Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	August	2025		31	July	2026

Section A Reference and administration details

Charity name Elevation

Other names charity is known by

Registered charity number (if any) 1209381

Charity's principal address
24 Cleveland Road,
North Shields

Postcode NE29 0NG

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Matthew Wilson	Chair		
2	Diane Wailes			
3	Grace Wilson			
4	Stuart Fearn			
5				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Foundation Model Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation (CIO)

Trustee selection methods (eg. appointed by, elected by)	Appointed by the existing board

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Governance Statement
Elevation is overseen by an effective and committed board of trustees who have provided stable leadership throughout the year. The board has remained unchanged during this period, allowing us to benefit from continuity, shared learning, and a strong sense of collective purpose. Each trustee brings valuable skills and experience to the charity — spanning community engagement, architecture, culture, finance, communications, and strategic development. Together, all have worked collaboratively to ensure that Elevation remains well governed, transparent, and aligned with its charitable objectives.

The board meets regularly to review progress, approve plans, and ensure good financial management. Decisions are taken collectively, with open dialogue and a shared commitment to the charity objects.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

Elevation exists to advance public education in and appreciation of the arts, particularly the visual arts, for the benefit of people in Tyneside and the surrounding areas. This is achieved through the commissioning and creation of public art murals and installations, with a special focus on works that celebrate the history, culture, and heritage of the local area.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

During the reporting period, Elevation completed its series of large-scale public murals as part of the North Shields 800 project. It doing so we directly fulfilled our charitable objective to advance public education in and appreciation of the visual arts. These artworks, created by professional artists, were installed in prominent public locations and made freely accessible to all.

Since the end of the project our focus has been on evaluating its success and providing insights and feedback to our funders and stakeholders.

QR codes placed at each mural offered the public an opportunity to provide feedback and answer survey questions. This has provided valuable evidence that the murals were extremely well received and served as an inspiration to a wide diversity of residents and visitors.

In addition, we worked with local groups and North Tyneside Council to establish the Elevation mural trail as an important local attraction. This included a range of measures to ensure the trail is fully accessible including to those with various disabilities and barriers to access.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Contribution made by volunteers:
As a 100% volunteer-led organisation, Elevation relies entirely on the time, energy and commitment of its volunteers. Trustees and delivery team members contributed many of hours to planning, coordination, community engagement.

During the mural production period, we worked with a dedicated group of local volunteers, some of whom were new to arts or community work. Their contribution was vital — helping to welcome visitors, support artists, document progress, and represent the project in the community.

Grantmaking and programme-related investment:
Elevation does not currently operate a grantmaking programme or hold any programme-related investments. All funds are used directly to support the charity's core activities and public benefit.

Section D Achievements and performance

Summary of the main achievements of the charity during the year

During the year, Elevation successfully completed its Murals Project a key legacy of the celebrations marking the 800th anniversary of North Shields. This involved promoting participation in our **Elevation Mural Trail**, which is 5km walk featuring 8 large-scale murals by professional artists, transforming prominent buildings across the town with vibrant, high-quality artwork inspired by local history, culture and identity.

The murals have been widely praised for their artistic quality, accessibility, and educational value, helping to foster civic pride, stimulate conversation, and enhance the town's visual environment.

A major achievement was the development of a strong community engagement programme, including school visits, artist interactions, and volunteer involvement. One mural was runner up in a global street art contest, raising the project's profile both locally and internationally.

Our evaluation has shown that many thousands of people have engaged with the murals and that the trail is proving to be both educational as well as supporting health and wellbeing through walking.

Overall, the charity has continued to advance its charitable objectives by increasing public engagement with the arts, encouraging learning across generations, and contributing to the cultural regeneration of North Shields.
Headlines from the project evaluation included:

- Stronger local pride: Residents rated the trail's contribution to feeling more positive about North Shields at 4.48 out of 5.
- Fresh perspectives: 66% of respondents learned something new or saw the town differently after viewing the murals.
- Visits to the town: 90% of visiting respondents surveyed had come specifically to see the trail.
- Strong support for expansion: 95% of respondents wanted more murals added, demonstrating considerable enthusiasm for the project's future.

Section E Financial review

Brief statement of the charity's policy on reserves	It is the policy of the charity to maintain reserve funds not less than 6 months average monthly overhead (measured against the prior 12 mths)
Details of any funds materially in deficit	None

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

During the year, Elevation received total income of £11,666, the majority of which came from grant funding (£11,500) The charity began the year with an opening balance of £9.044 and closed with a balance of £730.

Total expenditure over the year was £19,314, with the largest portion going towards artist fees (£9,500), equipment hire ((£6739) and materials such as paint and PPE (£2892).

The accounts show a deficit on the year due to costs incurred towards the end of the prior year being settled during this year. project was managed within a tight and responsible budget.

Strong financial management and effective budget planning have ensured that all our ambitions were delivered within the funds raised.

However, the Trustees recognise that in order to initiate future projects a period of dedicated fundraising will be necessary.

Section F Other optional information

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Matthew Wilson	
Position (eg Secretary, Chair, etc)	Chair	
Date	17/10/2026	

ELEVATION CIO **MANAGEMENT ACCOUNTS** **Aug 2025-July 2026**

FUNDS IN	**2025-26**	**Q1**	**Q2**	**Q3**	**Q4**	**Total**
Donation		0	0	0	0	0
Grant		11,500	-	-	-	11,500
Refunds		166	-	-	-	166
Total income		11,666	-	-	-	**11,666**
FUNDS OUT		**Q1**	**Q2**	**Q3**	**Q4**	**Total**
Artist fees		9,500	-	-	-	9,500
Materials (e.g. paint, PPE etc)		2,892	-	-	-	2,892
Equipment hire		6,739	-	-	-	6,739
Admin & Overheads		129	13	49	13	203
Volunteer Expenses		53	-	-	-	53
Press & Comms		592	-	-	-	592
Total costs		19,314	13	49	13	**19,980**
Result +/-		(7,647)	(13)	(49)	(13)	(8,314)
Unrestricted funds carried forward*	9,044					**730**