

Annual Report



making space for art



2024 - 2025

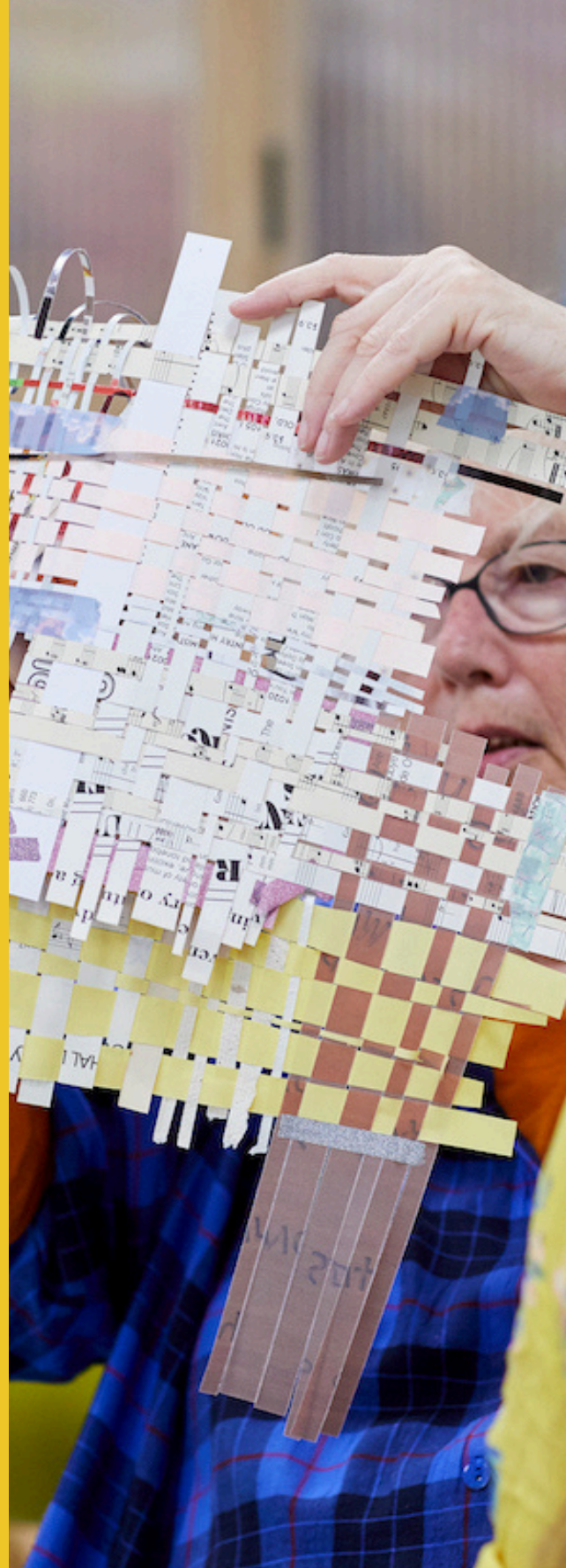


Company number 04623660
Charity number 1100730

THE JELLY LEG'D CHICKEN ARTS CENTRE
TRUSTEES' REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025
Company Limited by Guarantee

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Trustees report

Reference and Administrative Information

Constitution

The charity is controlled by its Memorandum and Articles of Association and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The company was incorporated on 23 December 2002 but remained dormant until 30 June 2006. The company commenced trading on 1 July 2006. The Charity is also known under the name "Jelly".

Directors and Trustees

The directors of the charitable company ("the charity") are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees. Policies and procedures adopted for the induction and training of trustees are ongoing and incorporated indirectly into the regular trustees meetings.

Trustees

Tim Hooper, Chair (reappointed 9 December 2024)
Mary Genis, Vice Chair (reappointed 23 December 2022)
Christina Gilbert, Lead Accessibility (reappointed 6 October 2022)
Holly Buckle, Vice Chair (reappointed 6 October 2022)
Alexandra Dewis (reappointed 11 October 2023)
Rosie Faretta, Lead Sustainability (reappointed 13 January 2025)
Hannah Conibear, Lead Operations (appointed 11 October 2023)
Steve Hicks (resigned January 2025)

Secretary

Suzanne Stallard / Laura de Moxom

Independent Examiners

Hadleigh Associates

Bankers

The Co-operative Bank, Balloon Street, Manchester

Registered Office

43 Filey Road, Reading, RG1 3QG

Operational Address

115-116 Broad Street Mall, Reading, RG1 7QE

The trustees present their annual report together with the financial statements of the charity for the year ended 31 March 2025 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The reference and administrative details set out on page 3 forms part of this report. The financial statements comply with Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Governance

Currently there are seven trustees, their skills include:

- Arts leadership
- Artists producer & curation
- Festival & event management
- Business Leaders
- Sustainability
- Fundraising
- Communications
- PR & Marketing
- Accounting and Financial Reporting

In the event of a departure of a trustee, a skills audit of the remaining trustees is taken. The result of this audit determines whether further recruitment is necessary.

When a need has been identified to recruit trustees, the Executive Directorate & Board seeks out prospective candidates.

Trustee development & training is undertaken at the discretion of the Chair, based on the requirements of the organisation at any given time.

Full Trustee Board meetings take place at least four times a year.

Trustees also attend meetings with studio members & events organised by Jelly.

All Trustees sit on at least one of the sub groups.

Individual Trustees undertake tasks in support of the Jelly team, advising on matters that fall within their area of expertise.

Annually all trustees declare any potential conflicts of interests for them & their partners.

The Board of Trustees are a committed & responsive board who regularly meet with the team & artists throughout the year, aside from Board meetings. The lead trustee on each of the sub groups are the 'Champions' and oversee the Investment Principles as part of the Arts Council England 'National Portfolio Organisations' (NPO) programme. They seek external support as required from a supportive advisory group who are specialists in their areas.

Our Board papers include standing items on all of the sub groups & reports are provided on each element of our activities.

Our Board has been selected because they share Jelly values & each of them bring skills that reflect our ethos. Our Board members are resilient, dynamic, ambitious and from diverse backgrounds.

Structure and Management

Organisational Structure

Jelly is run and managed on a day to day basis by the Creative Team: Laura de Moxom (contracted / part time) Suzanne Stallard, Emma Bradbury, Kate Powell and Emily Goode (freelance / part time). All major decisions are confirmed through the Board of Trustees.

The Creative Team is responsible for buildings, finance, strategic development, artist programme, audience development, sustainability, learning, participation and community.

Operational and Freelance Team

Alongside the Creative Team, there are additional skilled team members & being freelance allows us to offer the projects & opportunities to others who may be better for specific roles. This policy works well at Jelly as being freelance gives us the freedom to create more opportunities for artists to work on projects, it allows for greater collaboration, to be community driven, focused on inclusion & relevance and to offer the work to more suitable individuals.

Over the years at Jelly we have experimented with a variety of remuneration arrangements to find one which best fits our vision for social change. Initially the charity was run on a voluntary basis; then we introduced freelance fees set above the Living Wage. For a period between 1999 - 2004 we moved to salaries with PAYE.

In 2018 the management team & the Board of Trustees revisited the question of what pay structure would best suit the aims & ethos of the charity. It was agreed that a flat pay structure at a fair rate for all would be the most appropriate model. Since then, Jelly has committed to a flat pay structure for all employees & freelancers and we review this policy regularly.

This flat pay structure fits well because our work explores different kinds of value. While we recognise that valuing people in terms of the economic worth of their time is the dominant way of measuring value, it is not the only way. At Jelly, we want to be an organisation where people feel emotionally, intellectually & creatively rewarded as well.

We think that massive pay disparities between different roles are unfair & unjustifiable, & can play into a culture of hierarchies where some people's views are valued more than others. We each bring our unique skills with us when we come to work at Jelly, & we want everyone to feel equally involved, & to contribute without limits. A flat pay structure supports our ambitions to implement an efficient, equal & collective decision-making process, where power dynamics are challenged & flattened as much as possible.

We pay everyone above the National Living Wage no matter what their role is within the organisation, and we review this policy annually. We are an accredited Living Wage Employer.

Related Charities

There are no legally related charities. The company is working with different funding bodies and organisations all concerned with promoting the arts and education. Decisions taken by the company are autonomous of these organisations.

Risk Management

Jelly has a risk management policy and practice, which enables us to anticipate and record risks to the organisation, assess their likely impact and plan how to reduce and manage them.

Our Vision

Jelly is an energetic collaboration of artists supporting each other & the wider community; acting as a catalyst & making space for art in the everyday.



MISSION

Making space for art:

For people

For creation

For connection

For disruption

For reflection

For collaboration

For exploration

For inspiration

Our Values

We support and develop visual artists and Reading's arts sector, developing and improving pathways towards careers in the creative industries and providing freelance opportunities to professional artists.

We advocate for artists, improving access to the arts and strengthening the opportunities for emerging and established artists, especially those who are underserved.

From Jelly's foundation, December 1993, our name has become symbolic as over the years Jelly has moulded and shaped to fit different spaces, adapting and changing to inhabit a space (that is not always a building or venue) to work collaboratively with artists, other cultural organisations, partners and the wider community locally and internationally.

We are a community, always embedded within Reading town centre. Our current home is within a shopping centre in Reading's main high street. Our work can be found throughout the town as public art or in spaces we go to deliver workshops such as schools, community centres, corporate venues and festival sites. We are an outward looking organisation built on valuing people. Each person, both artist and participant, young and old, brings a unique perspective to our creative conversation. We have a number of long standing partnerships, including NPOs, businesses, arts organisations, schools, cultural networks, museums and Reading Borough Council.

The support we bring is both nurturing and inspiring, experimental and challenging but always comes from a starting point of creative excellence.

We listen. We are here for those who recognise they need us and here for those who think they don't. We are strategic. We adapt, evolve, change and reinvent. We are here to contribute to making our society a more creative one and underserved voices heard.

Our Charitable Objectives

- To promote the development of the arts and in particular the visual arts for the benefit of the local community by providing studio space and facilities for public exhibitions and by organising events which improve public access to the arts
- To advance education by promoting understanding and learning about the creative processes involved in the visual arts

Our Aims

To nurture and encourage experimentation and develop individuals to strengthen and empower artistic voices.

Objectives for aim 1 - Provide platforms for artists to connect with an audience and to think experimentally how they might do this. Exhibition space, internet, sound, shops, windows etc. Engaging new audiences through social media platforms and embracing new ways of connecting both virtually and in real life. Inviting artists to contribute to our Jelly voice.

Longer term - Partnering with organisations who will give us access to specific audiences. Working on the premise that connecting with an audience is more than exhibiting work, it is about connecting with people.



1

To become sustainable environmentally and financially.

Objectives for aim 2 - Invest in our artistic community and the organisation for future generations to build on and carry on the creative conversation. Develop a strategy to become financially viable. Continue to embed collaborations in order to extend opportunities and expand creative possibilities. Create a sustainable working space and ethos. Become more visible about our environmental credentials.

Longer term - To increase our unrestricted income streams to strengthen our financial resilience. Continue to develop our sustainable programme, being innovative and partnering with like minded organisations to achieve this. Championing the benefits of embedding sustainability throughout the organisation's work, both regionally and nationally, and sharing our learnings.



2

3

To elevate systemically undersupported artists and co-create opportunities.

Objectives for aim 3 - Create opportunities specifically to support systemically marginalised and undersupported artists and embed their work throughout the organisation ensuring every opportunity is accessible to these groups.

Longer term - Develop our partnerships with key organisations who are embedded within these communities, to further extend the reach of our programme.

To provide a platform and space for artists to grow their practice and share it with the wider community.

Objectives for aim 4 - We will continue to offer residencies in our studios and have a rotational gallery space for small exhibitions. Encourage our Associate Artists and New Wave Creatives to access this resource with short term projects and ideas. Work to support early career artists in Reading and nationally, providing development opportunities. Continue to grow relationships and work closely with other cultural spaces nationally, as well as locally.

Longer term - Expand our networks nationally and internationally. Bringing more artists to Reading and creating an exciting programme of challenging work. Encourage a more diverse range of practices and ambitious practices.

4



Bringing art into the everyday for everyone.

Objectives for aim 5 - Working with our range of communities we will continue to bring art to them. Creativity everyday for everyone. Workshops in schools, community sessions with diverse groups, Open for Art across the town, working with businesses and developers to provide opportunities for everyone in Reading to be creative. Surprising them with subtle encounters and pleasing shocks. Encouraging them to participate directly or simply engage them in being a viewer.

Longer term - develop our ambitions to co-create our programme with our communities. Starting with our New Wave Creatives (adults aged between 18-28) as a test bed and then to expand this ethos over the next 5 year development plan.

5



A year in review

In our 32 years as an organisation and second year as an Arts Council National Portfolio Organisation, we have been underpinning the organisation with stronger systems and a focus on delivery, laying the foundations for our future work.

It has been a challenging fundraising period and we have continued to work with ArtReach Trust, to strengthen our in-house fundraising skills and to be supported on bigger applications. Jelly has always been resilient and we continue to work towards seeking and diversifying our income streams.

Our partnership working has strengthened our ability to keep delivering quality and wide reaching work, including working with international artists such as Marianne Fairbanks (USA) and Sofia Hagström Møller (DK), work with communities in Slough and locally with other NPOs.

Currently, our communities are impacted by the cost of living crisis. We see this through a decrease in attendees to paid for workshops in our median price bracket, it shows us how vital our work is in providing low cost or free activities. We have been utilising the residency programme to create further free opportunities for participation as well as continuing to be a presence at free community events.

We have continued learning more about how we speak to different audiences, through the development of our communications plans and support from an external communications expert.

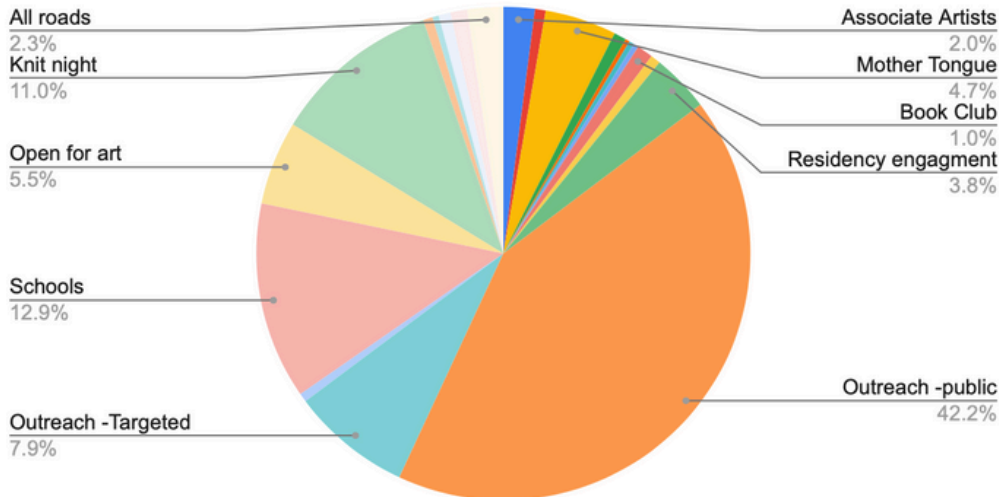
We are being dynamic in our programming as our future home is yet to be secured and as our audiences' needs evolve.

Highlights

- Recommissioned schools projects in collaboration with Reading Borough Council.
- Completing our first National Heritage Lottery funded project - All Roads - Migration Stories - telling the stories of women who have migrated to Reading from different countries and acknowledging their contribution to Reading's history and community. This work included an education pack, collection and archiving of oral histories and exhibitions at The Museum of English Rural Life and Reading Museum contributing to their Museums of Sanctuary status.
- Being approached by cultural partners to collaborate on further heritage initiatives and projects in Reading and beyond.
- Working with Reading University to develop an early career artist to create work responding to memories of the University for its centenary.
- Invited to the Royal Garden Party celebrating the UK's Creative Industries.
- Winning the special Outstanding Achievement Award from The Pride of Reading - being recognised in this way by the town brings us a huge sense of pride and accomplishment. This incredible acknowledgement from our community points to all the work that Jelly has done over more than 30 years and celebrates our achievements.
- Received a Sustainability Award from What's On Reading in recognition of our commitment to environmental and social responsibility by forming Reading's Cultural Sustainability Network in partnership with Reading Rep Theatre, a network of creative organisations and individuals.
- Julie's Bicycle (a pioneering non-profit, mobilising the arts and culture to take action on the climate, nature and justice crisis) and Arts Council England used our Sustainability Story as a case study.
- Delivered our annual Open for Art Festival; Reading's largest town centre celebration of all things creative. We showcase established artists as well as groups Jelly works with throughout the year, working with independent businesses and commissioning new work.
- 12 residencies for artists to explore their own practice in a supportive and nurturing environment.
- Numerous paid opportunities for professional artists to share their work with our community and in turn the community have benefited from, largely free, creative activities.
- Strategically we have remained pivotal to Reading's cultural delivery at a council level and we are leading the way for cultural organisations to become more collaborative through evolution of the Cultural Education Partnership and Place Based Partnerships.

Participation

Annual participation per session
-Running total



6003

people participated
in our activities

3290 of these were
aged under 19 and
under and 2018 were
20 and over.

249

workshops and events
were delivered

775

school pupils participated
in workshops in their
schools

642

plays of our online
video resources

12

resident artists joined
us over the year and
delivered 24 events

8

work experience
pupils enjoyed a
variety of development
opportunities.

11

volunteers supported
our work and gained
experience in their
specific areas of
interest

Financial Review

We revisited our budget after our first year as an NPO and reprojected our financial year. We have been resilient this year and made prudent choices. Decreases in income have been managed with reduced spending on direct costs and our reserves position for this remained stable.

We have seen an increase in income this financial year across several areas: Grant Income (£105,220), Corporate Activities and Donations (£2,700), Workshops (£4,476), Education and Events (£40,865), and Associate Artists (£3,606). The notable increase in workshop income is attributed to the introduction of a new strand of specialist skill-based workshops delivered by professional artists. However we have seen a decrease in income generated from our family workshops and activities for young people as our community struggle with the current economic situation. To address this we are actively seeking funding to support these essential programmes, with the aim of offering them free of charge or at a significantly reduced cost to families and young people. The Associate Artists membership grew as the scheme developed across our media campaigns. All resident artists are also given 1 year membership free of charge.

Individual Donations (£1,283) have remained stable.

We have seen a decrease in Shop Income (£10), Studio Fees & Space Hire (£1,758). Studio space decrease is a reflection of the current economic state.

Our budget for 2025 -2026 continues to reflect the pressures on securing Grant Funding Income. We also have acknowledged our move from our current home in the year ahead and the impacts this will have on our programme. Our plans for the operation of Jelly over the course of the new business plan includes seeking support (in kind and financial) to move to a suitable location.

Since its establishment in 1993, Jelly had always had a diverse income stream. We maintain our ambition is to return to our model of diverse income streams to bring resilience, reduces the risk presented by over-reliance on one particular income stream.

Risks are mitigated through a system of checks and balances as set out in our financial procedures, specifically sections 1 (Fraud Risk Management), 4 (Financial Transaction Cards), and 5 (Authority to Make Payments).

Reserves Policy

It remains the Trustees' intention to maintain general reserves to a figure that represents a minimum three months' operating expenditure.

This year, our turnover was £160,430.

We estimate 3 months operating costs to be circa £25,000.

Our reserves now stand at £40,022.

Of which £31,792 is unrestricted, and restricted reserves stand at £8,230.

It is the Trustees' intention that at the end of our 5-year business plan (2027) our reserves will safely represent 3 months operating costs, depending upon the growth of the company. Over the course of the next year it is the Trustees' intention that our unrestricted reserves will equal at least 60% of total reserves.

Directors' Interests

The company is limited by guarantee and has no share capital therefore no Director of the company has any interests in the company.

Responsibilities of the Directors

Company law requires the Directors to prepare financial statements for each financial year, which give a true and fair view of the state of the affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the Directors are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

THE JELLY LEG'D CHICKEN ARTS CENTRE
Company Limited by Guarantee

STATEMENT OF INCOME AND RETAINED EARNINGS

FOR THE YEAR ENDED 31 MARCH 2025

	<u>Note</u>	<u>2025</u>	<u>2024</u>
		<u>£</u>	<u>£</u>
<u>Income</u>	2		
Funding			
DCMS – Cultural Recovery Grants (Restricted)		0	0
Arts Council England (Restricted)		65,350	54,650
Trusts & Foundations (Restricted)		9,870	11,160
Trusts & Foundations (Unrestricted)		30,000	0
Donations & Sponsorship			
Corporate Donations		1,500	0
Individual Donations at Events		1,283	1,265
Income from Charitable Trading Activities			
Corporate Activities		1,200	0
Workshops		4,476	2,053
Studios		1,630	2,520
Space Hire		128	100
Education		13,050	0
Events		21,108	39,484
Associate Artists		3,606	3,272
Legacy Giving		0	0
Public Art Commissions		0	500
RBC Commissioned Events		6,707	0
Employers Allowance		512	457
Shop Income		10	78
Total Income		160,430	115,538
Interest Received		0	0
Administrative expenses		160,767	100,814
<u>OPERATING (LOSS)/PROFIT</u>		(337)	14,724
Tax on profit on ordinary activities	3	0	0
<u>PROFIT/LOSS FOR THE YEAR</u>		£ (337)	£ 14,724
Retained earnings at the start of the year		40,359	25,635
Retained earnings at the end of the year		40,022	40,359

All the activities of the company are from continuing operations.

**THE JELLY LEG'D CHICKEN ARTS CENTRE
Company Limited by Guarantee**

STATEMENT OF FINANCIAL POSITION

AT 31 MARCH 2025

	<u>Note</u>	<u>£</u>	<u>2025</u> <u>£</u>	<u>2024</u> <u>£</u>
<u>FIXED ASSETS</u>			22,350	22,350
<u>CURRENT ASSETS</u>				
Debtors	4	950		5,800
Prepayments		0		1,600
Cash at bank and in hand		37,349		30,347
		<u>38,299</u>		<u>37,747</u>
<u>CREDITORS</u>				
Amounts falling due within one year	5	20,627		19,738
<u>NET CURRENT (LIABILITIES)/ASSETS</u>			<u>17,672</u>	<u>18,009</u>
<u>TOTAL ASSETS LESS CURRENT LIABILITIES</u>			<u>40,022</u>	<u>40,359</u>
<u>NET ASSETS</u>			<u>£ 40,022</u>	<u>£ 40,359</u>
<u>THE FUNDS OF THE CHARITY</u>				
Unrestricted funds			31,792	
Restricted funds	7		<u>8,230</u>	<u>40,359</u>
<u>TOTAL CHARITY FUNDS</u>			<u>£ 40,022</u>	<u>£ 40,359</u>


For the year ended 31st March 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

Approved by the board of directors on ..13/10/2025..... and signed on its behalf.

.....


Tim Hooper, Chair

THE JELLY LEG'D CHICKEN ARTS CENTRE
Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

1. ACCOUNTING POLICIES

The financial statements are prepared under the historical cost convention and incorporate the results of the principal activity which is described in the directors' report and which is continuing.

2. TURNOVER

Turnover comprises the invoiced value of goods and services supplied by the company.

3. TAXATION ON PROFIT ON ORDINARY ACTIVITIES

	<u>2025</u>	<u>2024</u>
	£	£
Current year:		
United Kingdom Corporation Tax	0	0
	<u> </u>	<u> </u>

4. DEBTORS

	<u>2025</u>	<u>2024</u>
	£	£
Trade debtors	950	5,800
	<u> </u>	<u> </u>
	£950	£5,800
	<u> </u>	<u> </u>

5. CREDITORS - AMOUNTS FALLING DUE WITHIN ONE YEAR

	<u>2025</u>	<u>2024</u>
	£	£
Bank Accounts	0	0
Trade Creditors	0	0
VAT	0	0
Accruals	10,878	7,937
PAYE	117	189
Wages	1,334	1,262
Pensions	69	0
Corporation Tax	0	0
Accrued Income (Restricted Funding)		
DCMS – Cultural Recovery Grants	0	0
Arts Council	0	5,350
Trusts & Foundations	8,230	5,000
	<u> </u>	<u> </u>
	£8,230	£10,350
	<u> </u>	<u> </u>

THE JELLY LEG'D CHICKEN ARTS CENTRE
Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS (Continued)

FOR THE YEAR ENDED 31 MARCH 2025

6. SHARE CAPITAL

The company is limited by guarantee. There is no share capital.

7. PROFIT AND LOSS ACCOUNT

	<u>2025</u>	<u>2024</u>
	<u>£</u>	<u>£</u>
Balance b/fwd	40,359	25,635
Profit/(loss) for the year	(337)	14,724
	<u> </u>	<u> </u>
Balance at 31 March 2025	£40,022	£40,359
	<u> </u>	<u> </u>

THE JELLY LEG'D CHICKEN ARTS CENTRE
Company Limited by Guarantee
DETAILED TRADING AND PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2025

	<u>2025</u>		<u>2024</u>
	£	£	£
<u>INCOME</u>			
Funding			
DCMS – Cultural Recovery Grants (Restricted)		0	0
Arts Council England (Unrestricted)		65,350	54,650
Trusts & Foundations (Restricted)		9,870	11,600
Trusts & Foundations (Unrestricted)		30,000	0
Donations & Sponsorship			
Corporate Donations		1,500	0
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Income from Charitable Trading Activities			
Corporate Activities		1,200	0
Workshops		4,476	2,053
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Education		13,050	0
Events		21,108	39,484
Associate Artists		3,606	3,272
Legacy Giving		0	0
Public Art Commissions		0	500
RBC Commissioned Events		6,707	0
Employers Allowance		512	457
Shop Income		10	78
<u>Total Income</u>		160,430	115,538
Interest Received		0	0
<u>Overheads</u>			
Sub-contractors	33,905		37,998
Cost of sales	49,062		15,275
Residencies	0		0
Website and computer costs	10,998		1,094
Exhibition Hire	0		0
Workshop & Event expenses	7,978		2,886
Shop Expenses	0		0
Travelling	584		429
PPS, Marketing & Advert	4,581		5,504
Accounts	1,184		630
Professional fees	0		0
Office, Phone & Maintenance	194		126
Professional	493		4,964
Insurance	2,028		1,777
Rent, Rates & utilities	26,146		20,107
Training	3,165		1,690
Bank charges	348		296
Salaries	18,434		6,802
Pension	353		39
Donations	189		396
Subscriptions	437		534
Sundry	686		267
	<hr/>		<hr/>
		160,767	100,814
		<hr/>	<hr/>
<u>PROFIT/(LOSS) ON ORDINARY ACTIVITIES</u>		£ (337)	£ 14,724
		<hr/> <hr/>	<hr/> <hr/>



All photographs by John Angerson