

MULTISTORY

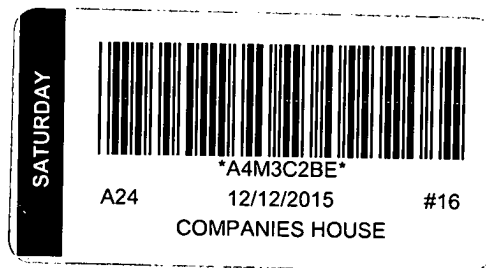
(A company limited by guarantee)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2015

Registered company number: 05910607

Registered charity number: 1116214



Clement Keys
CHARTERED ACCOUNTANTS

MULTISTORY
(A company limited by guarantee)

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MULTISTORY
(A company limited by guarantee)

TRUSTEES' REPORT

for the year ended 31 March 2015

Structure, Governance and Management

Governing Document

Multistory is a company limited by guarantee (with no share capital) incorporated under the Companies Act on 18 August 2006 under registered number 5910607.

Multistory is governed by its Memorandum and Articles of Association dated 18 August 2006 and is a registered charity number 1116214.

Recruitment and Appointment of Trustees

The Board of Multistory is made up of the appointed Trustees plus one observer nominated by Sandwell Metropolitan Borough Council and one observer nominated by Arts Council England, West Midlands.

The Trustees of the charitable company, who are directors for the purpose of company law and trustees for the purpose of charity law, who served during the period and up to the date of this report are set out below:

Gordon Bates
Steve Johnson
Paul Sutton
Colin Wells
Joanne McEwan

Lisa Thomson (formerly Dunn)
Louise Kilbride
Manjeet Singh Gill
Joan Gregory-Bartosch

In accordance with the Memorandum and Articles of Association, Gordon Bates, Paul Sutton and Colin Wells retired by rotation at the Annual General Meeting held on 22 October 2014, and, being eligible, were re-elected unanimously.

Our Board has a wide range of skills and experience in the arts, community development, financial, information technology, communications and other disciplines.

Trustee Induction and Training

New Trustees receive Charity Commission guidelines and publications to brief them on their legal obligations under charity and company law; a copy of the Memorandum and Articles of Association; Terms of Reference and Responsibilities for Trustees (produced internally) along with a Trustee Job Description; previous minutes of Trustee meetings; and the current operational plan and recent financial performance of the charitable company. They also meet with key staff and other Trustees. Board away days and training is provided as required.

The 'Terms of Reference and Responsibilities for Trustees' forms the basis for the remit of the Board. This document is reviewed annually, and amended as and when necessary, to take account of the trustees' views and to make sure that duties are carried out in line with statutory law, good practice and due diligence.

The Board regularly review strategic priorities, the outcomes of which feed into the business planning process, and to maintain effective working relationships. The Board receive literature and briefings to keep them up to date with their roles and responsibilities.

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TRUSTEES' REPORT (continued)
for the year ended 31 March 2015

Risk Management

For the financial year 2014/2015, the Trustees continued to implement a risk management framework that comprises:

- an annual, internal review of the Risk Framework by the Management Team (the Framework includes governance; financial; operational; artistic, external; compliance);
- an annual report on the Risk Framework reviewed by the Board, to include significant new activities or opportunities and changed, or new, external factors; and
- the implementation of procedures designed to minimise any potential impact on the charitable company should those risks materialise.

Organisational Structure

The following people held senior management positions within the charitable company during the year:

Emma Chetcuti	Director
Caron Wright	Company Manager

The role of the Director is to assume delegated authority from the Board (within terms of delegation approved by the Board) to lead Multistory through the strategic decisions and actions required to maintain a sustainable future for the organisation. Specifically this requires the Director to:

- develop and manage key strategic and funding partnerships;
- maintain a 'fit for purpose' organisation;
- create and deliver an innovative Arts Programme;
- develop and deliver a viable Business Plan; and
- manage risk.

Members of the Management Team attend Board meetings and any sub-committees of the Board.

The core permanent staff team is set at four employees, organised to ensure that:

- there are strong reporting lines and relationships;
- there are short chains of control and direction; and
- there is flexibility to respond to changes in demand.

Our Mission

To produce great art with, for and about local people.

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TRUSTEES' REPORT (continued)

for the year ended 31 March 2015

Our Aim

To create art that people in Sandwell want to be part of, see and talk about. We commission excellent, critically acclaimed artists because local people deserve to see and work with the best. We produce photographic work, films, exhibitions, publications, digital stories and archives that speak not just to Sandwell but to the whole country and beyond. Above all, we work with artists to tell compelling stories that demand to be heard.

Our Artistic Vision

Multistory situates its work within the broad field of community, participatory and socially-engaged arts practice, though individual projects take different positions within that space. Our work begins and ends with art. Our commissioned artists must produce artwork and experiences that 'local people want to be part of, see and talk about'. To ensure that this happens, the art projects always come out of work with communities. A commission is always a partnership between artists and local people; it will never be finalised until both sides of the partnership are excited about working together.

Our work is driven by stories – discovering them, hearing them, shaping them, telling them, sharing them. And the best stories are those you haven't heard before. Sandwell is brimming with unknown, unheard stories: Multistory exists to help them be told in fresh and exciting ways.

We use pictures and words because they are great ways to tell a story and because we are skilled in handling them. So photography and film, as accessible and democratic media, are central to our work, along with the work of writers.

Our work will always aim for excellence; to be the best it can be and we learn from our work. We invest not just in evaluation but in creative reflection, using art as a way to think and talk honestly about our practice. With that in mind, it is always possible for this artistic vision to evolve as we continue to create, share, reflect and learn.

Our Objectives

1. Commissioning excellent artists to work in partnership with residents of Sandwell and the Black Country (the **Sandwell Programme**).
2. Extending our audiences and impact through exhibitions, touring, events, publishing and digital platforms (the **Partnership Programme**).
3. Developing our own practice while contributing to knowledge and innovation in socially engaged art through critical reflection.
4. Securing and managing our resources to sustain an excellent arts programme for the people of Sandwell and beyond.

Multistory's Charitable Objects

1. To promote education in music, drama, media, multimedia, the creative visual arts and to promote the appreciation of the arts and creative media amongst members of the community.
2. To provide facilities in the interests of social welfare for recreation and other leisure-time occupation with the object of improving the conditions of life for the people for whom such facilities are primarily intended.
3. To promote and preserve the health of the general public through music, drama, media, multimedia and the creative visual arts.

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TRUSTEES' REPORT (continued)

for the year ended 31 March 2015

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the aims and objectives of the charitable company and in planning any future activities. In particular, we have considered how planned activities will contribute to the aims and objectives set.

This is demonstrated through our charitable purposes in the advancement of education; the advancement of arts, culture and heritage; and the advancement of citizenship and community development. Our Arts Programme is primarily designed to meet the needs of people in Sandwell and the Black Country and to introduce artists to new contexts to develop their practice. We are able to offer our partner organisations innovative, participatory arts programmes that engage with people from the six towns of Sandwell. We are able to meet the needs of local people by providing them with new opportunities for involvement, self expression and personal development.

Our strong programme delivery skills mean we design and deliver innovative arts projects, inviting artists to collaborate with us, in non-arts settings, with diverse groups, that enable us to generate new and exciting contexts for artists to develop their practice as well as new audiences for their work.

All our projects follow the two key principles of public benefit in that (1) there is an identifiable benefit or benefits; and (2) the benefit goes to the public, or section of the public. Multistory does not charge a fee to any individual(s) or group(s) taking part in, and benefitting from, our projects and there are no unreasonable restrictions on anyone taking part.

Public benefit is enshrined in Multistory's mission, impact and benefits. We carry out substantial activities to achieve our mission statement and to deliver public benefit. Our arts programme is primarily designed to meet the needs of local people by providing them with new opportunities for involvement, self expression and personal development; a summary of the composition of the population of Sandwell and some of its challenges is detailed below.

The borough of Sandwell in the Black Country is made up of six towns and is home to approximately 316,000 people (June, 2014). Sandwell is ranked as the 13th most deprived area out of 326 local authorities in England and is ranked as the third worst in the UK for education deprivation, fourth worst for income deprivation and fifth worst for employment (Office for National Statistics Index of Multiple Deprivation 2015). It is ranked third in the Arts Council of England's listing of areas with lowest engagement. Sandwell is a multi-cultural and diverse borough where over a third of the population (34.2%) is of ethnic origin. The school census of January 2011 records there being 141 common languages spoken in Sandwell schools.

Revenue Funders' Strategic Priorities

We continue to complement and contribute to the vision of both ACE and SMBC and our priorities are balanced against these to reflect our desire to take continued artistic risks in order to create 'great art for everyone' (ACE vision) set alongside our commitment and passion to enable communities, individuals and groups to participate in the arts as a means to raise aspirations and contribute to a better life: 'great people, great place, great prospects' (SMBC's vision).

Public Benefit - the specific deliverables and targets are included in funding agreements with SMBC and ACE, and our activities are monitored and evaluated against these. These activities provide free opportunities and identifiable benefits to all sectors of the community, not unreasonably restricted, to take part in creative arts projects ('great art for everyone'); and to be consulted on issues that effect them ('great people; great place; great prospects').

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TRUSTEES' REPORT (continued)

for the year ended 31 March 2015

Our Arts Programme

Multistory's artistic programme is divided into two strands:

- the Sandwell Programme, which connects artists with people to create new exhibitions, films, books and events; and
- the Partnership Programme, which extends that work regionally, nationally and, potentially, internationally.

The Sandwell Programme is our local programme of work. This allows Multistory to develop new commissions with photographers, writers, film-makers and oral historians.

We invite great artists at all stages of their career to work with us in Sandwell. Some, like Susan Meiselas and Margaret Drabble, are internationally recognised and critically acclaimed. Some, such as Mahtab Hussain, have a growing reputation in Britain or the region. Others are at an early stage of their career with strong roots in the Black Country, such as Anand Chhabra. The Sandwell Programme draws on the particular qualities and strengths of all the artists we work with, in relation to the needs of a particular community or idea, often enabling them to work with each other and extend their practice.

The second component to our arts programme is the Partnership Programme that enables us to build alliances with a wide range of partners – artists, arts organisations, community groups, museums, galleries and libraries, media organisations, public bodies and others – around an idea of mutual and topical interest. Our partnership project since 2011 has been Open for Business, detailed below.

The Sandwell Programme and Partnership Programme are our two core programmes of work that meet our organisational objectives and they are set out in more detail in this report.

We will continue to exploit the momentum and growing interest we have developed through our arts programmes. These are bringing us into contact with new partners locally and nationally. We believe we have models for new ways of working that are of interest beyond Sandwell but that still bring benefits to our core work in Sandwell and the Black Country.

We will continue to experiment and innovate to make our arts programme available via new digital platforms.

Review of Activities

The last year has been a continuum of key objectives: producing; presenting; developing and learning; and securing the necessary resources in line with our Business Plan. Key achievements are listed below:

Sandwell College

We have begun our support for cultural curriculum enrichment opportunities for students at Central Sixth Sandwell College by ensuring, wherever possible, that the photographers that we commission give a presentation to photography students (and these are also open, free of charge, to the general public). We gift copies of our publications to the College Libraries to ensure local students have access to our work.

Sandwell Libraries & Archives

We have begun our series of film screenings with the 18 venue libraries across the region. Working closely with the voluntary 'Friends of Library' groups, we aim to encourage the libraries' capacity to host events in their home libraries. After each 'host' event in each Sandwell town, we encourage other libraries within that area to set-up their own, subsequent screenings.

We continue to support the development of the collections held by Sandwell Archives by ensuring we donate one copy of everything we publish (e.g. books, films) to each library in Sandwell as a reference publication and one copy to Sandwell Archives.

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TRUSTEES' REPORT (continued)

for the year ended 31 March 2015

Sandwell Programme

We continued, and furthered, our aims and objectives to make documentary films about aspects of local life that enhance the photographic archive and create insights into contemporary life from across a broad range of perspectives and experiences. We commissioned the following people as part of our continuing ambition to attract critically acclaimed artists to work with residents in Sandwell and the Black Country and to create a powerful body of work.

- *Martin Parr*: Martin's four-year photographic portrait and archive of the Black Country (2010 to 2014) began its regional tour in October 2014, at the New Art Gallery Walsall, with visitor numbers of 52,718; moving to the Wolverhampton Museum and Art Gallery in May until August 2015; and finishing at the Merry Hill Shopping Centre in Dudley in September 2015. The photographic exhibition is complemented by a series of four short films; a Black Country Stories book; a major archive; and project merchandise. We have also gifted an archive box of around 400 images to The New Art Gallery Walsall, Wolverhampton Museum and Art Gallery, Dudley MBC and Sandwell MBC (the latter two, through the local authority archive services) to keep as part of their permanent collections (each partner's 400 image archive is of their region).
- *Liz Hingley* is working in Smethwick, which is one of the most ethnically diverse towns in England as well as being a reception area for newly arrived immigrants. Through intimate photography, film and archival research the project goes behind the doors of Smethwick's terraced houses and explores how families have adapted their environments to meet personal needs and tastes and according to social, cultural and religious use and decoration. There will also be a 'Terraced House' cookbook to celebrate and document the home cooking fusions of different ethnic groups living in the area and copies will be gifted to all of the participants.
- *Mahtab Hussain* made 'A quiet town called Tipton' - a photographic portrait of the Muslim community living in Tipton. The photographs are complemented with text taken from interviews with the different generations living in the town, reflecting their experiences of arrival in the 1960s and 70s, up to the present day. The resulting publication was published in partnership with Dewi Lewis Publishing and the participants received a free copy of the publication at a celebratory event held in as part of Tipton Community Funday in July, 2015.
- *High Street Stories* - through the winter of 2014-15, British photographer Daniel Meadows made a series of visits to West Bromwich. Exploring the High Street and the indoor and the outdoor markets, Daniel made many connections with the people he met and the movie is made up of hundreds of Daniel's photographic images that are sequenced to accompany the sound recordings that Daniel made on location. The film was premiered at The Odeon cinema in West Bromwich, with free entry to all 90 audience members, and the DVD was gifted to the participants.
- *Black Country Man* explores the lives of men who currently live or who originate from the Black Country. We have recorded and documented personal accounts of all aspects of men's lives including their experience of education, work, fashion, relationships, food and hobbies and the resulting publication was gifted to all participants at a celebratory event held at the Town Hall, West Bromwich in June, 2015.
- *Hans Eijkelboom* continued his photographic journey to capture people and places and we have produced a photography book in partnership with Dewi Lewis Publishing. In 15/16, we will look for exhibition opportunities.
- *David Goldblatt* is making portraits of ex-offenders at the scene of their crimes. The resulting large format portraits and accompanying text (edited from interviews that Goldblatt undertakes with the ex-offenders) will attempt to give us insights and some understanding of the lives and events that lead the ex-offenders to their crimes. David's work enables us to broaden our reach and examine a critical social issue around the fear of crime and the stigma of being an ex-offender, hopefully enabling the wider community to have insights into their lives and experiences. In 15/16, we are looking for exhibition and publishing opportunities.
- *Susie Parr* produced 'Allotment Society' - a series of essays (with photographs and illustrations) in a bespoke presentation box that captures the history and life on Sandwell allotments with short films about local beekeepers. All of the participants were gifted a copy of the box at a celebratory event held in the Town Hall, West Bromwich in October, 2014.

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TRUSTEES' REPORT (continued)

for the year ended 31 March 2015

- Multistory worked with the *Friends of Chainmakers'* group to help them to creatively realise their annual procession to commemorate the tenth Midlands TUC Cradley Women's Chainmaker's Festival which took place in June, 2014.
- *Sandwell Women and Work 1914 to 2014* – Multistory commissioned and produced this publication on behalf of The Right Worshipful the Mayor of Sandwell 2013-14 Councillor Linda Horton. The book celebrates Sandwell women's contribution to work through the century told through the stories and photographic archives of local women. A celebratory event was held at the Town Hall in West Bromwich in June 2014, when all of the participants were gifted a copy of the book.
- *Sara Tibbetts* a documentary film-maker and producer worked with Multistory to create a documentary centred around the Black Country town of Cradley Heath called 'Chains, Dogs & CHAOS' focusing on the Cradley Heath industry of chain-making, the Cradley Heath Amateur Operatic Society (CHAOS) and the Staffordshire Bull Terrier Club. A film screening was held at Netherton Arts Centre in October 2014, attended by approximately 120 people and the DVD was gifted to all of the participants.

Partnership Programme: Open for Business

Open for Business is a national touring exhibition that documents contemporary British manufacturing with photographs taken by nine Magnum photographers and shown in eight cultural venues around the UK during 2014 and 2015. The approximate total visitor figure at the time of writing is 144,288 from six of the eight venues.

It is a collaborative project funded by the Arts Council England, through its Strategic Touring Fund, and in partnership with National Media Museum; Manchester Museum of Science & Industry; National Railway Museum; London Science Museum; University of South Wales, Newport; Plymouth City Museum & Art Gallery; MShed Bristol; and Street Level Photoworks.

The Open for Business exhibition has featured in broadsheet newspapers such as The Guardian, The Independent Magazine, Manchester Evening News; listings such as Culture24, 'Art Quarterly (spring Edition), The Manufacturer' website and various photography blogs. In the December 14, issue of The British Journal of Photography there was an article on 'The Visual Transformation of FT Weekend Magazine,' featuring the cover of the Open for Business Photography Special 2014.

Financial Plans

The current financial climate continues to demand a prudent approach to financial management. Fixed costs are kept to a minimum and are reviewed on a monthly basis to make savings and re-forecast where appropriate. All budgets are forecast on a cash accounting basis. Project budgets are held by the project managers but final sign-off of any expenditure is controlled by the Company Manager. Financial documents are produced each month by the Financial Support Team and Company Manager and emailed to the board of trustees and also formally reported to the board at quarterly meetings. Financial information includes:

- Management Accounts – actual figures against original and revised budget and a cash position;
- an annual cash flow that is reviewed on a monthly basis;
- a Balance Sheet.

Year End Position

The Board of Trustees has agreed that general unrestricted reserves over and above the amount required to meet the Reserves Policy are to be used to strategically develop activities in order to produce a balanced budget. These unrestricted reserves are known internally as the 'Producing fund' and we have not used any of this fund during 2014/15 to balance the budget.

Multistory moves forward with an opening unrestricted reserves balance of £204,384 for 2015/16; and restricted reserves of £137,136 to fund projects that will continue during 2015/16.

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TRUSTEES' REPORT (continued)

for the year ended 31 March 2015

Principal Funding Sources in 2014/2015

The principal funds in 2014/15 were revenue grants of £121,500 from Sandwell Metropolitan Borough Council ('SMBC') and £140,812 from Arts Council England ('ACE').

The company was also commissioned to manage partnership projects with a total income value of £315,952.

Summary of Financial Forecast for 1 April 2015 to 31 March 2016

The forecast for 2015/16 presented in our management accounts shows that we have secured revenue funding of £262,312 from SMBC and ACE combined, plus forecast project income of £232,775.

We will continue to be responsive to the financial environment and external conditions that affect our organisation.

Investment Policy

The charitable company's investments and operating reserves are invested in low risk, interest earning accounts in order to protect the revenue and project funding invested.

Reserves Policy

In July 2009, the Trustees reviewed the Reserves Policy with regard to risks associated with operating the charitable company in the current economic climate; the security of project funding; and organisational commitments and forecasts. In order to be prudent and ensure a sensible provision for the operation of the charitable company, the revised policy continues to provide for between 3 months and 12 months operating costs in the event of a reduction in funding or programme activity. (Currently we plan to carry nearer to 3 months). The Board of Multistory has agreed that general unrestricted reserves over and above this amount are to be used to strategically develop activities, through its *Producing Fund* in order to produce a balanced budget.

Future Plans

As one of the Arts Council of England's National Portfolio Organisations, Multistory has received confirmed revenue funding for the period 1 April 2015 to 31 March 2018. Sandwell Metropolitan Borough Council has confirmed Multistory as one of the Council's Preferred Strategic Arts Partners following the charity's change of status from that of a Regularly Funded Organisation to that of National Portfolio Organisation.

We will continue with our ambition to establish the company as a nationally recognised arts organisation and continue to exploit the momentum and growing interest we have developed through our arts programmes. Our work brings us into contact with new partners locally and nationally. We believe we have models for new ways of working that are of interest beyond Sandwell but that still bring benefits to our core work in Sandwell. We will carry out the following.

- Continue to make work that continues to engage local people so that they will want to take part, come and see the work and also talk about the work.
- Continue to make work that continues to be local, accessible and innovative.
- Continue to produce great art that represents the distinctiveness of Sandwell and its people.
- Continue to be a good partner to other arts organisations in the Borough by sharing resources and expertise.
- Continue with our ambition to establish the company as a nationally recognised arts organisation.
- Expand our partnership base so that our fundraising opportunities are more diverse.

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TRUSTEES' REPORT (continued)

for the year ended 31 March 2015

- Continue to improve our management, finance and administration systems, hence making savings that we can direct to core services wherever possible.
- Review evaluation, learning and communication so that we can achieve the best value from our work.

Sandwell Programme

Multistory's Sandwell Programme builds on the successful model established between 2010 and 2014 for Black Country Stories, a programme of work that has brought Martin Parr, Margaret Drabble, Bruce Gilden, David Goldblatt, Hans Eijkelboom and other leading artists to the Black Country. We will continue to work with artists of this calibre to reflect the everyday life, cultures and experiences in Sandwell, through the creative connections we make between local people and the artists; and the presentation of the resulting artwork in exhibitions, films, oral histories, digital stories, publications, archives and other forms. This work will also be shown as part of touring and co-production partnerships.

We will build on the strengths and skills that we have developed and this will involve two principal areas of work: (1) continuing to build the body of artistic and cultural work we have produced for, and about, Sandwell and the Black Country since 2010; and (2) developing and testing new ways of capitalising on that work both to engage new audiences and to create new income streams.

Partnership Programme

The Partnership Programme will continue using our Partnership Commissioning Model (PCM) to extend our artistic reach and enhance our cultural partners' audience development strategies because it provides them with new content of direct interest to under-represented audiences. This Programme aims to encourage people with low engagement in the arts and low expectations of the arts to experience it on their own terms and for their own interests. We do this with individuals, groups and whole communities, ensuring that whatever the art form, process and final work is, fantastic artistic experiences are at the heart of everything we do. The principle of engaging communities throughout the project as well as them becoming an audience for the work, underpins everything we do.

These projects aim to increase visitor numbers, develop the extent and quality of community engagement, raise awareness of existing collections (where applicable), diversify audiences and bring wider social benefits to participants. Not all PCM projects target all these objectives, but they all exist to connect great new work with new audiences.

We will continue to exploit the momentum and growing interest that we have developed through our programmes of work that bring us into contact with new partners locally and nationally. We believe we have models for new ways of working that are of interest beyond Sandwell but that still bring benefits to our core work in Sandwell and the Black Country.

Financial Review

Multistory will continue to review and adapt its procedures and policies in order to meet the ever-changing needs of the company and a challenging environment. When required, Multistory will continue to use its general unrestricted reserves, through its Producing Fund, for the following:

- to strategically develop arts activities;
- to invest in opportunities and in long-term development which cannot be easily or quickly fundraised for;
- to respond strategically to changes in funding and the external environment without being forced into short term cost cutting;
- to manage cash flow peaks and troughs; and
- to produce a balanced annual budget.

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TRUSTEES' REPORT (continued)
for the year ended 31 March 2015

Governance

Multistory regularly reviews the appropriate skills and experience to maintain a board that represents the culturally diverse environment in which we work, together with a broad range of skills and experience needed.

We will continue to review and monitor legislation, regulations, guidelines and best practice in relation to both company and charity law on an ongoing basis. The 'Terms of Reference' document will be reviewed in line with this.

We will review the organisational structure, management processes, working practices and project management tools on a yearly basis to ensure best practice and fitness for purpose and continue to monitor and evaluate staff development and working practices annually.

Statement of Trustees' Responsibilities

The trustees (who are also the directors of Multistory 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).

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 that period. 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper 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.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish the auditors are aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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TRUSTEES' REPORT (continued)

for the year ended 31 March 2015

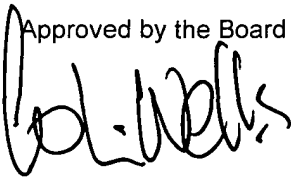
Auditors

The auditors, Clement Keys LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

Small Company Provisions

In preparing this report, the trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

Approved by the Board of Trustees on 22 October 2015 and signed on its behalf by:

A handwritten signature in black ink, appearing to read 'Colin Wells', written over the text 'Approved by the Board of Trustees on 22 October 2015 and signed on its behalf by:'.

Colin Wells
Trustee and Chair

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MULTISTORY

We have audited the financial statements of Multistory for the year ended 31 March 2015 which comprise the Statement of Financial Activities, Balance Sheet and the related notes. 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 charitable company'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 charitable company'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 charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Statement of Trustees' Responsibilities set out on page 10 the directors (who are also the trustees of the charitable company for the purpose of charity 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 of 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 charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatement 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 2015 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.

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF
MULTISTORY – continued**

Opinion on other matter prescribed by 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.

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;
- 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 and take advantage of the small companies' exemptions from the requirement to prepare a strategic report.



Simon Atkins FCA

Senior Statutory Auditor
for and on behalf of:

Date: 22 October 2015

CLEMENT KEYS LLP
Chartered Accountants
Statutory Auditors
No.8 Calthorpe Road
Edgbaston
Birmingham
B15 1QT

MULTISTORY
(A company limited by guarantee)

STATEMENT OF FINANCIAL ACTIVITIES
(Incorporating an Income and Expenditure Account)

for the year ended 31 March 2015

	Note	Unrestricted funds £	Restricted funds £	2015 Total £	2014 Total £
Incoming resources					
<i>Incoming resources from generated funds</i>					
Voluntary income	3	262,312	-	262,312	263,288
Activities for generating funds	4	5,179	16,000	21,179	44,680
Investment income	5	1,107	-	1,107	1,650
<i>Incoming resources from charitable activities</i>					
Grants receivable	6	-	299,952	299,952	260,650
Total incoming resources		268,598	315,952	584,550	570,268
Resources expended					
Charitable activities		248,130	170,185	418,315	609,269
Governance costs		5,068	-	5,068	4,360
Total resources expended	7	253,198	170,185	423,383	613,629
Net incoming/(outgoing) resources for the year being net income/(expenditure) for the year before transfers					
		15,400	145,767	161,167	(43,361)
Transfers	15	(9,780)	9,780	-	-
Net incoming/(outgoing) resources for the year being net income/(expenditure) for the year		5,620	155,547	161,167	(43,361)
Reconciliation of funds					
Fund balances at the beginning of the year		198,764	(18,411)	180,353	223,714
Fund balances at the end of the year		204,384	137,136	341,520	180,353

All incoming resources and resources expended are derived from continuing activities. There are no other gains and losses other than those recognised above and accordingly no separate statement of total recognised gains and losses has been prepared.

MULTISTORY
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BALANCE SHEET
Company Number: 05910607

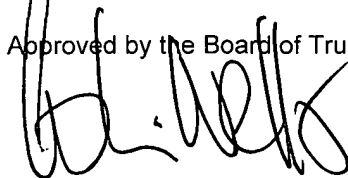
as at 31 March 2015

	Note	£	2015	£	£	2014	£
Fixed assets	12			1,430		3,277	
Current assets							
Debtors	13	121,599			98,843		
Cash at bank and in hand		229,862			108,050		
				351,461		206,893	
Creditors : amounts falling due within one year	14	(11,371)			(29,817)		
Net current assets				340,090		177,076	
Total assets less liabilities				341,520		180,353	
Reserves							
Unrestricted funds				204,384		198,764	
Restricted funds				137,136		(18,411)	
Total funds	15			341,520		180,353	

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 notes on pages 16 to 22 form part of the financial statements.

Approved by the Board of Trustees on 22 October 2015 and signed on its behalf by:



Colin Wells
Trustee and Chair

MULTISTORY
(A company limited by guarantee)

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2015

1 Principal accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charitable company's financial statements.

Basis of accounting

The financial statements have been prepared under the historical cost convention and include the results of the charitable company's operations which are described in the Trustees' Report.

The financial statements have been prepared in accordance with the provisions of the Companies Act 2006 and in compliance with the revised Statement of Recommended Practice - 'Accounting and Reporting by Charities' issued in March 2005 and applicable accounting standards.

The charitable company has taken advantage of the exemption in Financial Reporting Standard for Smaller Entities (effective April 2008) from the requirement to produce a cashflow statement on the basis it is a small company.

Fund accounting

Restricted funds

Restricted funds represent grants and donations which are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

Unrestricted funds and designated funds

Unrestricted funds represent funds that are expendable at the discretion of the Trustees in the furtherance of the objects of the charitable company. Such funds may be held in order to finance both working capital and capital investment. Designated funds are those funds which are unrestricted in nature but which have been designated by the Trustees to be used in a particular manner.

Incoming resources

All incoming resources are included in the Statement of Financial Activities when the charitable company is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income by way of grants, donations and gifts is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charitable company, are recognised when it becomes unconditionally entitled to the grant.
- Donated services and facilities are included at the value to the charitable company where this can be quantified. The value of services provided by volunteers has not been included in these accounts.

MULTISTORY
(A company limited by guarantee)

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2015

Principal accounting policies - continued

Incoming resources - continued

- Incoming resources from grants, where related to performance and specific deliverables, are accounted for as the charitable company earns the right to consideration by its performance. Where income is received in advance of performance it is treated as deferred income and included within creditors.
- Investment income is included when receivable.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred.

Charitable expenditure comprises those costs incurred by the charitable company in the delivery of its activities and services for its beneficiaries.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charitable company and include audit fees and costs linked to the strategic management of the charitable company.

All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity comprise both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

VAT

The charitable company is registered for VAT. Value added tax which is not recoverable is included in the relevant costs in the Statement of Financial Activities and tangible fixed assets.

Fixed assets

Tangible fixed assets costing £1,000 or more are capitalised and stated at cost less accumulated depreciation.

Depreciation of fixed assets is provided on a straight line basis commencing with the year of acquisition at rates estimated to write off their cost less any residual value over their expected useful lives and charged to the relevant fund as follows:

Office furniture and audio visual equipment 3 years

2 Net incoming/(outgoing) resources

	2015 £	2014 £
These are stated after charging the following:		
Auditors' remuneration - audit	4,566	4,360
Depreciation of owned assets	2,631	2,457

MULTISTORY
(A company limited by guarantee)

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2015

3	Voluntary income	2015	2014
		£	£
	Core revenue funding received from:		
	Sandwell Metropolitan Borough Council	121,500	121,500
	Arts Council England	140,812	141,788
		262,312	263,288
4	Activities for generating funds	2015	2014
		£	£
	Unrestricted		
	Miscellaneous income	1,102	2,028
	Publications	4,077	5,548
		5,179	7,576
	Restricted		
	Open for Business – Partnership	16,000	37,104
		21,179	44,680
5	Investment income	2015	2014
		£	£
	Bank interest receivable	1,107	1,650
6	Grants receivable	2015	2014
		£	£
	Participatory Arts Project 1 – ACE	10,000	90,000
	Open for Business – ACE	68,232	170,650
	Participatory Arts Project 2 - ACE	200,000	-
	Sandwell Programme - HLF	19,720	-
	Participatory Arts Project 2 – The Owen Family Trust	1,500	-
	Participatory Arts Projects 2 – The Grimmitt Trust	500	-
		299,952	260,650

MULTISTORY
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NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2015

7	Total resources expended	Core activities	Projects	Governance	2015 Total £	2014 Total £
		£	£	£		
	Wages, salaries and sessional workers	116,145	160,760	-	276,905	465,989
	Project delivery	-	45,131	-	45,131	42,491
	Subscriptions and publications	429	-	-	429	1,100
	Recruitment and training	1,436	-	-	1,436	961
	Rent and rates	8,423	-	-	8,423	6,142
	Insurance	2,940	-	-	2,940	2,914
	Office maintenance	2,020	-	-	2,020	508
	Printing and stationery	2,566	103	-	2,669	9,641
	Marketing and publicity	13,456	5,857	-	19,313	35,959
	Computer costs	7,231	-	-	7,231	13,282
	Telephone and postage	4,508	153	-	4,661	5,742
	Promotional activities	1,249	-	-	1,249	1,338
	Travelling	9,645	11,100	-	20,745	1,401
	Professional fees	6,220	-	-	6,220	3,992
	Audit costs	-	-	4,566	4,566	4,360
	Sundry expenses	2,573	-	502	3,075	2,783
	Organisational development	12,928	-	-	12,928	7,120
	Materials	-	-	-	-	2,389
	Equipment	215	596	-	811	3,062
	Depreciation of fixed assets	2,631	-	-	2,631	2,457
		194,615	223,700	5,068	423,383	613,629
8	Staff costs and Staff numbers				2015 £	2014 £
	Salaries and wages				106,944	110,401
	Social security				9,201	11,942
					116,145	122,343
9	Staff costs and number: continued					
	The average number of employees during the year, calculated on the basis of full time equivalents was:				No.	No.
	Administration and support				3	3
	No employee earned in excess of £60,000.					

MULTISTORY
(A company limited by guarantee)

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2015

10 Trustees remuneration and related party transactions

No Trustee received any remuneration during the year.

During the year, expenses totalling £502 (2014: £303) were reimbursed to three (2014: one) trustee.

No Trustee or any other person related to the charitable company had any personal interest in any contract or transaction entered into by the charitable company during the year.

11 Taxation

As a charitable company, Multistory, is exempt from tax on income and gains falling within section 478 of the Taxes Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen within the charitable company.

12 Fixed assets

	Office furniture and audio visual equipment £	Computer equipment £	Total £
Cost			
At 1 April 2014	11,399	16,121	27,520
Additions	<u>784</u>	<u>-</u>	<u>784</u>
At 31 March 2015	<u>12,183</u>	<u>16,121</u>	<u>28,304</u>
Depreciation			
At 1 April 2014	8,122	16,121	24,243
Charge for the year	<u>2,631</u>	<u>-</u>	<u>2,631</u>
At 31 March 2015	<u>10,753</u>	<u>16,121</u>	<u>26,874</u>
Net book value			
At 31 March 2015	<u>1,430</u>	<u>-</u>	<u>1,430</u>
At 31 March 2014	<u>3,277</u>	<u>-</u>	<u>3,277</u>

13 Debtors

	2015 £	2014 £
Trade debtors	119,258	87,124
Other debtors	2,341	7,335
Prepayments	<u>-</u>	<u>4,384</u>
	<u>121,599</u>	<u>98,843</u>

MULTISTORY
(A company limited by guarantee)

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2015

14	Creditors: amounts due within one year	2015 £	2014 £
	Trade creditors	1,975	22,301
	Other taxation and social security	3,470	2,956
	Accruals	5,926	4,560
		11,371	29,817

15	Funds	Balance as at 01.04.2014 £	Incoming £	Outgoing £	Transfers £	Balance as at 31.03.2015 £
	Restricted funds					
	Open for Business	559	84,232	(78,331)	-	6,460
	Participatory Arts Project 1	500	10,000	(10,101)	(399)	-
	Black Country Stories	(19,470)	19,720	(15,390)	10,210	(4,930)
	Participatory Arts Project 2	-	202,000	(66,363)	(31)	135,606
		(18,411)	315,952	(170,185)	9,780	137,136
	General funds	198,764	268,598	(253,198)	(9,780)	204,384
		180,353	584,550	(423,383)	-	341,520

Restricted funds

Open for Business – is commissioned and produced by Multistory in collaboration with Magnum Photos. Multistory has been awarded funding from the Arts Council of England's Strategic Touring Programme to deliver the project.

It is the largely untold story of British manufacturing and industry through the lens of the world's greatest photographers. Multistory is working in partnership with Magnum Photos and has commissioned nine world-renowned Magnum photographers to document and record manufacturing industries in nine British cities. We have worked with nine cultural partners to show the work in nine venues and create a major touring exhibition of approximately 100 framed prints. Open for Business has given people across the UK new access to great art and encourage them to engage with their local area.

Participatory Arts Projects

We have received additional funding from Arts Council England for a series of participatory arts projects to be delivered within Sandwell.

MULTISTORY
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NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2015

Black Country Stories - between 2010 and 2015, Magnum photographer, Martin Parr undertook a photographic journey across the Black Country to produce a major photographic archive that has been donated to the libraries and archives services in the Black Country boroughs. This project is supported by the HLF; Walsall MBC; Wolverhampton MBC; and Dudley MBC.

At the year-end, the fund is in deficit as there are some funds expected to be received next year to cover costs already incurred.

16 Analysis of net assets between funds

	Unrestricted Funds £	Restricted funds £	2015 Total £	2014 Total £
Fixed assets	1,430	-	1,430	3,277
Net current assets	202,954	137,136	340,090	177,076
	204,384	137,136	341,520	180,353

17 Company limited by guarantee

The company is limited by guarantee and does not have a share capital. Each member's liability is limited to a maximum of £1. At 31 March 2015 there were 9 members of the company.