

THE POETRY SCHOOL
(COMPANY NO. 03434849)
(CHARITY NO. 1069314)

FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012



Myrus Smith
Norman House
8 Burnell Road
Sutton
Surrey SM1 4BW

THE POETRY SCHOOL
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012

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THE POETRY SCHOOL

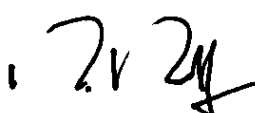
CHAIRS' REPORT

FOR THE YEAR ENDED 31 MARCH 2012

Over the last twelve months we have increased our offer to become possibly the largest provider of online poetry courses in the UK. Following the welcome addition of Rachael Allen to the staff in a newly created post to implement our digital media strategy; we have been able to boost our social networking skills and start to build a sustainable online community. Modern digital technology is undoubtedly poetry's friend. It creates a 'route one' to the audience and myriad publishing and broadcasting opportunities. We will continue to harness this media to create new audiences for poetry in the UK and beyond, as well as to better serve our existing poetry community

It has been very exciting to be able to offer tutors based in North America to our students and the success of these courses provides a global outlook. Whilst we have always included some overseas tutors in our offer, we no longer have to wait for such tutors to visit the UK before we can provide their courses. We also have increased the breadth of the UK tutors we engage to make sure we remain contemporary and we are also fair in the engagements we offer.

Once again our very able Board of Trustees has helped steer us through tough economic conditions. We have made changes to how we promote our programme and this new format has been well received. Whilst this is a change in form rather than substance, it better reflects the value we place on being an innovative organisation. Once again the Arts Council has provided funding and is a friend to us when considering questions of strategy and implementation. We value its consistent support. In turn we hope to continue on a path of excellence. Also we hope like any other charity to look for funding by way of donations to fulfil our objectives as a leader in poetry education. Finally I thank the staff of the Poetry School whose dedication, integrity and creativity remain outstanding.


Philip Pollecoff
CHAIR OF THE BOARD OF TRUSTEES

19-11-12

THE POETRY SCHOOL
TRUSTEES' REPORT
STATUTORY INFORMATION
FOR THE YEAR ENDED 31 MARCH 2012

TRUSTEES

Mr Philip Pollecoff (Chair)
Mr Matthew Wood
Ms Julia Meek
Ms Fiona Finlay
Mr Anthony Joseph

REGISTERED OFFICE

81 Lambeth Walk
London
SE11 6DX

COMPANY NUMBER

03434849

CHARITY NUMBER

1069314

BANKERS

CAFCASH Limited
Kingshill
West Maling
Kent
ME19 4TA

AUDITORS

Myrus Smith
Norman House
8 Burnell Road
Sutton
Surrey
SM1 4BW

THE POETRY SCHOOL
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2012

TRUSTEES REPORT FOR THE YEAR ENDED 31 MARCH 2012

The Trustees present their report and the audited financial statements of the charitable company for the year ended 31 March 2012

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The company is limited by guarantee and has charitable status. It has a memorandum and articles of association as its governing document.

Governance and management

Eleanor Rees, Gerry Wardle and Roger Moulson stepped down as Trustees following over three years service each. The Poetry School is hugely grateful for their insight, experience and contribution to the organisation's work during their service. The organisation will look to recruit new trustees in line with identified skills gaps at board level and appointed poet Anthony Joseph to the board in April 2011 to contribute to strategic issues around the artistic programme.

Rachael Allen was recruited to the new role of Digital Programmes Officer on a fixed-term 1-year contract in September 2011 to build in greater capacity to scale up the organisation's digital activities and social media presence.

All board and staff took part in a facilitated strategic planning day in October. This highly productive day laid the groundwork for the new three year business plan for 2012-15.

A Disability Equality Action Plan and Racial Equality Action Plan were created in 2010/11 and are now a regular agenda item at trustee meetings.

Appointment of Trustees

New Trustees are recruited to the board through a process of assessing current gaps in skills and expertise and identifying potential candidates who fit those requirements. All Trustees are encouraged to put forward suggestions for new members, with the Chair and the Director jointly responsible for collating and approaching individuals. The Board votes to approve all new Trustees.

Increasing the diversity of its board members is a priority for the Poetry School in order to better reflect the growing diversity of the Poetry School audience in terms of age, race, gender and sexuality.

Trustee Induction/Training

All new trustees are given New Board Members Induction Pack, which provides background information on the Poetry School, its current position, its mission, artistic and programming policies, staff structure, equal opportunities policy, expenses policies, as well as contact information and profiles for the other Trustees. In addition, they are provided with the Memorandum and Articles of Association, publicity materials, business plan, recent board papers and the Annual Report and Accounts.

THE POETRY SCHOOL
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2012

(Continued)

Organisational Structure

The role of the Board of Trustees is to collectively ensure delivery of the Poetry School's objects, set its strategic direction and uphold its values. The Board of Trustees meet four times a year. In addition there are two subcommittees for programming and fundraising. The trustees as a Board are collectively responsible and accountable for ensuring and monitoring that the organisation is performing well, is solvent, and complies with all its obligations. The Board also has a responsibility for ensuring that it upholds and applies the principles of equality and diversity, and that the organisation is fair and open to all sections of the community in all of its activities.

There are 4 permanent members of staff: 2 full time 1 part time and 1 casual. There is also one fixed-term part-time employee. The Director is responsible for all staff, the strategic development of the charity, oversees the day-to-day management of the organisation and reports to the Board. The Programme and Marketing Officer is responsible for all programming and marketing. The Administration and Finance Officer is responsible for all bookings, payroll and finance. Both report to the Director along with the fixed-term part-time Digital Programmes Officer. The casual Caretaker is line-managed by the Administration and Finance Officer.

Risk Management

The Board of Trustees regularly reviews the risks to which the Poetry School is subject, and has a responsibility to take action to mitigate risks identified. One such risk is that the Poetry School lose, or experiences a reduction in its revenue funding from Arts Council England. This risk is mitigated by the organisation actively seeking to diversify its funding streams and increase income levels. The Poetry School has a policy of building its cash reserves to a level covering 3 months of expenditure.

An organisational risk register is regularly updated by the Director and shared with trustees and Arts Council England.

OBJECTIVES AND ACTIVITIES FOR THE PUBLIC BENEFIT

Objects of the charity

The objects for which the Association is established, as stated in the Memorandum of Association, are:

To promote and further the study and practice of poetry and other writing; to seek out and encourage methods of introducing adults and children to poetry of all kinds; to carry on the business of providers of facilities and services in connection with the teaching and tuition of poetry and writing and English and foreign languages and other subjects of every and any description; to carry on the business of operators in schools, colleges, and teaching centres of all kinds; to carry on the business of printers of poetry, books, magazines, periodicals, pamphlets, brochures, and leaflets and to provide correspondence courses; to provide such lecturers, teachers and other staff and personnel as may be required; to give private tuition of all kinds; to carry on in the United Kingdom or overseas the business of promoters; organizers and managers of conferences, lectures and seminars; to establish and maintain lecture halls and venues, halls and rooms, for the holding of conferences and seminars including residential courses; to carry on business as advertising agents, advertisement contractors, and planners in every aspect of advertising, direct mail advertising, market research and public relations; to carry on any other business which may be conveniently carried on in connection with any of the foregoing businesses or may be calculated directly or indirectly to benefit the Company or to enhance the value or render profitable any of the Company's assets, properties or rights.

THE POETRY SCHOOL
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2012
(Continued)

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Poetry School's aims and objectives and in planning future activities.

ACHIEVEMENTS AND PERFORMANCE

The year 2011/12 saw the Poetry School's face-to-face programme of courses and workshops operating in all English regions and in Edinburgh. Online provision also grew and diversified and the organisation worked with many new tutors to address gaps in the programme and take an artistically led approach to diversity. Following successfully securing National Portfolio status from Arts Council England in March 2011, the year 11/12 been a transitional one with the organisation planning for a more sustainable business and programming model to achieve its aims over the next three years to 2015. The Poetry School would like to acknowledge and express its gratitude to Arts Council England for their continued support throughout this transitional period

In 11/12 the organisation offered 2088 places over 109 activities in the main programme – a total of 1,871 teaching hours. The London programme accounted for 43% of the total number of activities whilst the regional programme accounted for 45%, with activities taking place in Edinburgh, Manchester, Liverpool, Leeds, Grasmere, Newcastle, Durham, Oxford, Birmingham, Nottingham, Bristol, Plymouth, Exeter, Plymouth, Bridport, Portsmouth, Brighton, and Cambridge. Our interactive online programme rose from 5% to 12% of all programmed activity, buoyed by the newly created position of Digital Programmes Officer

Artistic programme

The artistic programme was led by Oliver Dawson (Director) with Julia Bird (Programme and Marketing Officer) and Rachael Allen (Digital Programmes Officer). Peer organisations, tutors and students also contributed to programme development during the year, the latter contributing through targeted and general surveys and social media channels. In this way the organisation has been able to respond to demand, and student/tutor interests. The continuous dialogue with stakeholders is seen as vital to the continuing trust in and quality of the artistic programme.

This year the Poetry School demonstrated the strength and dynamism of its interaction with contemporary poetry with 27% of its 86 tutors teaching for the school for the first time. These tutors brought new students to the programme for the first time. Several of the tutors –teaching online - were based in North America, bringing a different cultural perspective and poetic tradition into the programme, which proved an exciting development for students and the organisation. Other new tutors were making the transition from being a student of the Poetry School to teaching, emphasising the pivotal role that the organisation is playing within the poetry community.

The regional programme expanded significantly as the Poetry School attempted to replicate a 5 session course model in most regions in order to build a regular audience of students. There was variable success in this approach, with the lessons learned informing future thinking around the artistic programme in the organisation's new strategic plan.

Online courses were the undoubted success story of the year, with 94% attendance in an expanded programme and the inclusion of two North American-based tutors. The organisation recruited a part time digital programmes officer to take charge of this section of the programme, along with other digital platforms and communications. This move has been of huge importance in determining the future direction and strategy of the artistic programme.

Short downloads sold in larger number as new titles were added to the list. Total sales were 522, an increase of 64% on last year.

THE POETRY SCHOOL
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2012
(Continued)

Students of the Poetry School continued to achieve regular recognition through publication or prizes. With increased staff capacity, the organisation has been able to be more active in monitoring and championing its students' development and successes through blog articles and social media.

HELP – the Arts Council Managed Funds CPD project for 8 mid-career literature professionals completed its final phase. The outstanding underspend will be managed by the Poetry School and will continue to support the group over the next year. Several excellent projects were realised as a result of HELP, whilst many of the members made significant advances in their careers.

The Poetry School ran a pilot project with New Writing North to work with 8 poets of promise in the North East. The Newcastle New Poets project saw Clare Pollard lead a six month professional development programme that looked at creative and professional aspects of a poet's development. The project was a huge success and plans are in development to expand the project to cover the greater north in 2013/14

Reach and Engagement

There were 946 new student registrations to the database in 11/12 (excluding those entered by Poetry School staff) indicating a strong interest in the organisation's services. In total 788 individuals accessed the programme of courses and workshops during the year.

The Poetry School conducted a demographic survey which indicated that its artistically led approach to diversity was beginning to deliver results in terms of broadening participation amongst certain underrepresented groups:

Group	2008 demographic survey	2011 demographic survey
Males	14%	23%
Under 35s	3%	10%
Black and minority ethnic	5%	10%

Further work is needed to ensure that additional subsidy in the form of grants and concessionary rates is better targeted towards low wealth individuals, and that grants are not a barrier to participation amongst certain groups. Overall, however, good progress is being made when considered against the backdrop of difficult economic circumstances.

The breadth and depth of the programme continued to be a key feature of the programme, with the organisation retaining its commitment to offering a variety of access points to its activities at varying prices and levels of commitment.

FINANCIAL REVIEW

The board approved a managed deficit (use of reserves) in the budget to support the cost of hiring the Digital Programmes Officer. The remainder of the deficit is accounted for by spend on the HELP project.

Income and expenditure has been tightly managed throughout the year, resulting in a net decrease in funds of £10,593. Allowing for depreciation of tangible assets and setting aside the spend on HELP this represents a decrease in unrestricted cash funds of £5,501

11/12 has presented some financial challenges for the organisation. A reduction in Arts Council funding hit at the same time as a drop in bookings in the regions and London. This coincided with a growth in the regional offer. As London and Londoners began to feel the effects of the recession and spending cuts, the ability of the London programme to cross-subsidise regional work was diminished

THE POETRY SCHOOL
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2012
(Continued)

The response of the organisation to this challenge has been to tightly control spending whilst carefully examining its structural options in areas such as regional/online/London programme mix and pricing, as part of its business planning. The changes that have subsequently been applied will go some way to relieving the difficulties faced this year. However, further income and funding streams are essential if the Poetry School is to increase its resilience in the long term.

Small donations have been introduced as opt-out at point-of-sale, and individuals booking over the phone are being asked if they would like to add a donation to their order. This new initiative will bring in a relatively small additional income, but has been successful in as much as it is laying the foundations for more of a fundraising culture among staff and raising awareness of the charitable work of the Poetry School amongst its stakeholders.

Earned income accounted for 61% of unrestricted income. Room hire bookings continue to be a important income stream for the organisation.

Reserves Policy

The School now has unrestricted reserves of around £50.9K - equal to about 6 months of funding from ACE, but still somewhat short of the Charity Commission's recommended £69K which would equal 3 months of expenditure at present levels.

PLANS FOR FUTURE PERIOD

In 2012/13 the Poetry School will begin to implement its new strategic plan, which places more emphasis on the charity having a more sustained, long-term involvement and impact in the development of contemporary poetry and poets. There will be a rebalancing of the core artistic programme, with a greater emphasis on sustainability of operations and the growth of the digital programme to increase access to those outside of regional centres. Several new programme strands are planned including a partnership with the Northern Writers Awards (New Writing North), a pamphlet competition with Pighog Press, and the development of an accredited offer in partnership with a higher education provider. New developments are contingent upon greater success in fundraising, for which a more detailed strategy is now being developed and implemented.

TRUSTEES

All directors of the company are also Trustees of the charity and there are no other Trustees. The Trustees during the year ended 31 March 2012 were:

Mr Philip Pollecoff (Chair)	
Mr Matthew Wood	
Ms Eleanor Rees	(Resigned 19 January 2012)
Ms Gerry Wardle	(Resigned 21 July 2011)
Mr Roger Moulson	(Resigned 31 August 2011)
Ms Julia Meek	
Ms Fiona Finlay	
Mr Anthony Joseph	(Appointed 6 April 2011)

TRUSTEE RESPONSIBILITIES

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

THE POETRY SCHOOL
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2012
(Continued)

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the year. In preparing these financial statements, 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,
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company 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 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.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the trustees are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each trustee has taken all the steps that he or she should have taken as a trustee in order to become aware of any relevant audit information and to establish that the company's auditors are aware of that information

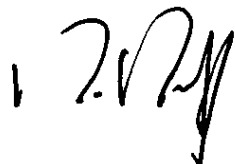
AUDITORS

The Auditors, Myrus Smith, offer themselves for reappointment at the forthcoming Annual General Meeting.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the Board on 19/11 2012 and signed on their behalf.

Signed
Philip Pollecoff
(Chair)



INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF THE POETRY SCHOOL FOR THE YEAR ENDED 31 MARCH 2012

We have audited the financial statements of The Poetry School for the year ended 31 March 2012 which comprise of the primary statements such as the Statement of Financial Activities, Balance Sheet, and related notes. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members 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 charity and the charity's members 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 the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements 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 financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company'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 financial statements. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2012 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 applicable to Smaller Entities; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

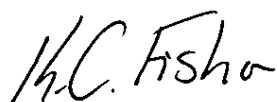
INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF THE POETRY SCHOOL FOR THE YEAR ENDED 31 MARCH 2012

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of trustees' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the Trustees' Report



K C Fisher (Senior Statutory Auditor)
for and on behalf of Myrus Smith
Chartered Accountants and Statutory Auditor

Date 28 November 2012

Norman House,
8 Burnell Road,
Sutton, Surrey
SM1 4BW

THE POETRY SCHOOL

STATEMENT OF FINANCIAL ACTIVITIES (Including the Income and Expenditure Account)

FOR THE YEAR ENDED 31 MARCH 2012

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2012 £	Total 2011 £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income	2	106,677	-	106,677	146,476
Investment income	3	177	-	177	436
Incoming resources from charitable Activities	4	<u>165,341</u>	<u>500</u>	<u>165,841</u>	<u>163,190</u>
TOTAL INCOMING RESOURCES		<u>272,195</u>	<u>500</u>	<u>272,695</u>	<u>310,102</u>
RESOURCES EXPENDED					
Charitable activities	5,6	275,390	5,592	280,982	294,030
Governance costs	7	<u>2,306</u>	<u>-</u>	<u>2,306</u>	<u>2,164</u>
TOTAL RESOURCES EXPENDED		<u>277,696</u>	<u>5,592</u>	<u>283,288</u>	<u>296,194</u>
NET (OUTGOING) / INCOMING RESOURCES BEFORE TRANSFERS		(5,501)	(5,092)	(10,593)	13,908
Transfer between funds		<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
NET MOVEMENT IN FUNDS		<u>(5,501)</u>	<u>(5,092)</u>	<u>(10,593)</u>	<u>13,908</u>
RECONCILIATION OF FUNDS					
Total funds brought forward at 1 April 2011		56,485	17,369	73,854	59,946
TOTAL FUNDS CARRIED FORWARD AT 31 MARCH 2012		<u>£50,984</u>	<u>£12,277</u>	<u>£63,261</u>	<u>£73,854</u>

The company made no recognised gains and losses other than those reported in the income and expenditure account

The notes on pages 13 to 18 form part of these financial statements.

THE POETRY SCHOOL
(Company No. 03434849)

BALANCE SHEET

AS AT 31 MARCH 2012

	Notes	2012	2011
		£	£
FIXED ASSETS			
Tangible assets	11	1,381	5,643
CURRENT ASSETS			
Debtors	12	13,021	13,143
Cash at bank and in hand		<u>74,477</u>	<u>80,026</u>
		87,498	93,169
CREDITORS:			
Amounts falling due within one year	13	<u>25,618</u>	<u>24,958</u>
NET CURRENT ASSETS		<u>61,880</u>	<u>68,211</u>
NET ASSETS		<u>£63,261</u>	<u>£73,854</u>
FINANCED BY:			
Unrestricted funds	14	50,984	56,485
Restricted funds	14	<u>12,277</u>	<u>17,369</u>
		<u>£63,261</u>	<u>£73,854</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The accounts were approved by the Board of Directors on 14/12 2012

Philip Pollecoff
(Chair)



The notes on pages 13 to 18 form part of these financial statements

THE POETRY SCHOOL
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012

1. ACCOUNTING POLICIES

1a Basis of accounting

The accounts have been prepared under the historical cost convention and comply with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2005) issued in March 2005, applicable accounting standards and Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008) The principal accounting policies adopted in the preparation of the financial statements are as follows:

1b. Tangible Fixed Assets

Fixed assets are shown at historical cost.

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life by the straight line method.

Furniture and equipment	25%
Improvements to leasehold premises	20%

1c Taxation

The charitable company is exempt from taxation under s505 Income and Corporation Taxes Act 1988

1d. Income

Income is recognised as receivable in the statement of financial activities only when the charity has entitlement to it.

The Poetry School receives much of its income at the start of the academic year for courses held throughout that year.

1e. Funds

The Restricted Funds are restricted income funds given to the charity for specific reasons They are expendable by the trustees in respect of particular projects in furtherance of the objects of the charity

The Unrestricted Funds are funds expendable at the discretion of the trustees in furtherance of the objects of the charity

THE POETRY SCHOOL
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012
(CONTINUED)

2. VOLUNTARY INCOME

	Unrestricted Funds	Restricted Funds	Total 2012	Total 2011
	£	£	£	£
Arts Council England	105,937	-	105,937	138,789
Other Grants	-	-	-	7,550
Donations	<u>740</u>	<u>-</u>	<u>740</u>	<u>137</u>
	<u>£106,677</u>	<u>£Nil</u>	<u>£106,677</u>	<u>£146,476</u>

3. INVESTMENT INCOME

	Unrestricted Funds	Restricted Funds	Total 2012	Total 2011
	£	£	£	£
Bank interest receivable	<u>£177</u>	<u>£Nil</u>	<u>£177</u>	<u>£436</u>

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total 2012	Total 2011
	£	£	£	£
HELP & South Kilburn –				
Project Management Fee	3,000	-	3,000	4,800
Courses (inc online)	98,019	-	98,019	79,257
Tutorials	4,965	-	4,965	6,461
Seminars	22,978	-	22,978	22,367
Workshops	15,143	-	15,143	32,906
Special Events	4,697	500	5,197	3,093
Sales	33	-	33	24
Rent Receivable	<u>16,506</u>	<u>-</u>	<u>16,506</u>	<u>14,282</u>
	<u>£165,341</u>	<u>£500</u>	<u>£165,841</u>	<u>£163,190</u>

5. CHARITABLE ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total 2012	Total 2011
	£	£	£	£
Project costs (see Note 6)	<u>£275,390</u>	<u>£5,592</u>	<u>£280,982</u>	<u>£294,030</u>

THE POETRY SCHOOL
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012

(CONTINUED)

6. PROJECT COSTS Include:

	Unrestricted Funds £	Restricted Funds £	Total 2012 £	Total 2011 £
South Kilburn Project	-	-	-	11,865
H E.L P.	-	5,342	5,342	16,198
Salaries	94,427	-	94,427	87,383
Tutor fees	86,237	250	86,487	86,697
Rent and venue hire	39,577	-	39,577	37,348
Premises cost	5,923	-	5,923	5,167
Marketing	17,684	-	17,684	15,380
Course Expenses	3,028	-	3,028	4,523
Bursary	695	-	695	1,403
Professional Fees	1,300	-	1,300	1,102
Insurance	870	-	870	482
Postage	342	-	342	426
Website costs	2,925	-	2,925	2,881
Recruitment	-	-	-	1,066
Refunds	5,143	-	5,143	3,322
Repairs & renewals	3,807	-	3,807	2,585
Stationery & office supplies	2,594	-	2,594	3,222
Telephone & Internet	1,878	-	1,878	2,178
Bank & Paypal charges	2,745	-	2,745	3,050
Sundry expenses	504	-	504	601
Depreciation	5,711	-	5,711	7,151
	<u>£275,390</u>	<u>£5,592</u>	<u>£280,982</u>	<u>£294,030</u>

7. GOVERNANCE COSTS

	Unrestricted Funds £	Restricted Funds £	Total 2012 £	Total 2011 £
Audit fee	1,944	-	1,944	1,320
Director & Trustees' expenses	<u>362</u>	<u>-</u>	<u>362</u>	<u>844</u>
	<u>£2,306</u>	<u>£Nil</u>	<u>£2,306</u>	<u>£2,164</u>

THE POETRY SCHOOL
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8. NET INCOMING RESOURCES FOR THE YEAR

	2012	2011
This is stated after charging.		
Auditors' remuneration:		
Audit services	£1,344	£1,080
Non-audit services – accountancy services	£600	£240
Depreciation and amortisation:		
Tangible assets: owned	<u>£5,711</u>	<u>£7,151</u>

9. STAFFING

	£	£
Salaries	85,556	76,406
Social Security Cost	<u>8,871</u>	<u>10,977</u>
	<u>£94,427</u>	<u>£87,383</u>

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

Number of Staff	2012	2011
Director	1	1
Programme & Marketing	1	1
Administration & Finance	<u>1</u>	<u>1</u>
	3	3
	=	=

10. TRUSTEE EXPENSES

Trustees were reimbursed for out of pocket expenses. These amounted to £215 for the year (2011 - £328)

THE POETRY SCHOOL
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11. TANGIBLE FIXED ASSETS

	Improvements to Leasehold Premises £	Furniture & Equipment £	Total £
Cost			
At 1 April 2011	21,712	34,529	56,241
Additions	<u>-</u>	<u>1,449</u>	<u>1,449</u>
At 31 March 2012	<u>21,712</u>	<u>35,978</u>	<u>57,690</u>
Depreciation			
At 1 April 2011	17,368	33,230	50,598
Charge for the year	<u>4,344</u>	<u>1,367</u>	<u>5,711</u>
At 31 March 2012	<u>21,712</u>	<u>34,597</u>	<u>56,309</u>
Net Book Values			
At 31 March 2012	<u>£NIL</u>	<u>£1,381</u>	<u>£1,381</u>
At 31 March 2011	<u>£4,344</u>	<u>£1,299</u>	<u>£5,643</u>

12. DEBTORS

	2012 £	2011 £
Trade debtors	2,046	904
Other debtors	446	632
Prepayments	<u>10,529</u>	<u>11,607</u>
	<u>£13,021</u>	<u>£13,143</u>

13. CREDITORS: Amounts falling due within one year

	2012 £	2011 £
Other creditors including taxation and social security	3,066	7,231
Accruals	1,656	1,320
Deferred income	<u>20,896</u>	<u>16,407</u>
	<u>£25,618</u>	<u>£24,958</u>

THE POETRY SCHOOL
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012
(CONTINUED)

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds £	Restricted Funds £	Total 2012 £	Total 2011 £
Fund Balances at 31 March 2011 are represented by				
Tangible fixed assets	1,381	-	1,381	5,643
Current assets	75,221	12,277	87,498	93,169
Current liabilities	<u>(25,618)</u>	<u>-</u>	<u>(25,618)</u>	<u>(24,958)</u>
	<u>£50,984</u>	<u>£12,277</u>	<u>£63,261</u>	<u>£73,854</u>

15. MOVEMENT IN FUNDS

	At 1 April 2011 £	Incoming Resource £	Outgoing Resources £	At 31 March 2012 £
Restricted Funds				
H E L.P.	17,369	-	5,342	12,027
Apples & Snakes	<u>-</u>	<u>500</u>	<u>250</u>	<u>250</u>
	17,369	500	5,592	12,277
Unrestricted Funds	<u>56,485</u>	<u>272,195</u>	<u>277,696</u>	<u>50,984</u>
Total Funds	<u>£73,854</u>	<u>£272,695</u>	<u>£283,288</u>	<u>£63,261</u>

Funds

HELP is an Arts Council funded Continuing Professional Development project for 9 literature professionals, administered by the Poetry School. Although the project has now finished, the Arts Council has agreed to allow the Poetry School to continue to manage the remaining funds for spending on learning and development activities for the group and its individuals.

Apples & Snakes - £250 remains for partnership working between the two organisations following a successful jointly programmed course in 2011.