

PLEASE SIGN AND RETURN TO  
PLUMMER PARSONS

Chartered Accountants  
& Statutory Auditor

**CULTURE24**  
**A COMPANY LIMITED BY GUARANTEE**  
**TRUSTEES' REPORT AND ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2011**

Company Registration No. 04141911 (England and Wales)

Charity Registration No. 01085847

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**Plummer Parsons**  
Chartered Accountants

# CULTURE24

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# CULTURE24

## TRUSTEES' REPORT

**FOR THE YEAR ENDED 31 MARCH 2011**

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### Reference and Administrative Information

Charity Name Culture24

Charity registration number 1085847

Company registration number 04141911

Registered Office  
18 Hyde Gardens  
Eastbourne  
East Sussex  
BN21 4PT

Operational address  
Office 4  
28 Kensington Street  
Brighton  
BN1 4AJ

### Directors

John Newbigin (Chairman)  
Jon Drori, Director  
Lydia Howland  
Vijay Solanki

Tom O'Leary  
Rowena Loverance  
Ylva French  
Adam Gee  
Vivienne Reiss  
Eddie Berg  
Michael Bedingfield

Cultural Entrepreneur  
Changing Media Ltd – resigned 06/02/2011  
Human Factors Designer, IDEO  
Freelance digital marketing and development  
consultant  
Head of Education, Houses of Parliament  
Freelance writer and e-learning consultant  
Director, Ylva French Consulting  
New Media Commissioner, Factual, Channel 4  
Arts Consultant – resigned 02/11/2010  
Artistic Director, British Film Institute  
Director of Sales and Marketing for the Royal  
Automobile Club

Company Secretary Jane Finnis

Chief Executive Officer Jane Finnis

Auditors  
Plummer Parsons  
18 Hyde Gardens  
Eastbourne  
East Sussex  
BN21 4PT

Bankers  
NatWest  
St James & Piccadilly  
PO Box 2DG  
208 Piccadilly  
London W1A 2DG

# CULTURE24

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2011

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The trustees present their report and accounts for the year ended 31 March 2011

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's Memorandum and Articles of Association, the Companies Act 2006 and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005

#### **Structure, Governance and Management**

The charity is governed by its Memorandum and Articles of Association and is a company, limited by guarantee. It was incorporated on 16 January 2001.

The trustees, who are also the directors for the purpose of company law, and who served during the year were

John Newbigin (Chairman), Cultural Entrepreneur  
Jon Dron, Director, Changing Media Ltd  
Lydia Howland, Human Factors Designer, IDEO  
Vijay Solanki, Freelance digital marketing and development consultant  
Tom O'Leary, Head of Education, Houses of Parliament  
Rowena Loverance, Freelance writer and e-learning consultant  
Ylva French, Director, Ylva French Consulting  
Adam Gee, New Media Commissioner, Factual, Channel 4  
Vivienne Reiss, Arts Consultant  
Eddie Berg, Artistic Director, British Film Institute  
Michael Bedingfield, Director of Sales and Marketing for the Royal Automobile Club

New Trustees are recruited and appointed by the existing board, and are given a comprehensive induction and introduction to key staff and projects at the Culture24 offices. Directors meet at least quarterly, and more frequently when the occasion arises, to receive reports, to review progress and to develop future strategic initiatives. Each year the entire Board and Staff take part in a joint away-day to stimulate and lead business planning and development.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The Board maintains and reviews the following internal policies on an annual basis, or more frequently as necessary: Grievance Policy, Whistleblowers Policy, Disciplinary Policy, Conflict of Interest Policy, Trustee Declaration of Interests, Trustee Declaration of Eligibility, Annual Leave and Sickness Policy, Equal Opportunities Policy, Social Media Policy and Risk Assessment.

A Finance and Personnel Sub-committee meets regularly to examine the charity's financial position and practices in more depth. The F&PSC reports to the wider board at the board meetings and oversees the annual staff appraisals, which are supported by a staff development budget.

Day-to-day management of the company is delegated to the CEO.

#### Staff who were employed in this period were

Jane Finnis - CEO  
Anra Kennedy - Head of Programmes  
Richard Moss - Editor  
Ruth Harper - Network and Marketing Coordinator  
Rosie Clarke - Marketing Coordinator  
Tessa Watson - Office and Finance Coordinator  
Ed Sexton - Staff Writer  
Ben Miller - Staff Writer  
Rachel Hayward - Learners' and Teachers' Web Editor  
Mark Slawinski - Staff Writer and Outreach Coordinator (Children)  
Larna Pantrey-Mayer - Technical Producer  
Jennifer Sachs - Data Coordinator  
Conrad Westmaas - Activities Editor  
Nick Stockman - Museums at Night Project Manager  
Stephen Bradley - Developer

# CULTURE24

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 MARCH 2011**

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### Risk Management

The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks

The Culture24 Board and the CEO operate an ongoing risk management strategy that is reviewed annually at the AGM, this includes a full risk assessment, insurance review and office inventory. Financial risk is monitored by the F&PSC through quarterly management reports and the review and preparation of the accounts

A Contingency Fund is maintained for use in the event of a sudden loss of income for any reason. The contingency is adjusted annually to cover three months of staff and contractual obligations should the company cease trading for any reason

The trustees are selected due to their wealth of business-specific experience. Between them they have in-depth financial, business and museum sector experience and contacts. They offer advice on development and company management on a regular basis, with face-to-face discussions at Board meetings

Both the children's sites Show Me and Caboodle are continually monitored by CRB-checked staff to ensure the content is safe and appropriate for children and neither site contains any advertising

### Public Benefit

The trustees have paid due regard to the Public Benefit guidance issued by the Charity Commission in deciding what activities the charity should undertake

Culture24 works to promote culture and all its benefits, enjoyment and educational possibilities to the public, free of charge. It does this by collecting, curating and distributing content from and about museums, galleries and other cultural institutions to both their own websites and third party services

The websites are

[www.Culture24.org.uk](http://www.Culture24.org.uk) - promotes the collections and activities of cultural organisations with editorial, reviews, interviews, educational resources, practical venue information and search capabilities

[www.showme.uk](http://www.showme.uk) - provides similar information to the Culture24 site but is aimed specifically at children. The editorial is written for the 7-11 age group, providing links to educational games and activities, places to go and sections for teachers and parents

[www.caboodle.org.uk](http://www.caboodle.org.uk) - This site encourages children to share their own collections alongside collections from museums. With a fun approach, the site aims to show the value of collections and in a wider sense engage children's interest in cultural collections and activities

The value of the sites is that they encourage and inspire cultural learning, interest and activity, the viewer is led from their starting point to more information related to the initial topic and to a wider range of subjects that they might not originally been aware of. Visitors to the sites can find up-to-date cultural and heritage news and reviews, and information on places to go and things to do across the UK. They can search for very specific topics and find related events, venues, resources or articles, and narrow their results by subject, target audience and geographical location

The main subject areas of the site cover Art, History and Heritage and Science and Nature, with a Spliced section that mixes them all together. There is also a section dedicated to teachers and learners, which provides a valuable collection of free resources sourced from different cultural organizations, all available in one place. There is also advice on visits and outreach work and training and continuing professional development, with relevant articles tagged to the current UK curriculum

The Sector section of the Culture24 site is aimed at all of the partners and organisations we engage with, giving them information on data sharing and how to join our free data entry network, DDE. Organisations are able to register free of charge and upload their venue information, collection details, exhibitions, events and educational resources. They are able to tag their information so that it appears all over the various sites, making it easier for visitors to the site to find. The network currently features over 4,400 UK cultural and heritage venues with over 2,000 actively contributing data. By sharing these venue and event listings (collected in DDE) with third party services and publishers, Culture24 is able to support the sector to reach additional online audiences at no cost to themselves. This data aggregation and distribution role is unique to Culture24 and a key area of future growth and development

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# CULTURE24

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 MARCH 2011**

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### Objectives and Activities

Culture24's vision is for a more unified cultural sector that is better able to embrace the virtual world, contribute to the creative and tourist economies, and advocate the role of culture in learning. For the public this means new ways to connect to culture, access to detailed information, listings and resources from thousands of UK cultural venues and opportunities to explore their stories through a layer of rich editorial.

Culture24 exploits new and emerging digital technologies, using them as powerful tools to reach different audiences – families, communities, enthusiasts, teachers, learners and children. Our role is to collect, guide, interpret and promote culture in ways that meet those audiences' needs.

The company works across the arts, heritage, education and tourism sectors and has been publishing websites and sharing data and experience successfully since 2001. In that time we have built up a comprehensive set of skills, infrastructure and partnerships, delivering a range of editorial initiatives and campaigns achieving a strong online profile.

Culture24 has thrived in the digital space for over 10 years. Originally conceived as just one website, Culture24 has grown into the UK's digital hub for arts and heritage.

Culture24 exists to

- Extend the reach of the cultural sector to reach audiences on digital platforms
- Inspire and inform existing culture lovers and culture seekers, providing them with access to up to date information and inspiration
- Bring in a new generation of culture lovers through campaigns and targeted editorial
- Nurture tourism, learning and play by providing the sector with a centralised technical infrastructure for digital content creation, collection and distribution

Culture24 both understands and has relationships with the many strands of the museum and gallery sector whilst also possessing a track record of proven success in digital publishing, marketing and partnering.

Key projects and activities within this year include

### Development Fund - Business Planning and brand analysis

Culture24 carried out a detailed analysis of the company brand, involving all the staff and trustees and using both consumer and sector research and analysis. This work was led by Vijay Solanki who has extensive experience in brand development and was able to work for the company at a significantly reduced rate. This work was integral to the development of the business plan for 2011 to 2014.

Plans to increase the company's income generating capabilities were also developed and the importance of strengthening the Culture24 brand amongst its key audiences was identified as vital. A refined brand positioning was created in order to articulate the organisation and its activities clearly to all key stakeholders. This brand positioning will be used to build a more clearly articulated company profile to the sector, stakeholders and potential partners.

### Museums at Night (MLA Renaissance funded)

For the second year running Culture24 ran the UK Museums at Night weekend in May 2010, and built on the previous years success. 286 museums, galleries and heritage sites across the UK put on 345 imaginative events, which attracted more than 85,000 visitors. Of these visitors, 47% were visiting the venue for the first time, 15% hadn't been to any museums in the last year, and 5% had never been to a museum before. Of the participating museums, 92% are keen to take part in Museums at Night in 2011.

Thanks to an effective and inventive PR campaign, regional and national coverage appeared in more than 158 publications and on a host of websites and radio programmes, securing an equivalent advertising value of more than £400,000.

An independent evaluation was carried out to assess the efficacy and impact of the campaign. The full report and executive summary can be downloaded at <http://www.culture24.org.uk/places+to+go/museums+at+night/ART308522>

The campaign's success was a clear example of how the existing assets of Culture24 can be exploited and used to get added value from public sector investment.

# CULTURE24

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2011

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#### Datasharing with the BBC

In September 2010, Culture24 became the official cultural data provider to the BBC

This three year data-sharing collaboration gives museums, galleries, libraries, heritage sites and other cultural organisations the opportunity to have their activities channelled from the Culture24 database to a new BBC activities website called Things To Do

Since the partnership launched, more than 500 cultural organisations have registered with Culture24 to be a BBC partner, and are able to feature their activities on Things To Do linked into a range of project themes such as Hands on History, Springwatch and Countryfile Full details of the partnership can be found at [www.culture24.org.uk/bbcpartnership](http://www.culture24.org.uk/bbcpartnership)

#### Putting Visual Arts into Heart of Search Engines (Arts Council England funded)

This three-year project has brought contemporary visual arts into the heart of the Culture24 website through a dynamic arts section This key section features engaging, lively editorial, supported by events and educational resources collected and shared from an expanding database of visual arts venues

#### Caboodle (Funded by the Department for Children, Schools and Families)

The project continued successfully into its third year with an increase in site traffic and workshops provided in schools It has provided specific groups of children with exposure to both museum collections and an engaging, creative web experience but even more importantly, to the ideas and theories behind museum collecting

#### Services for Teachers and Learners (MLA funded)

Work continued this year on the promotion of teaching resources funded by MLA to the education sector The teachers and learners section of the Culture24 website was developed further and regular newsletters were sent out throughout the year This section of the main Culture24 site provided a central source of resources provided by cultural organisations, ideas for outreach work, trips and activities outside the classroom, and links to external sites and information

Unfortunately, due to funding cuts, MLA decided to stop supporting the editorial production aspects of this work after April 2011 However, the ability to collect educational resources through DDE will remain open to venues and the information collected can still be searched and browsed by subject, curriculum tag or geographical location

#### Designation and Renaissance (MLA funded)

As part of Culture24's work to promote those venues with Designated collections, a dedicated webpage was created for the scheme, providing an introduction to Designation and building upon previous work on individual Designated Collections pages This was further enhanced by consolidation the venue information within our Direct Data Entry system

Resources from MLA's Renaissance programme were signposted, catalogued and tagged within the Culture24 data pool, and a new key piece of research was commissioned in order to improve the understanding of teachers' needs, and how cultural resources can enrich their curriculum teaching

#### Research Online Metrics and Evaluation

Culture24 conceived and led an ongoing partnership of 24 key national cultural institutions, working together to look at the ways that the cultural sector defines and measures success online

The action research project 'How to Evaluate Online Success' included partners from the National Maritime Museum, the British Museum and the British Library and was conducted in conjunction with a PhD scholarship at the University of Leicester The aim is to revolutionise the way the sector thinks about its digital output, the audiences it reaches and the ways in which success is measured

#### Tourism South East (TSE) and 'Year of the Museum'

Culture24 worked with TSE to support their Year of the Museum Campaign, a major marketing campaign which aimed to place museums and culture at the heart of the South East tourism offer in 2010 The South East landing page within the Places to Go section was joint-branded and supported with a series of targeted editorial previews, reviews and themed trails

#### Cornwall Museums Group (CMG)

Culture24 worked with CMG to launch their campaign to promote Cornish museums, with a new branded section within Places to Go A managed bursary scheme was established which saw a newly qualified NCTJ journalist based in the region support the section with targeted editorial promoting Cornish museums and their collections

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# CULTURE24

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2011

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#### Culturemondo

Culture24 continued in the role of secretariat for the Culturemondo network with Jane Finnis as chairman. The 2010 Culturemondo International Steering Committee (ISC) meeting was held in June in Luxembourg. In addition to the ISC a one-day conference was organised to share the international expertise of the Culturemondo network with the regional cultural sector.

The 6th International Culturemondo Roundtable 'Bringing Practice into Digital Cultural Policy' was held in Amsterdam in September. This one-day event took an intensive, practical and user-focussed approach to address the question - How can we ensure that culture and heritage policies are linked to digital policies and strategies?

More information on the network and the roundtable can be found at [www.culturemondo.org](http://www.culturemondo.org)

#### Engaging Places

The Engaging Places website is led by CABE and English Heritage and uses the Culture24 publishing infrastructure to produce a website to engage teachers with the built environment and architecture. Culture24 provided ongoing support to CABE to assist with site management. [www.engagingplaces.org.uk](http://www.engagingplaces.org.uk)

#### Culture24 Smartphone App

In January 2011 an in house developer was employed to begin work on a mobile version of the main Culture24 website followed by a smartphone application. Plans are to launch a publicly available free app to enable users to search for cultural events, venues and activities in relation a given location.

#### Brighton Photo Biennial (BPB)

Culture24 was the official online media partner for this growing event which took place in October 2010. The partnership was a great opportunity to get exclusive access to the event and the artists involved with it and will help to build partnerships with the sector for this subject area.

#### **Achievements and Performance**

Culture24's websites reached a combined online audience of over three and a half million people within the last year. More than 40% of the venues supported by our Direct Data Entry system (DDE) added or updated their own content, including 8,932 detailed events and 2,141 resources, all of which were published across the Culture24 family of sites.

Culture24 received over 10,000 press releases, which were turned into more than 1,600 published stories. The open rate amongst sector professionals signing up for the Culture24 monthly e-newsletter is over 60% from a total list of approx 4,000 people.

Culture24 produced, on average, 134 pieces of individual editorial per month promoting the arts and heritage sector. At the end of March 2011 Culture24 had 8330 followers on Twitter and a 2.1 retweet ratio.

#### Conferences and professional forums

In April 2010 Culture24 attended Museums & the Web the largest international conference of its type, held over 3 days in the USA. Jane Finnis was a member of the international programming committee and she and Anra Kennedy presented a demonstration about Caboodle.

Culture24 was recognised with a Best of the Web award at the conference and won the Long Lived Award for its long-term commitment to "an initially excellent online initiative".

[http://conference.archimuse.com/forum/congratulations\\_mw2010\\_best\\_web\\_winners](http://conference.archimuse.com/forum/congratulations_mw2010_best_web_winners)

Culture24 staff also made presentations and contributions to the following

- Becta Fit for the Future programme
- Internet Standards Board E-learning and Content Packaging group
- Learning Outside the Classroom Heritage Sector Partnership group
- The DCMS Digital Engagement seminar at Tate
- Wikimedia Conference
- TELDAP Culturemondo workshop in Taiwan being coordinated by TELDAP
- Arts Marketing Association Conference 2010
- Media Festival Arts, London September 2010



# CULTURE24

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 MARCH 2011**

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### **Financial Review**

Culture24 undertook a review of all the financial systems it employs to ensure that it was able to track and apportion project costs as accurately as possible. Changes introduced as result of the review are evident in the increase to expenditure on bookkeeping, auditors' fees, taxes and social security costs in comparison to the previous year.

### **Principal Funding Sources**

MLA continued its position as Culture24's main funder, providing grants to the company to support several of its own key programmes including Renaissance, Designation and Their Past Your Future. The remainder of Culture24's income comes from a mixture of additional public funding, commissioning and self-generated income.

Changes in government policy will see the abolition of MLA in 2011 and the transfer of responsibilities to Arts Council of England.

Culture24 made a deficit for the year of £66,806 (2010 surplus of £203,762) representing a deficit of £9,085 on unrestricted funds, a deficit of £27,216 on designated funds, and a deficit of £66,806 on restricted funds.

### **Reserves Policy**

The Designated Reserves Fund will include the Contingency Fund and the Development Fund to be used in the next financial year.

The Contingency Fund will remain at £150,000. This amount has been calculated based on assessing the company's commitments to staff and contracts, were it to be forced to cease trading.

The Development Fund will continue to be used to develop new services and make technical improvements in order to diversify income streams.

### **Plans for the Future**

An MLA funding agreement is in place for 2011-12 which will be the last year of MLA's operation due to the pending merger with Arts Council England in October 2011. Culture24's funding agreement for 2012-13 will be negotiated with the Arts Council at this time.

The priorities for this final year's funding from MLA focus on supporting the Culture24 technical infrastructure, content creation and distribution, data aggregation, and sector support and improvement. The agreement represents an overall funding reduction in the region of 10% and does not include any direct costs for Museums at Night 2012.

The Action Research Project 'How to evaluate online success' is due to conclude in July 2011 and Culture24 plans to publish the findings and present them at their own national conference in September 2011. Due to demand and interest from the sector, further projects are already being explored.

The development of a mobile version of the [www.culture24.org.uk](http://www.culture24.org.uk) site is ongoing and is part of a flexible platform that will support not only the mobile-friendly site but also cross platform smartphone applications.

Preparations for Museums at Night in May 2011 are giving every indication that the event will be an even greater success than the previous year. Additional funding has also been secured from Arts Council England to build participation with visual arts venues and Sky Arts are confirmed as media partners. Our partnership with BBC History Magazine will continue.

Opportunities for further sharing the venue, listings and editorial data in the Culture24 system are a priority for the next year and will be supported by the Development Fund. This will be part of a wider ambition to explore new business models in order to generate a larger proportion of income ourselves.

The repositioning of the Culture24 brand following the work with the Board and staff will be realised through the development of a new company website and brand identity in Summer 2011.

### **Auditors**

Plummer Parsons will prepare the company accounts, and as turnover has exceeded £500,000 an audit is therefore required. A resolution proposing that Plummer Parsons be reappointed as auditors of the company will be put to the members.

# CULTURE24

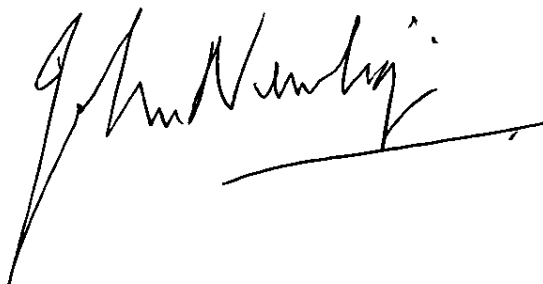
## TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

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On behalf of the board of directors and trustees

John Newbiggin  
Chairman

Dated 3<sup>rd</sup> November 2011

A handwritten signature in black ink, appearing to read 'John Newbiggin', with a long horizontal line extending to the right from the end of the signature.

# CULTURE24

## STATEMENT OF TRUSTEES' RESPONSIBILITIES

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The trustees, who are also the directors of Culture24 for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

Company law requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year

In preparing these accounts, the trustees are required to

- select suitable accounting policies and then apply them consistently,
- observe the methods and principles in the Charities SORP,
- make judgements and estimates that are reasonable and prudent, and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

# **CULTURE24**

## **INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF CULTURE24**

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We have audited the accounts of Culture24 for the year ended 31 March 2011 set out on pages 12 to 24. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's trustees, as a body, in accordance with section 43 of the Charities Act 1993 and regulations made under section 44 of that Act. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of trustees and auditors**

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of Culture24 for the purposes of company law, are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view.

The trustees have elected for the accounts to be audited in accordance with the Charities Act 1993 rather than the Companies Act 2006. Accordingly we have been appointed as auditors under section 43 of the Charities Act 1993 and report in accordance with regulations made under section 44 of that Act.

Our responsibility is to audit and express an opinion on the accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### **Scope of the audit of the accounts**

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the charity's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the trustees, and the overall presentation of the accounts. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited accounts. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

We have undertaken the audit in accordance with the requirements of APB Ethical Standards including APB Ethical Standard - Provisions Available for Small Entities, in the circumstances set out in note 20 to the accounts.

### **Opinion on accounts**

In our opinion the accounts

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2011 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

# CULTURE24

## INDEPENDENT AUDITORS' REPORT (CONTINUED) TO THE TRUSTEES OF CULTURE24

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### **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Charities Act 1993 requires us to report to you if, in our opinion

- the information given in the Trustees' Report is inconsistent in any material respect with the accounts, or
- the charitable company has not kept adequate accounting records, or
- the accounts are not in agreement with the accounting records and returns, or
- we have not received all the information and explanations we require for our audit



**Andrew Griffiths FCA DChA (Senior Statutory Auditor)**  
for and on behalf of Plummer Parsons

**Chartered Accountants**  
**Statutory Auditor**  
18 Hyde Gardens  
Eastbourne  
East Sussex  
BN21 4PT

Dated 3 November 2011

Plummer Parsons is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

# CULTURE24

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2011

	Notes	Unrestricted funds £	Designated funds £	Restricted funds £	Total 2011 £	Total 2010 £
<b><u>Incoming resources from generated funds</u></b>						
Voluntary income	2	13,600	-	169,500	183,100	183,000
Activities for generating funds		7,884	-	-	7,884	4,909
Investment income	3	122	-	-	122	126
		<u>21,606</u>	<u>-</u>	<u>169,500</u>	<u>191,106</u>	<u>188,035</u>
Incoming resources from charitable activities	4	88,191	-	227,595	315,786	490,057
Other incoming resources	5	-	-	-	-	75
		<u>109,797</u>	<u>-</u>	<u>397,095</u>	<u>506,892</u>	<u>678,167</u>
<b><u>Resources expended</u></b>						
	6					
<b>Charitable activities</b>						
Cultural online publishing and data services		109,765	27,216	429,225	566,206	470,842
Governance costs		7,492	-	-	7,492	3,563
		<u>117,257</u>	<u>27,216</u>	<u>429,225</u>	<u>573,698</u>	<u>474,405</u>
<b>Net (outgoing)/incoming resources before transfers</b>		<b>(7,460)</b>	<b>(27,216)</b>	<b>(32,130)</b>	<b>(66,806)</b>	<b>203,762</b>
Gross transfers between funds		-	(1,625)	1,625	-	-
		<u>(7,460)</u>	<u>(28,841)</u>	<u>(30,505)</u>	<u>(66,806)</u>	<u>203,762</u>
<b>Net (expenditure)/income for the year/ Net movement in funds</b>		<b>(7,460)</b>	<b>(28,841)</b>	<b>(30,505)</b>	<b>(66,806)</b>	<b>203,762</b>
Fund balances at 1 April 2010		<u>184,313</u>	<u>250,000</u>	<u>48,100</u>	<u>482,413</u>	<u>278,652</u>
<b>Fund balances at 31 March 2011</b>		<b><u>176,853</u></b>	<b><u>221,159</u></b>	<b><u>17,595</u></b>	<b><u>415,607</u></b>	<b><u>482,414</u></b>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006

# CULTURE24

## BALANCE SHEET

AS AT 31 MARCH 2011

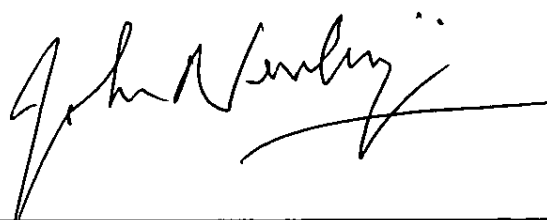
	Notes	2011 £	£	2010 £	£
<b>Fixed assets</b>					
Tangible assets	12		1,374		3,509
<b>Current assets</b>					
Debtors	13	186,761		208,880	
Cash at bank and in hand		275,750		300,139	
		<u>462,511</u>		<u>509,019</u>	
<b>Creditors, amounts falling due within one year</b>	14	<u>(48,278)</u>		<u>(30,114)</u>	
<b>Net current assets</b>			<u>414,233</u>		<u>478,905</u>
<b>Total assets less current liabilities</b>			<u>415,607</u>		<u>482,414</u>
<b>Income funds</b>					
Restricted funds	15		17,595		48,100
Unrestricted funds					
Designated funds	16		221,159		250,000
Other charitable funds			176,853		184,314
			<u>415,607</u>		<u>482,414</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2011, although an audit has been carried out under section 43 of the Charities Act 1993. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these accounts under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

The accounts were approved by the Board on 3 November 2011

John Newbigin  
Trustee



Company Reg No 04141911

**CULTURE24**

**BALANCE SHEET (CONTINUED)**

***AS AT 31 MARCH 2011***

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**Company Registration No. 04141911**



# CULTURE24

## NOTES TO THE ACCOUNTS

### FOR THE YEAR ENDED 31 MARCH 2011

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#### 1 Accounting policies

##### 1.1 Basis of preparation

The accounts have been prepared under the historical cost convention

The charity has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small charity

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 2006

##### 1.2 Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy

##### 1.3 Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates

Costs of generating funds comprise the costs associated with attracting income

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

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

All costs are allocated between the expenditure categories of the SoFA on a basis designed to reflect the use of the resource

##### 1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. It is the charity's policy not to depreciate in the year of purchase, and to charge a full year's depreciation in the year of disposal. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Fixtures, fittings & equipment	Straight line method over years two and three
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##### 1.5 Accumulated funds

Restricted funds are subject to restrictions on their expenditure imposed by the donor

Designated funds are unrestricted funds earmarked by the Management Committee for particular purposes

# CULTURE24

## NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2011

### 2 Voluntary income

	Unrestricted funds £	Restricted funds £	Total 2011 £	Total 2010 £
Donations and gifts	13,600	-	13,600	10,000
Grants receivable for core activities	-	169,500	169,500	173,000
	<u>13,600</u>	<u>169,500</u>	<u>183,100</u>	<u>183,000</u>
<b>Donations and gifts</b>				
Unrestricted funds				
Contributions to Metrics research project			13,600	10,000
			<u>13,600</u>	<u>10,000</u>
<b>Grants receivable for core activities</b>				
Unrestricted funds				
Museums, Libraries and Archives Council (MLA)			-	173,000
			<u>-</u>	<u>173,000</u>
Restricted funds				
Museums, Libraries and Archives Council (MLA)			169,500	-
			<u>169,500</u>	<u>-</u>

### 3 Investment income

	2011 £	2010 £
Interest receivable	<u>122</u>	<u>126</u>

# CULTURE24

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

### 4 Incoming resources from charitable activities

	Unrestricted funds £	Restricted funds £	Total 2011 £	Total 2010 £
Cultural online publishing and data services	<u>88,191</u>	<u>227,595</u>	<u>315,786</u>	<u>490,057</u>

Included within income relating to cultural online publishing and data services are the following grants

#### Unrestricted funds:

Teldap, Taiwan	2,085	26,659
Commision for Architecture and the Built Environment (CABE)	15,305	33,543
Museum of London	-	3,055
Department for Culture, Media and Sport (DCMS)	-	5,000
Tourism South East	25,000	-
Cornwall Museums Partnership	10,140	-
BBC Data Partnership	35,661	-
	<u>88,191</u>	<u>68,257</u>

#### Restricted funds:

Department for Children, Schools and Families (DCSF)	35,000	50,000
Museums, Libraries and Archives Council (MLA)	175,000	239,250
Arts Council England (ACE)	17,595	78,550
Department for Culture, Media and Sport (DCMS)	-	50,000
Other restricted grants (£10,000 or less)	-	4,000
	<u>227,595</u>	<u>421,800</u>
Total from unrestricted funds	<u>88,191</u>	<u>68,257</u>

	<u><b>315,786</b></u>	<u><b>490,057</b></u>
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### 5 Other incoming resources

	Total 2011 £	Total 2010 £
Other income	<u>-</u>	<u>75</u>

# CULTURE24

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

### 6 Total resources expended

	Staff costs £	Depreciation £	Other costs £	Total 2011 £	Total 2010 £
<b>Charitable activities</b>					
<u>Cultural online publishing and data services</u>					
Activities undertaken directly	325,146	2,135	203,866	531,147	436,699
Support costs	-	-	35,059	35,059	34,143
<b>Total</b>	<b>325,146</b>	<b>2,135</b>	<b>238,925</b>	<b>566,206</b>	<b>470,842</b>
<b>Governance costs</b>	<b>-</b>	<b>-</b>	<b>7,492</b>	<b>7,492</b>	<b>3,563</b>
	<b>325,146</b>	<b>2,135</b>	<b>246,417</b>	<b>573,698</b>	<b>474,405</b>

Governance costs includes payments to the auditors of £2,000 for audit fees (2010 £1,500) and £5,492 for other services (2010 £1,950)

### 7 Activities undertaken directly

	Unrestricted £	Designated £	Restricted £	2011 £	2010 £
Other costs relating to cultural online publishing and data services comprise					
Direct costs outsourced	21,416	11,399	33,386	66,201	66,443
Marketing	-	-	40,752	40,752	23,068
Technical network maintenance	6,918	490	76,328	83,736	32,348
Travel and subsistence	5,536	73	7,568	13,177	2,946
	<b>33,870</b>	<b>11,962</b>	<b>158,034</b>	<b>203,866</b>	<b>124,805</b>

## CULTURE24

### NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2011

#### 8 Support costs

	Unrestricted	Designated	Restricted	2011	2010
	£	£	£	£	£
Other costs relating to cultural online publishing and data services comprise					
Insurances	768	-	-	768	856
Premises	16,503	-	-	16,503	12,931
Printing, posting and stationery	1,734	-	-	1,734	876
Conferences and exhibitions	2,768	-	-	2,768	3,702
Telephone and internet	5,274	-	-	5,274	3,185
Travel and subsistence	4,055	-	-	4,055	6,995
Bookkeeping	2,533	-	-	2,533	1,258
Subscriptions	-	-	-	-	247
Bank charges	334	-	-	334	373
Miscellaneous	1,090	-	-	1,090	3,720
Support costs allocated to funds	(10,721)	7,545	3,176	-	-
	<u>24,338</u>	<u>7,545</u>	<u>3,176</u>	<u>35,059</u>	<u>34,143</u>

Support costs have been allocated to the funds on the basis of project budgets

#### 9 Governance costs

	2011	2010
	£	£
Travelling expenses	-	113
Auditors' remuneration	2,000	1,500
Auditors' fees for non-audit work	5,492	1,950
	<u>7,492</u>	<u>3,563</u>

#### 10 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year  
None of them were reimbursed any travelling expenses during the year (2010 3 were reimbursed £113)

Vijay Solanki is a trustee of the charity During the year he was paid £10,320 for brand and digital consulting services

# CULTURE24

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

### 11 Employees

#### Number of employees

The average monthly number of employees during the year was

	2011 Number	2010 Number
Staff	<u>11</u>	<u>11</u>

#### Employment costs

	2011 £	2010 £
Wages and salaries	295,908	283,155
Social security costs	<u>29,238</u>	<u>27,608</u>
	<u>325,146</u>	<u>310,763</u>

There were no employees whose annual remuneration was £60,000 or more

### 12 Tangible fixed assets

	Fixtures, fittings & equipment £
<b>Cost</b>	
At 1 April 2010 and at 31 March 2011	<u>15,498</u>
<b>Depreciation</b>	
At 1 April 2010	11,989
Charge for the year	<u>2,135</u>
<b>At 31 March 2011</b>	<u>14,124</u>
<b>Net book value</b>	
At 31 March 2011	<u>1,374</u>
At 31 March 2010	<u>3,509</u>

# CULTURE24

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

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<b>13 Debtors</b>	<b>2011</b>	<b>2010</b>
	<b>£</b>	<b>£</b>
Trade debtors	<b>112,725</b>	55,020
Grants receivable	<b>60,000</b>	132,921
Other debtors	-	5,972
Prepayments and accrued income	<b>14,036</b>	14,967
	<u><b>186,761</b></u>	<u>208,880</u>

<b>14 Creditors, amounts falling due within one year</b>	<b>2011</b>	<b>2010</b>
	<b>£</b>	<b>£</b>
Trade creditors	<b>14,255</b>	17,605
Taxes and social security costs	<b>30,573</b>	7,879
Other creditors	-	1,180
Accruals	<b>3,450</b>	3,450
	<u><b>48,278</b></u>	<u>30,114</u>

# CULTURE24

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

### 15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes

	Movement in funds				
	Balance at 1 April 2010	Incoming resources	Resources expended	Transfers	Balance at 31 March 2011
	£	£	£	£	£
MLA Core Funding	-	169,500	(170,064)	564	-
MLA Renaissance	-	97,950	(98,810)	860	-
MLA Designation	-	2,000	(2,000)	-	-
MLA Museums at Night 2010	26,400	-	(26,400)	-	-
MLA Museums at Night 2011	-	75,050	(75,251)	201	-
ACE Museums at Night 2011	-	17,595	-	-	17,595
ACE Grants for Arts	21,700	-	(21,700)	-	-
DCSF Caboodle	-	35,000	(35,000)	-	-
	<u>48,100</u>	<u>397,095</u>	<u>(429,225)</u>	<u>1,625</u>	<u>17,595</u>

MLA Core Supporting the Culture24 publishing system and its family of websites, Direct Data Entry System and editorial

MLA Renaissance Supporting the development of a range of online cultural services for teachers and learners

MLA Designation Online support and promotion for those venues across the UK with 'Designated' collection status

MLA Museums at Night National campaign of late night openings across the UK

ACE Museums at Night National campaign of late night openings across the UK

ACE Grants for Arts Final year of a three year 'Grants for Arts' award to improve Culture24's coverage and partnership with visual arts venues across England

DCSF Caboodle Final year of a three year project to to engage children with collections Supported by the CYPF (Children Young People and Families) programme of the Department of Children Schools and Families



# CULTURE24

## NOTES TO THE ACCOUNTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2011

#### 16 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes

	Movement in funds				Balance at 31 March 2011
	Balance at 1 April 2010	Incoming resources	Resources expended	Transfers	
	£	£	£	£	£
Contingency Fund	150,000	-	-	-	150,000
Development Fund	100,000	-	(27,216)	(1,625)	71,159
	<u>250,000</u>	<u>-</u>	<u>(27,216)</u>	<u>(1,625)</u>	<u>221,159</u>

A Contingency Fund has been set aside in the event of an unexpected fall in turnover in the future. This amount has been calculated based on assessing the company's commitments to staff and contracts, were it to be forced to cease trading.

The Development Fund was created in response to the fact that 2009/10 saw an increased investment in the organisation's technical infrastructure. This fund continues to be used to develop new services and diversify income streams.

#### 17 Analysis of net assets between funds

	Unrestricted funds	Designated funds	Restricted funds	Total
	£	£	£	£
Fund balances at 31 March 2011 are represented by				
Tangible fixed assets	1,374	-	-	1,374
Current assets	223,757	221,159	17,595	462,511
Creditors amounts falling due within one year	<u>(48,278)</u>	<u>-</u>	<u>-</u>	<u>(48,278)</u>
	<u>176,853</u>	<u>221,159</u>	<u>17,595</u>	<u>415,607</u>

# CULTURE24

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

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### 18 Commitments under operating leases

At 31 March 2011 the company had annual commitments under non-cancellable operating leases as follows

	Land and buildings	
	2011	2010
	£	£
Expiry date		
Within one year	8,922	-
Between two and five years	23,049	-
	<u>31,971</u>	<u>-</u>

### 19 Related parties

#### DCMS Icons Project

The DCMS Icons Project was a project commissioned by the DCMS for Culture24 to take over the administration and development of the 'Icons Online' project for an initial two year period. Culture24 has also taken over the running of 'Icons Online Ltd' (a company limited by guarantee - company number 05396426), whose sole purpose is to hold the intellectual assets (editorial content). The project is separate to the limited company and no transactions have occurred between the two entities.

Vijay Solanki is a trustee of the charity. During the year he was paid £10,320 for brand and digital consulting services.

### 20 Auditors' Ethical Standards

The relevant circumstances requiring disclosure in accordance with the requirements of APB Ethical Standard - Provisions Available for Small Entities are that, in common with many charities of our size and nature we use our auditors to assist with the preparation of the accounts.