities	6	(139,569)	(59,697)	(199,266)
<b>Total expenditure</b>		<b>(139,569)</b>	<b>(59,697)</b>	<b>(199,266)</b>
<b>Net (expenditure)/income</b>		<b>(12,954)</b>	<b>11,387</b>	<b>(1,567)</b>
Transfers between funds		11,387	(11,387)	-
<b>Net movement in funds</b>		<b>(1,567)</b>	<b>-</b>	<b>(1,567)</b>
<b>Reconciliation of funds</b>				
Total funds brought forward		110,763	13,881	124,644
Total funds carried forward	15	109,196	13,881	123,077
	Note	Unrestricted funds £	Restricted funds £	Total 2023 £
<b>Income and Endowments from:</b>				
Charitable activities	3	64,395	84,718	149,113
Other trading activities	4	69,843	-	69,843
Investment income	5	78	-	78
<b>Total income</b>		<b>134,316</b>	<b>84,718</b>	<b>219,034</b>
<b>Expenditure on:</b>				
Charitable activities	6	(106,761)	(75,593)	(182,354)
<b>Total expenditure</b>		<b>(106,761)</b>	<b>(75,593)</b>	<b>(182,354)</b>
<b>Net income</b>		<b>27,555</b>	<b>9,125</b>	<b>36,680</b>
<b>Net movement in funds</b>		<b>27,555</b>	<b>9,125</b>	<b>36,680</b>
<b>Reconciliation of funds</b>				
Total funds brought forward		83,208	4,756	87,964
Total funds carried forward	15	110,763	13,881	124,644

All of the charity's activities derive from continuing operations during the above two periods. The funds breakdown for 2023 is shown in note 15.

**Creu Cymru Limited**  
**(Registration number: 05125340)**  
**Balance Sheet as at 31 March 2024**

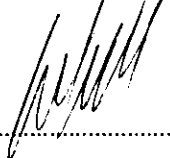
	Note	2024 £	2023 £
<b>Fixed assets</b>			
Tangible assets	11	81	328
<b>Current assets</b>			
Debtors	12	47,068	54,802
Cash at bank and in hand	13	146,769	162,323
		<u>193,837</u>	<u>217,125</u>
<b>Creditors: Amounts falling due within one year</b>	14	<u>(70,841)</u>	<u>(92,809)</u>
<b>Net current assets</b>		<u>122,996</u>	<u>124,316</u>
<b>Net assets</b>		<u>123,077</u>	<u>124,644</u>
<b>Funds of the charity:</b>			
<b>Restricted income funds</b>			
Restricted funds		13,881	13,881
<b>Unrestricted income funds</b>			
Designated funds		87,050	100,387
Unrestricted funds		22,146	10,376
		<u>109,196</u>	<u>110,763</u>
<b>Total funds</b>	15	<u>123,077</u>	<u>124,644</u>

For the financial year ending 31 March 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements on pages 7 to 21 were approved by the trustees, and authorised for issue on ~~5 December 2024~~ and signed on their behalf by:

  
 .....

LT Evans-Ford

Trustee



## Creu Cymru Limited

### Notes to the financial statements for the Year Ended 31 March 2024

#### 1 Charity status

The charity is limited by guarantee, incorporated in Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:

Severn House  
Hazell Drive  
Newport  
South Wales  
NP10 8FY

These financial statements were authorised for issue by the trustees on 20 November 2024.

#### 2 Accounting policies

##### Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

##### Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

##### Basis of preparation

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

##### Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

##### Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

## **Creu Cymru Limited**

### **Notes to the financial statements for the Year Ended 31 March 2024**

#### **Judgements**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

#### **Income and endowments**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

#### ***Grants receivable***

Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the organisation, are recognised when the charity becomes unconditionally entitled to the grant.

#### ***Deferred income***

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

#### ***Other trading activities***

Membership income is included in the year in which it is receivable.

#### ***Investment income***

Dividends are recognised once the dividend has been declared and notification has been received of the dividend due.

#### **Expenditure**

Expenditure is recognised when a liability is incurred and is accounted for net of VAT.

#### ***Charitable activities***

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

## Creu Cymru Limited

### Notes to the financial statements for the Year Ended 31 March 2024

Governance costs include those costs associated with meeting the constitution and statutory requirements of the charity and include audit fees and costs linked to the strategic management of the charity.

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities.

#### **Other expenditure**

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### **Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

#### **Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

#### **Depreciation and amortisation**

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office equipment	25% on reducing balance per annum
Computer equipment	25% on cost per annum

#### **Impairment of fixed assets**

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

#### **Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

## **Creu Cymru Limited**

### **Notes to the financial statements for the Year Ended 31 March 2024**

#### **Fund structure**

Unrestricted funds - these are the funds which can be used in accordance with the charitable objects at the discretion of the trustees.

Designated funds - comprise funds which have been set aside at the discretion of the trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds - these are funds that can only be used for a particular restricted purpose within the objects of the charitable company. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

#### **Pensions and other post retirement obligations**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

#### **Financial instruments**

##### ***Classification***

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

##### ***Recognition and measurement***

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

##### **Derecognition of financial assets**

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the charity transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

## Creu Cymru Limited

### Notes to the financial statements for the Year Ended 31 March 2024

#### Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### Investments

Investments in non-convertible preference shares and non-puttable ordinary or preference shares (where shares are publicly traded or their fair value is reliably measurable) are measured at fair value through profit or loss. Where fair value cannot be measured reliably, investments are measured at cost less impairment.

Investments in subsidiaries and associates are measured at cost less impairment. For investments in subsidiaries acquired for consideration including the issue of shares qualifying for merger relief, cost is measured by reference to the nominal value of the shares issued plus fair value of other consideration. Any premium is ignored.

#### Derivative financial instruments

The charity uses derivative financial instruments to reduce exposure to foreign exchange risk and interest rate movements. The charity does not hold or issue derivative financial instruments for speculative purposes.

Derivatives are initially recognised at fair value at the date a derivative contract is entered into and are subsequently remeasured to their fair value at each reporting date. The resulting gain or loss is recognised in statement of financial activities immediately unless the derivative is designated and effective as a hedging instrument, in which event the timing of the recognition in statement of financial activities depends on the nature of the hedge relationship.

### 3 Income from charitable activities

	Unrestricted funds		Restricted funds	Total 2024
	Designated	General		
	£	£	£	£
Arts Council Wales - Hynt	45,205	-	-	45,205
Strategic Grant 23	-	-	51,500	51,500
ERDE2	-	-	19,584	19,584
WCVA	-	1,250	-	1,250
	45,205	1,250	71,084	117,539

**Creu Cymru Limited**

**Notes to the financial statements for the Year Ended 31 March 2024**

	<b>Unrestricted funds Designated £</b>	<b>Restricted funds £</b>	<b>Total 2023 £</b>
Arts Council Wales - Hynt	40,028	-	40,028
Arts Council Wales - Extending Reach	-	8,940	8,940
Arts Council Wales - Stabilisation Award	-	55,330	55,330
Arts Council Wales - Director Post	-	4,483	4,483
Foyle Foundation	-	14,715	14,715
WCVA	-	1,250	1,250
Contributions and reimbursements	24,367	-	24,367
	<u>64,395</u>	<u>84,718</u>	<u>149,113</u>

**4 Income from other trading activities**

	<b>Unrestricted funds Designated £</b>	<b>General £</b>	<b>Total funds £</b>	<b>Total 2023 £</b>
Events income;				
Conferences and similar events	669	3,405	4,074	-
Membership subscriptions	29,791	45,954	75,745	69,843
	<u>30,460</u>	<u>49,359</u>	<u>79,819</u>	<u>69,843</u>

**5 Investment income**

	<b>Unrestricted funds General £</b>	<b>Total 2024 £</b>	<b>Total 2023 £</b>
Interest receivable and similar income;			
Interest receivable on bank deposits	341	341	78
	<u>341</u>	<u>341</u>	<u>78</u>

**Creu Cymru Limited**

**Notes to the financial statements for the Year Ended 31 March 2024**

**6 Expenditure on charitable activities**

	Note	Unrestricted funds Designated £	General £	Restricted funds £	Total 2024 £	Total 2023 £
Theatre & Arts Centre Development		63,002	7,281	6,397	76,680	65,149
Staff costs		26,000	30,330	53,300	109,630	102,333
Allocated support costs	7	-	8,006	-	8,006	9,257
Governance costs	7	-	4,950	-	4,950	5,615
		<u>89,002</u>	<u>50,567</u>	<u>59,697</u>	<u>199,266</u>	<u>182,354</u>

In addition to the expenditure analysed above, there are also governance costs of £4,950 (2023 - £5,615) which relate directly to charitable activities. See note 7 for further details.

**Creu Cymru Limited**

**Notes to the financial statements for the Year Ended 31 March 2024**

**7 Analysis of governance and support costs**

**Support costs allocated to charitable activities**

	Basis of allocation	Information technology £	Administrati on costs £	Total 2024 £	Total 2023 £
Theatre & Arts Centre Development	A	3,323	4,683	8,006	9,257

**Basis of allocation**

**Reference**

A – 100% of associated expenditure

**8 Trustees remuneration and expenses**

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any reimbursed expenses or any other benefits from the charity during the year.

**9 Staff costs**

The aggregate payroll costs were as follows:

	2024 £	2023 £
<b>Staff costs during the year were:</b>		
Wages and salaries	100,461	89,058
Social security costs	5,097	9,554
Pension costs	4,072	3,721
	109,630	102,333

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

	2024 No	2023 No
Average monthly employees	3	3

No employee received emoluments of more than £60,000 during the year.

**10 Taxation**

The charity is a registered charity and is therefore exempt from taxation.



**Creu Cymru Limited**

**Notes to the financial statements for the Year Ended 31 March 2024**

**11 Tangible fixed assets**

	<b>Furniture and equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 1 April 2023	3,431	3,431
At 31 March 2024	3,431	3,431
<b>Depreciation</b>		
At 1 April 2023	3,103	3,103
Charge for the year	247	247
At 31 March 2024	3,350	3,350
<b>Net book value</b>		
At 31 March 2024	81	81
At 31 March 2023	328	328

**12 Debtors**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade debtors	45,109	54,667
Prepayments	1,959	135
	<u>47,068</u>	<u>54,802</u>

**13 Cash and cash equivalents**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Cash at bank	<u>146,769</u>	<u>162,323</u>

**Creu Cymru Limited**

**Notes to the financial statements for the Year Ended 31 March 2024**

**14 Creditors: amounts falling due within one year**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade creditors	12,955	7,453
Other taxation and social security	2,404	3,085
VAT grant repayable	4,830	8,797
Other creditors	1,073	592
Accruals	4,535	4,309
Deferred income	45,044	68,573
	<u>70,841</u>	<u>92,809</u>

**15 Funds**

	<b>Balance at 1 April 2023</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>Balance at 31 March 2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Unrestricted funds</b>					
<i>General</i>					
Unrestricted funds	10,376	50,950	(50,567)	11,387	22,146
<i>Designated</i>					
Redundancy Fund	18,000	-	-	-	18,000
Hynt Cards	9,149	28,000	(22,393)	-	14,756
Hynt	53,619	47,665	(45,918)	(1,072)	54,294
Hynt Impact Report	19,619	-	(20,691)	1,072	-
	<u>100,387</u>	<u>75,665</u>	<u>(89,002)</u>	<u>-</u>	<u>87,050</u>
<b>Total unrestricted funds</b>	<u>110,763</u>	<u>126,615</u>	<u>(139,569)</u>	<u>11,387</u>	<u>109,196</u>
<b>Restricted funds</b>					
Arts Council Wales - CPD	2,693	-	-	-	2,693
Dance Across Wales	200	-	-	-	200
Strategic Grant 23	-	51,500	(51,500)	-	-
Foyle Foundation	6,245	-	-	-	6,245
Sharing Together	1,863	-	-	-	1,863
Arts Council Wales - Extending Reach	2,880	-	(240)	240	2,880
ERDE2	-	19,584	(7,957)	(11,627)	-
	<u>13,881</u>	<u>71,084</u>	<u>(59,697)</u>	<u>(11,387)</u>	<u>13,881</u>
<b>Total funds</b>	<u>124,644</u>	<u>197,699</u>	<u>(199,266)</u>	<u>-</u>	<u>123,077</u>

**Creu Cymru Limited**

**Notes to the financial statements for the Year Ended 31 March 2024**

	Balance at 1 April 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 March 2023 £
<b>Unrestricted funds</b>					
<i>General</i>					
Unrestricted funds	28,294	37,399	(53,317)	(2,000)	10,376
<i>Designated</i>					
Redundancy Fund	16,000	-	-	2,000	18,000
Hynt Cards	1,909	22,407	(15,167)	-	9,149
Hynt	37,005	42,390	(25,776)	-	53,619
Hynt Impact Report	-	32,120	(12,501)	-	19,619
	<u>54,914</u>	<u>96,917</u>	<u>(53,444)</u>	<u>2,000</u>	<u>100,387</u>
<b>Total unrestricted funds</b>	<u>83,208</u>	<u>134,316</u>	<u>(106,761)</u>	<u>-</u>	<u>110,763</u>
<b>Restricted funds</b>					
Arts Council Wales - CPD	2,693	-	-	-	2,693
Dance Across Wales	200	-	-	-	200
Arts Council Wales - Stabilisation Award	-	55,330	(55,330)	-	-
Foyle Foundation	-	14,715	(8,470)	-	6,245
Sharing Together	1,863	-	-	-	1,863
Arts Council Wales - Extending Reach	-	8,940	(6,060)	-	2,880
WCVA	-	1,250	(1,250)	-	-
Arts Council Wales - New director funding	-	4,483	(4,483)	-	-
	<u>4,756</u>	<u>84,718</u>	<u>(75,593)</u>	<u>-</u>	<u>13,881</u>
<b>Total funds</b>	<u>87,964</u>	<u>219,034</u>	<u>(182,354)</u>	<u>-</u>	<u>124,644</u>

## Creu Cymru Limited

### Notes to the financial statements for the Year Ended 31 March 2024

The specific purposes for which the funds are to be applied are as follows:

ACW Presenters CPD: A rolling programme of activities and events improving the knowledge, skills and experience of theatre professionals in presenting sector. This includes artform consortia events, Go & See Scheme, bespoke training and producer/presenter events.

Dance Across Wales is a project to help six theatres develop their dance programme and audiences by providing subsidised performance fees and marketing and outreach support. Each theatre can select two pieces from the National Rural Touring Forum's Dance Menu which comprises extant mid-scale dance works which have been re-choreographed for performance on the rural touring networks in England, Scotland and Wales. Other organisations engaged in this initiative are The Place and China Plate. Participating theatres are Theatr Colwyn, The Ucheldre Centre, Neuadd Dwyfor, The Welfare, Ammanford Miners and Pare and Dare.

ACW Resilience Fund The funding received to support the recruitment of a new Director with funding also being provided towards salary costs of the new Director for a period of two years. The funding relating to the salary costs has been deferred and will be released over two financial years.

ACW Cultural Recovery Fund specifically to assist the charity through the COVID 19 pandemic. ACW Director Post was to fund the recruitment and cost of the new Director post.

Moondance Foundation funding was towards the administrator's salary.

ACW Sharing together funding was to hold a series of conversations, which we called Culture Cafes, around the topic of the Cultural Contract. The Cultural Contract was developed by Welsh Government to be used by organisations in receipt of public funding to be accounting around key areas such as Fair Work, Diversity, Health and Environmental Sustainability.

ACW Stabilisation Award funding was towards salary costs.

Foyle Foundation funding was towards a digital professional development scheme to aid the performing arts sector in Wales.

WCVA funding was towards salary costs.

ACW Extending Reach funding was to devise, manage and deliver a free-to-access strategic development opportunity for arts leaders who want to better, and more meaningfully, engage with the people and communities they serve.

#### 16 Analysis of net assets between funds

	Unrestricted funds		Restricted funds	Total funds at 31 March 2024
	General	Designated		
	£	£	£	£
Tangible fixed assets	81	-	-	81
Current assets	92,906	87,050	13,881	193,837
Current liabilities	(70,841)	-	-	(70,841)
<b>Total net assets</b>	<b>22,146</b>	<b>87,050</b>	<b>13,881</b>	<b>123,077</b>

**Creu Cymru Limited**

**Notes to the financial statements for the Year Ended 31 March 2024**

	Unrestricted funds		Restricted funds	Total funds at
	General	Designated		31 March
	£	£	£	2023
				£
Tangible fixed assets	328	-	-	328
Current assets	102,857	100,387	13,881	217,125
Current liabilities	(92,809)	-	-	(92,809)
Total net assets	10,376	100,387	13,881	124,644