

APPLES AND SNAKES LTD
(A COMPANY LIMITED BY GUARANTEE)

Company Registration Number: 1994850
Charity Registration Number: 294030

FINANCIAL STATEMENTS
FOR THE YEAR ENDED

31st MARCH 2010

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APPLES AND SNAKES LIMITED
(Limited by Guarantee)
TRUSTEES' REPORT
FOR THE YEAR ENDED 31st MARCH 2010

The Trustees present their report together with the financial statements of the charitable company, for the year ended 31 March 2010

1. REFERENCE AND ADMINISTRATIVE DETAILS

Charity number 1994850
Company number 294030
VAT number 625 8474 17

Directors and Trustees:

The Directors of the charitable company are its trustees for the purpose of charity law and throughout this report collectively referred as the Trustees

The trustees serving during the year and since the year end were as follows

Board of Trustees (Management Committee)	Julia Mlambo Christopher Beard Catherine Large Sinead Russell Agnes Meadows Kerry Featherstone Irene Lambeth Kate Fox
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Company Secretary Geraldine Collinge (resigned 1st March 2010)
 Lucy Crompton-Reid (appointed 1st March 2010)

Chief Executive Geraldine Collinge (resigned 14th October 2009)
 Lucy Crompton-Reid (appointed 1st February 2010)

Head Office & Registered Office
The Albany, Douglas Way, Deptford, London SE8 4AG

Bankers
HSBC Bank, 85 Lewisham High Street, Lewisham, London SE13 6BE

Auditors
Kingston Smith LLP, Devonshire House, 60 Goswell Road, London EC1M 7AD

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2. STRUCTURE, GOVERNANCE AND MANAGEMENT:

Governing Document

The organisation is a charitable company limited by guarantee having no share capital incorporated on 30 October 1985 and registered as a charity on 4 April 1986. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Appointment of trustees

Under the terms of the company's Memorandum and Articles of Association, management of the company's affairs is vested in a board of trustees of not less than five nor more than ten members to be elected in General Meeting. The board of trustees has the right to appoint members to the Management Committee either as additional members or to fill any casual vacancies.

Trustees induction and training

Potential new trustees observe a board meeting before being considered by the board and where appropriate, are invited to join the board. They are then sent an induction pack including a list of legal obligations, the Memorandum and Articles of Association, the details of committees and decision making processes, the business plan, staff structure and recent management accounts and budgets. They will meet with the Chief Executive to talk through the pack and clarify any queries about their role. They will then meet the full staff team at the first available opportunity.

Existing trustees participate in a planning day every year. They are offered ongoing training as appropriate.

Organisation

The board of trustees of up to 10 members administers the charity. The board meets quarterly and there is currently two sub-committee one covering finance and one on development. A Chief Executive is appointed by the trustees to manage the day-to-day operations of the charity. To facilitate effective operations, the Chief Executive has delegated authority, for operational matters including finance, employment and artistic performance related activity.

Related Parties

During the year a total £329 was paid to 2 trustees (Kate Fox (£300) and Agnes Meadows (£29)) in their capacity as professional performance poetry artists. These trustees were excluded from any Board discussion relating to these payments and did not influence the decision to make these payments or the size of the remuneration paid. All decisions relating

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to these payments were made by the remainder of the board and the executive in the best interest of the organisation

Risk management

The trustees have a risk management strategy which comprises,

- Periodical review of the risks the charity may face,
The establishment of systems and procedures to mitigate those risks identified by the plan,
- The implementation of procedures designed to minimise any potential impact on the charity should those risks materialise
- The creation of a risk register to support effective risk management throughout the organisation

A risk register was maintained by the Senior Management Team (SMT) and board during the year. Some of the major risks identified include being unable to raise sufficient funds to cover core expenditure – this risk is managed in part by weekly diarised fundraising periods for all key staff and the creation of a development committee to review current policies and suggest new development opportunities. Another key risk identified was staff stress – the Board recognised that the heavy demands placed on staff time could potentially lead to problems and have acted to introduce robust life/work policies to ensure that any potential problem is spotted early and dealt with quickly and sensitively. A key element in the management of financial risk is the setting of a reserves policy and its regular review by trustees.

Insurance

Trustee indemnity insurance for all trustees has been provided by the company.

3. OBJECTS, OBJECTIVES AND ACTIVITIES:

The objects of the charity as set out in its Memorandum of Association are

- (a) to advance public education by encouraging an appreciation of art and music with the community with particular regard to poetry, in particular by making such art and music more accessible to the public at large, and
- (b) to advance public education by raising artistic standards through the encouragement and support of the work of artists and musicians, unknown to the general public, with particular regard to poets without distinction of race, sex, political or other opinions

In fulfilling its objects the organisation works to the following vision, mission and core values

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The Vision For performance poetry to be rooted in people's lives and for Apples & Snakes to pioneer new work

The Mission Apples & Snakes stretches the boundaries of poetry in education and performance, by inspiring participation and giving voice to a diverse range of dynamic poets

We have referred to the guidance in the Charity Commission's general guidance on Public Benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set

Our core values and our aims and objectives make clear our commitment to ensuring that our work is enjoyed by as many beneficiaries as possible and we make every effort to ensure that we produce work that is both affordable and relevant to the general public

Our Core values Pioneering High- Quality Inclusive Accessible

The Organisational aims

- To ensure the work was of an excellent standard and had energy, bite and stimulus
- To produce events and workshops across the widest range of venues to ensure that the work was genuinely accessible to the broadest possible audience
- To work across England, developing work for and from its varied regions
- To raise poets' profiles and develop their skills, with a particular focus on new artists
- To value diversity and promote disenfranchised voices
- To operate a service which offers value for money
- To build partnerships to achieve the aims of the organisation
- To cultivate a creative and supportive team-working environment that encourages staff development

The Organisational objectives 2009/10

- Organisation
 - i New Website Launched
 - ii Financial system updated
 - iii Maintain full Risk Register
 - iv Increased fundraising to core
 - v Maintain and develop positive relationships with funding bodies
 - vi Recruitment in new region South East
 - vii Working in the Free Word consortia
 - viii Updating governance policies and procedures

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- Artists
 - i Present showcases and performance poetry events nationally with energy, bite and stimulus
 - ii Provide training and development for artists nationally
 - iii Run a comprehensive, effective and proactive education and outreach programme nationally
 - iv Develop an on-line artist development strategy
 - v Continued development of our international policy
- Audiences
 - i Understand more about our audiences
 - ii Develop our audiences
 - iii Improve our marketing tools
 - iv Develop the profile of Apples & Snakes and performance poetry in general
 - v Develop new on-line strategies for reaching and engaging audiences

We monitor our activity through a balanced scorecard, a qualitative scorecard and quarterly reports. These are shared with funders and the board of trustees on a quarterly basis.

We continue to work with the Big Picture quality management tool to facilitate our internal monitoring and development.

To achieve our aims and objectives for 2009/10 the principal activities of the charity during the year fell into the following four categories:

- Performances – including touring events
- Educational and Outreach workshops, projects and events
- Expanding and developing the National Network – including artist development
- Other activities and Organisational Development

Performances – Including touring shows

Apples & Snakes is dedicated to ensuring that the maximum number of people get to experience and enjoy the power of the spoken word through one of our performances. In order to achieve this we create our programming mix by focusing on the following key areas:

- **Place:**

During the year we presented work in a large number of venues ranging from traditional arts venues such as The Birmingham Rep and The Arc in Stockton to smaller community performances at school assemblies, museums and libraries across the country. We aim to ensure that all venues used are fully accessible to all sections

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of the community. In addition we produce digital output that can be accessed over the web from anywhere in the world

- **Product:**

Performance poetry is a very versatile art form and we work with a wide variety of artists to produce entertaining and challenging work covering a wide spectrum of styles and themes over a year. We also work hard to encourage new audiences to spoken word by working across different art forms, including developing longer more theatrical pieces and collaborating with professionals from other art forms including dance, music and the visual arts. We also develop work promoting freedom of expression across the world in close association with the Free Word organisation and all its associated groups. This work supports our aim that the output has bite by stimulating audiences to think about censorship around the world and to engage with disenfranchised voices.

- **Price:**

The majority of our performance events during the year were presented free of charge to those who attended and where we had to charge for entry this was generally no more than £10.

Education and Outreach

At Apples & Snakes we place education at the centre of our work. We work with young people as participants, artists and audience with a focus on working with socially excluded communities and those at risk. We aim to find new voices, connect with the community, and work on a local, national and international level. Our commitment is to stretch the idea of what poetry is and can be in both participation and performance and we work with a dynamic and diverse range of poets to deliver this work.

Our education and outreach output is varied and can be enjoyed by young people as well as adults from all sections of the community. In order to ensure that we can reach as many beneficiaries from all sections of the community as possible we have, during the year, run workshops and projects in youth clubs, libraries, museums and cinemas as well as the more traditional venues of schools and pupil referral units around England. Workshops and projects are participatory in nature and the artists aim to help all those attending to understand how poems are created and then inspire them to write and present their own poems. Our education work is fun and also aims to develop the confidence, motivation and literacy skills of those who attend. Together with the positive role model provided by the poet these produce real social benefits to those who attend and the wider community in which they live.

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The four main strands of our education work are

- **Projects and PiES (Poets in Education Scheme)**
These can be one-off bookings (PiES) or longer residencies where a poet works in a school/prison/library or similar for several days or two weeks or even a whole term
- **Training**
Includes artistic/professional development, teacher training, training new poets for work in education
- **New Talent**
Working with young people, seeking talent, and developing the skills of young poets, writers, emcees etc
- **Producing Work for Young Audiences**
Shows and gigs for young audiences like *SPIN*, a poetry show for very young children and *The Remembers* a show melding the visual flair of the graphic novel with the lyrical power of performance poetry for young adults that will tour in 2010

National Network

Our National Network activities are designed to ensure the continued development and long term quality of performance poetry and other spoken word activity in England, to stimulate local creative economies around the country and to make our work more accessible to remote communities

In order to achieve this goal we aim to provide the following

- **A Local Point of Contact**
At the beginning of the year we had already established coordinators in the South West, London, East Midlands, West Midlands, North West and North East. During the year we extended this network by establishing a coordinator in the South East who started work in May.
Apples and Snakes has committed in the current business plan to complete the introduction of locally based representatives in all regions of England by 2012
- **Artistic and Professional Development for artists**
We run a varied range of programmes that are designed to develop the skills that an artist needs to build and maintain a successful career in performance poetry. These includes regular *Open Mic* events that allow any member of the audience to try out and hone their work and performance skills in front of a live audience, a regular series of artist master classes across the country run by established poets, performers and experts in the field, arranged mentoring relationships, one to one development session with Apples & Snakes staff that aim to help the most promising artists onto the next stage in their career and providing many artists with their first paid gig. In addition to our core activity above we also aim to run regular artist development

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projects such as *Incubate* that enable us to work intensively with a number of artist over a longer period and to commission and develop new work

- **Local Community Access**

At Apples & Snakes we are dedicated to widening access to our work, both for those who wish to perform and those who enjoy and benefit from our events. We run a number of schemes to help ensure that our work reaches as many individuals as possible – these schemes fall into two broad categories -

Live We work with local organisations and venues to develop work across the country from Barnstable to Stockton-on-Tees. In addition we run special development projects for more rural communities such as those in Northumberland, Cumbria, Lancashire and Kent.

Digital Obviously the coming of the age of digital opens up a vast potential for us to increase access to our work both nationally and internationally and we continue to build in digital applications to our ongoing projects as well as developing dedicated digital output (e.g. *My Place or Yours*) designed specifically for the Web.

Other Activity and Organisational Development

In order to ensure that the organisation continues to deliver a high quality experiences for its current and future beneficiaries it is important for us to continually develop the organisation, its infrastructure and its relationship with our audience, funders and other stakeholders. This commitment is enshrined in our current five-year business plan and includes the following activities:

- Supporting and encouraging continuing professional development for all staff
- Maintaining and developing the IT Infrastructure across the whole organisation
- Providing all existing funders with accurate, timely and appropriate information as requested
- Proactively build good relationships with potential new funders
- Building strong partnerships with similar and complimentary organisations
- Developing a dialogue with our audiences
- Maintain positive links with our suppliers and other principal stakeholders

4 ACHIEVEMENTS AND PERFORMANCE

2009/10 has been a year of transition at Apples & Snakes. Our Chief Executive for the last eleven years, Geraldine Collinge, left in October to take up a new job at the Royal Shakespeare Company and we wish her every success in this new role. The departure of any key member of staff, particularly one of such longevity, is obviously a potential risk for an organisation and will inevitably lead to period of change and the trustees would like to pass on their special thanks to all Apples & Snakes staff for maintaining the quality, quantity and

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innovation of all our events and activities during this difficult period. We are delighted to welcome the new Chief Executive, Lucy Crompton-Reid, who started in February, to the Apples & Snakes team. We are confident that the organisation will continue to thrive under Lucy's stewardship. The trustees are very pleased with the achievements and performance of the organisation over the past year in meeting the agreed objectives.

The Artistic Programme

All performance events are assessed by peer review and through audience and artist feedback. Audience feedback is either in questionnaires on the night or by an emailed survey after the event. Artist and peer review happens informally after events and feedback is discussed at SMT as appropriate in order to ensure that we continue to produce work of excellent quality that has bite.

Our programme of artistic work continued across England with events running in the North West, North East, West Midlands, East Midlands, South West, South East and London. In addition to these regular events we also ran our first full event in the Yorkshire and Humberside region as we toured *Security* to the Civic Theatre in Barnsley.

We ran a wide variety of shows and projects over the year and while each project has a unique set of outcomes they have all focused on bringing performance poetry to the widest possible audience. In total over the year we ran 117 live performances (2008/9 91) with an overall audience of 9,480 (2008/9 7,427). In addition to our live events we also presented work on line both through the innovative *My Place or Yours* project and, following its redesign, through our website at www.applesandsnakes.org. In total our on-line audience for the year was 144,555 (2008/9 N/A). The overall satisfaction of our audiences recorded during the year was 98% (2008/9 99%). The average ticket yield for the year was £4 (2008/9 £6).

The board is very pleased to see the drop in average ticket yields recorded in the year despite the significant increase in the total audience as this supports our aim to increase the accessibility of our work to all sections of the community. While the overall audience levels is slightly below the target for the year (10,060) we realise that, given the current economic climate this was an ambitious target and feel that the organisation has performed beyond our expectations in getting so close to this figure. We have noted the slight drop in audience satisfaction from last year but feel that 98% is still an excellent result and well in excess of our target for the year (80%). We are very happy to be able to report on our on-line audiences for the first time following the successful redevelopment of our Website and on-line content.

All our education, outreach and training events are assessed by both the artist(s) running the events and either by the participants themselves or by the booker of the event if the age of those attending the event makes it impractical for them to respond effectively to the questionnaires. Even if participants are not asked to officially feedback about the event they

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are always given the opportunity to let us know what they think of the event they have attended and participated in. Questionnaires are generally filled out on-line after each event.

Our educational workshops and projects are participatory in nature and are designed to encourage all participants to join in fully. Feedback shows that our work has a positive impact on those who attend sessions and their wider communities by developing confidence, increasing motivation and improving verbal communication skills all of which are important in promoting community cohesion and employability. Responses from bookers and participants throughout the year continue to indicate that our approach is particularly successful in engaging those people who are most difficult to reach through alternative means.

Over the year we have run a total of 657 (2008/9 670) educational workshop sessions in venues including prisons, youth clubs, swimming pools, libraries, museums and cinemas as well as the more traditional venues of schools and pupil referral units around England. Through these workshops we have worked with 30,922 (2008/9 30,952) young people and adults many of whom will have little or no previous access to the arts. Overall satisfaction recorded on the feedback forms for our education work was an impressive 95% (2008/9 94%). During the year 3 (2008/9 3) artists new to education at Apples & Snakes were paid for the first time.

While the level of output has dropped slightly from 2008/9 levels the board had anticipated a much greater reduction in output as a result of the current economic climate (only 21,500 attendances had been expected) and these figures are therefore very pleasing. The board also wishes to celebrate the positive contribution that our education and outreach events have on those that attend – for example 83% of respondents stated that our work increased confidence, 90% said that it increased motivation, 60% registered a positive improvement in language skills and 90% confirmed that it improved participants ability in English Literature as a subject.

The board are committed to building a strong network of performance poets and other spoken word artists throughout the country.

We have been very pleased with the successful start to our work in the South East during 2009/10. The introduction of a locally based coordinator in Southampton has already created new opportunities for artists in a region which has until now had minimal access to development opportunities. In their first 10 months in post the coordinator has already established two popular series of events (one in Southampton and the other in Whitstable) that run once every two months and showcase some of the best artists in the country as well as providing local emerging artists the opportunity to present their work in the open mic section. In addition to these events the coordinator has also brokered additional funding for education work in the region and built positive and developing links with many artists and other arts organisations working in the area.

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During 2009/10 the board have also been pleased with the continuing development of our work in other regions

North East Following a successful launch in 2008/9 the Coordinator consolidated their work last year and runs regular, well attended events in Stockton-on-Tees and South Shields. In addition to this due to the determination of the Coordinator we ran an additional residency in the area under the *My Place or Yours* banner that resulted in the first commission for a North East based artist from Apples & Snakes. The coordinator also started to develop relationships with local organisations and artists in Northumberland with a view to develop work in and for people in more rural locations in 2010/11. The Coordinator also built contacts in the adjacent Yorkshire region in preparation for Apples & Snakes launch in the region, planned for 2010/11.

South West The development of new work in the South West continued as planned during the year with events being run in Plymouth, Bath, Bristol, Barnstaple and at the Port Elliot festival during the year along with a comprehensive programme of artist development and master classes. During the year the existing Coordinator left to start a Phd and a new coordinator was appointed to continue the successful work in the region.

London We continued to run our extensive programme of events in the London Region funded in large part by London Councils including the regular open Mic artist development nights at the Free Word Centre in Farringdon that continue to be extremely popular with emerging artists. In addition regular artist master classes were run in the region to develop the writing and performance skills of spoken word artists based in the region.

East and West Midlands As per the agreed strategy the activity in 2009/10 for both these regions concentrated on developing artists through the *Evolve* and *Lat Life* projects respectively.

North West The Coordinator in this region left at the beginning of the year to set up her own company. During the year we have continued to support the popular open mic programme established at The Brewery in Kendal and other artist development programmes under the *Cumbria and Lancashire Development* initiative. In addition we have worked in association with local artists and organisations to support events in Crewe, Manchester and Bolton.

As had been planned, the positions in the North West, East Midlands and West Midlands became vacant during the year and we used this time to complete a review of our activities in these regions, to see how best we can add value to the existing performance poetry and spoken word communities in these areas. The information obtained through this process - talking to artists, promoters, venues and other organisations - has been invaluable in developing our strategy and we will be looking to undertake new work across these regions in 2010/11. During 2009/10 we have also begun to plan our strategy and make contact with local artists and organisations in the two remaining English regions, Eastern and Yorkshire and Humberside with a view to commence work in these areas during 2010/11.

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Overall in 2009/10 we helped develop the work of 435 (2008/9 555) artists across the country through one to one development sessions, more formal master classes and open mic opportunities. We also provided paid employment for 578 artists (2008/9 393), brokered a total of 19 artist residencies (2008/9 5) and commissioned 25 artists (2008/9 17) to create new work.

Apples & Snakes was set up to provide work for artists so the Trustees are delighted to report the increase in the number of artists getting paid employment during the year as well as the increase in longer term residencies and commissions that can provide artists with the significant periods of guaranteed income that is required to develop and maintain a career as a professional spoken word artist. The reduction in the number of artists trained was a result of the planned regional vacancies noted above and a consequent reduction in the number of one to one development sessions that we could provide, despite this however the total shown is still in excess of our target for the year (336).

The Trustees have enjoyed and championed the rich and varied artistic programme that was produced in 2009/10 with some of our highlights including

451 A new regular performance poetry night at the Nuffield Theatre in Southampton is proving to be a very successful format. It combines open mic with programmed acts and has so far featured artists as well-known and diverse as Kate Tempest, Malika Booker and El Crisis.

Stan won't Dance: We worked on an interesting collaboration with STAN WON'T DANCE, a company who combine text and movement. This involved a series of residencies across the country where young people worked with an Apples & Snakes artist and a dance artist to explore themes around the show Babel that the company were touring.

Beyond Words: This national tour was a collaboration between Apples & Snakes and Sustained Theatre and aimed to generate open dialogue and creative exchange between South African and British artists. Apples & Snakes commissioned original works for the show, which toured to six venues in the UK and involved a significant element of professional development.

Incubate: We completed the final delivery phase of this artist development project, with each of the artists that were involved sharing a work in progress at BAC in London, Contact in Manchester and the Birmingham REP. Responses from the partners, participants and audiences for this work were all fed into the evaluation of this project, which will inform future artist development initiatives.

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Your Label: We continued developing our group of young writers from Hackney, all aged 13 – 17. The group have performed their work at the Shoreditch festival as well as recording at professional studios, The Lab.

Security: This one-woman show by Zena Edwards continued to tour throughout the year, with the final performances taking place in Amsterdam in February 2010. Feedback from audiences (56% of whom were from BME communities) was very positive, as was the response from venues.

Sutton SIX This project for children with emotional and behavioral difficulties involved young people from Wandle Valley School and a local youth centre. It culminated in a final event that was attended by over 180 people and a studio session to record the poetry and music pieces that had been created.

My Place or Yours: This innovative project involved commissioning artists based around the country to each develop a 20 minute work on the theme of a specific place in their region following a six week residency. The project opened up the whole creative process so that it could be viewed and commented on by members of the public by means of a blog that all the artists involved and the professional mentors they were matched with were required to maintain throughout the development process. This project culminated in a series of performances around the country showcasing the completed works.

Other Activities

The Trustees recognise that for the art produced to be able to flourish and have the bite and social impact we demand it is essential that we ensure the organisation as a whole is strong and able to continue to provide excellent and essential support to the artistic teams. In order to maintain this quality of support the Trustees are very pleased to report the following:

- The award of a significant Sustain fund grant from the Arts Council during the year has highlighted the continuing strong relationship between Apples & Snakes and our principal funder. This additional income has been essential in enabling Apples & Snakes to maintain the level of its core outputs and quality of its impact in this difficult economic climate. We anticipate that the value of the Sustain funding and the belief the Arts Council have shown in us by awarding it will be even more important in the year to come as the organisation develops further.
- The launch of our new Website. This development provides us with the ability for the first time to effectively present our work on line. We are now able to upload video direct to our site that enables us to reach beneficiaries all around the world and give them the opportunity to experience the power of the spoken word as it should.

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be experienced - in performance This development has the potential to significantly increase the audience for Apples & Snakes work and performance poetry as a whole over the next few years

- The opening of the Free Word Centre The Free Word Centre opened in Farringdon Street in June and houses a number of literature and freedom of expression organisations including Apples & Snakes (weekly hot desking facility) as well as providing performance space for a variety of literature/freedom of expression events During 2009/10 we have worked closely with Free Word and the other organisations in the building to develop work (including a three week opening festival) and plan further joint activities and campaigns
- Continuing commitment to staff training Over the year 86 staff training days were recorded Despite a regrettably small overall training budget the staff of the organisation have proved very resourceful in obtaining, high quality training from internal and non classroom sources such as mentoring, shadowing and coaching
- Building relationship with London Councils The level of support provided by London Councils is now at its highest ever level and we continue to work closely with our lead officers, local borough officers and venues and schools around the capital to ensure the continued success of these programmes
- The Trustees are also pleased to note the successful creation and maintenance of several important governance documents that make our work easier These documents include, a revised risk register and new risk procedures, the collection of all trustee induction documentation into a single Trustee Manual and ongoing revisions to the staff manual of policies and procedures

5 FINANCIAL REVIEW

Overall we recorded a break even position on our unrestricted funds in 2009/10

This position was achieved thanks in part to a significant increase (£31,751) in the income received from London Councils during the year (2009/10 saw the first full 12 months of funding under the new commissioning programme) and the award of Sustain Funding from the Arts Council that enabled us to maintain our national development work throughout the year as planned The Sustain fund was awarded by the Arts Council to help us maintain our cash flow and artistic development over 2009/10 and 2010/11 The total Sustain fund available over the two years is £267,750 with £38,421 being apportioned to the 2009/10 financial year

The trustees would in addition like to note that although 2009/10 saw a significant drop (£32,634) in consultancy income from 2008/9 levels, this drop had been expected following the closure of the Planet Poetry project in March 2009 and 2009/10 budgets were set

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accordingly The drop in income in this area was therefore not a factor in the overall 2009/10 financial results

Our fundraising during the year once the Sustain grant had been awarded has focused on developing relationships with funding bodies other than the Arts Council and London Councils with a view to opening new sources of funding from 2011/12 We have been encouraged by progress made in this area to date although we are aware that much more needs to be done in 2010/11 to secure these additional funds We have also been actively seeking funds for new and existing restricted projects such as *Word Cup*, *The Rememberers*, *Your Label* and the *Olympic project*

Owing to the ongoing economic crisis we found it more difficult to obtain funding for special projects and tours in 2009/10 than we did in 2008/9 and our restricted income was £105,297 less than in the previous year While this has not affected our actual output and restricted expenditure too much during the year - as we had a number of large projects that we received income for in 2008/9 that have been worked on extensively during 2009/10 - it does mean that our restricted reserves have reduced over the twelve months by £56,122 to £96,620 This drop in income is worrying but the trustees are happy to report that two major restricted grants had been awarded towards the end of the year, *The Rememberers* for a total of £73,338 and *Word Cup* for £121,099 £36,669 of these two grants was due in 2009/10 with the rest to follow in 2010/11 but the awards themselves are a testament to our ability to devise and fund innovative projects despite the gloomy economic climate

Investment Powers and Policy.

Under the Memorandum and Articles of Association, the trustees have power to invest in any way they feel appropriate Trustees, having regard to the liquidity requirements of the activities of the charity and to the reserves policy, have operated a policy of keeping available funds in an interest bearing deposit account The trustees consider that the overall return achieved is satisfactory

Reserves policy:

Reserves are needed to bridge the funding gaps between spending on performances, workshops and events and receiving resources through fee income and grants that provide funding Reserves are also held to cover unexpected expenditure In addition, reserves will also be needed to overcome main risks to the organisation

Our reserve policy was reviewed against the risks and aims of the organisation during the year We aim to hold sufficient free, unrestricted reserves to cover three months expenditure on core staff and overheads (currently £59,760) Additional free and unrestricted reserves may be designated by trustees from time to time against future planned expenditure on charitable activities

As at year end unrestricted reserves stood at £97,091 of which £6,965 is held as fixed assets A total of £30,366 has been designated against future planned expenditure by the trustees as follows

APPLES AND SNAKES LIMITED
(Limited by Guarantee)
TRUSTEES' REPORT
FOR THE YEAR ENDED 31st MARCH 2010 continued

To support the completion of the national network by 2012 £ 18,366

To invest in the further development of national education programmes £12,000

6. PLANS FOR FUTURE PERIODS

We are looking forward to completing our two current major artist development programmes *My Place or Yours* and *Incubate* during 2010/11 and we will use the monitoring and evaluation of these projects to help us create new projects and activities that will help artists develop and assist the performance poetry community as a whole to build and maintain a robust creative economy. The *My Place or Yours* project with its extensive use of new digital media will also be invaluable in directing our digital strategy over the next year or two.

We are very excited by the potential of our two major national projects planned for 2010/11. *Word Cup* is a national youth poetry slam which involves poetry coaches working with groups of young people from each of the nine English regions in residencies to develop the writing and performance skills of those involved culminating in a national final in Manchester on the 10 and 11 July where the young people will perform their own pieces in front of an audience. *The Rememberers* is a site specific piece of spoken word theatre that fuses the visual flare of the graphic novel with the verbal prowess of performance poetry. *The Rememberers* is written and performed by Kenny Baraka and will tour nationally from autumn 2010.

During the year we will also be completing the planning and application process for a national youth project to coincide with the Olympics in 2012. This project has been worked out in close liaison with the Arts Council to ensure it fits in with the overall Cultural Olympiad.

We continue to roll out our national network with the aim to have representatives in all nine English regions by the end of 2011. We expect to be working in the East region in early 2010/11 and to begin a new chapter of work in the West Midlands from early June. We then plan to renew our work in the East Midlands and the North West during the Summer of 2010 and to commence work in the Yorkshire and Humberside region in early 2011.

We will continue to strengthen and update our governance policies and procedures adding a Trustee Handbook to the recently updated policies on conflict of interest and payments to Trustees.

During the year we will review and update our business plan and our aims in each area of the business plan going forward are

APPLES AND SNAKES LIMITED
(Limited by Guarantee)
TRUSTEES' REPORT
FOR THE YEAR ENDED 31st MARCH 2010 continued

A Organisation

To develop and ensure the continuance of a strong administrative trunk that enables the organisation to flourish and achieve its aim to create a national network for performance poetry

B Artists

Producing and developing excellent new work with energy, bite and stimulus by performance poets for a wide range of audiences and settings working in both education and performance

C Audience

Understand and develop our audiences ensuring they sit next to artists at the heart of the organisation. Build the public profile of Apples & Snakes of performance poetry in general

As with all arts organisations regularly funded by the Arts Council we are watching the developing situation of government spending cuts closely and throughout the year we will continue to work with the Arts Council and other organisations to lobby for the best possible funding for the arts. In addition we will seek to develop and maintain positive relationships with the Arts Council, London Councils and other potential funders to create and develop a programme of work that is pioneering, high-quality, inclusive and accessible which meets funders requirements, stimulates the artists and develops the art form

7. TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The trustees (who are also directors of Apples and Snakes 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 trustees to prepare financial statements for each financial year which give a true and fair view of the state of the 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,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business

APPLES AND SNAKES LIMITED
(Limited by Guarantee)
TRUSTEES' REPORT
FOR THE YEAR ENDED 31st MARCH 2010 continued

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.

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

In so far as the trustees are aware

- there is no relevant audit information of which the charitable company's auditor is 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 that the auditor is aware of that information.

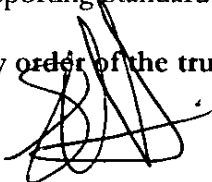
Auditors

The company's auditors, Kingston Smith LLP, have indicated their willingness to continue in office and are deemed reappointed under the terms of the Companies Act 2006.

Small Company Rules

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

By order of the trustees



J Mlambo (Chair)

18.11.10

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF APPLES AND SNAKES LIMITED

We have audited the financial statements of Apples and Snakes Ltd for the year ended 31 March 2010 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial statements have been prepared under the accounting policies set out therein.

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 company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company and charitable company'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

The trustees' (who are also the directors of the company for the purpose of company law) responsibilities for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view are set out in the Statement of Trustees' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and have been prepared in accordance with the Companies Act 2006. We also report to you whether in our opinion the information given in the Trustees' Annual Report is consistent with those financial statements.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if the charity's financial statements are not in agreement with the accounting records and returns, if we have not received all the information and explanations we require for our audit, or if certain disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF APPLES AND SNAKES LIMITED

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion

- the financial statements give a true and fair view of the state of the charity's affairs as at 31 March 2010, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended,
- the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice,
- the financial statements have been properly prepared in accordance with the Companies Act 2006, and
- the information given in the Trustees' Annual Report is consistent with the financial statements

Kingston Smith LLP

Sandra De Lord, Senior Statutory Auditor
for and on behalf of Kingston Smith LLP, Statutory Auditor

Devonshire House
60 Goswell Road
London
EC1M 7AD

Date 18.11.10

APPLES AND SNAKES
Statement of Financial Activities
(Incorporating an Income and Expenditure Account)
For the year ended 31st March 2010

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2010 £	Total Funds 2009 £
Incoming Resources					
Incoming Resources from Generated Funds					
Voluntary Income		422,356	-	422,356	390,406
Activities for generating funds		13,011	-	13,011	36,938
Investment income		194	-	194	5,970
	2	<u>435,561</u>	<u>-</u>	<u>435,561</u>	<u>433,314</u>
Incoming Resources from Charitable Activities					
National Network		-	55,231	55,231	118,438
Performance		60,783	74,667	135,450	151,321
Education and Outreach		168,128	52,013	220,141	196,481
	3	<u>228,911</u>	<u>181,911</u>	<u>410,822</u>	<u>466,240</u>
Total Incoming Resources					
		<u>664,472</u>	<u>181,911</u>	<u>846,383</u>	<u>899,554</u>
Resources Expended					
Cost of Generating Funds					
Generation of Voluntary Income		32,941	-	32,941	31,366
Cost of Activities for Generating Funds		20,358	-	20,358	12,275
		<u>53,299</u>	<u>-</u>	<u>53,299</u>	<u>43,641</u>
Cost of Charitable Activities					
National Network		125,013	106,157	231,170	259,348
Performance		211,335	96,521	307,856	269,218
Education and Outreach		264,182	35,355	299,537	330,479
		<u>600,530</u>	<u>238,033</u>	<u>838,563</u>	<u>859,045</u>
Cost of Governance					
Governance Costs		10,643	-	10,643	9,775
		<u>10,643</u>	<u>-</u>	<u>10,643</u>	<u>9,775</u>
Total Resources Expended					
	4	<u>664,472</u>	<u>238,033</u>	<u>902,505</u>	<u>912,461</u>
Net Movement in Funds					
	6	-	(56,122)	(56,122)	(12,907)
Fund Balances Bfwd as at 1st April 2009					
		<u>97,091</u>	<u>152,742</u>	<u>249,833</u>	<u>262,740</u>
Fund Balances Cfwd as at 31 March 2010					
	10,11	<u>97,091</u>	<u>96,620</u>	<u>193,711</u>	<u>249,833</u>

The above outcomes reflect activities that are continuing
There are no other recognised gains and losses other than those stated above
The notes on pages 23 to 30 form part of the financial statements

APPLES AND SNAKES

Balance Sheet at 31st March 2010


	Note	2010 £	2010 £	2009 £
Fixed Assets				
Tangible assets	7		6,965	13,613
			<u>6,965</u>	<u>13,613</u>
Current Assets				
Debtors	8	113,172		92,584
Cash at bank and in hand		<u>260,705</u>		<u>212,166</u>
		373,877		304,750
Creditors Amounts falling due within one year	9	<u>(187,131)</u>		(68,530)
Net Current Assets			<u>186,746</u>	<u>236,220</u>
Net Assets			<u><u>193,711</u></u>	<u><u>249,833</u></u>
Funds				
Unrestricted funds general and designated	12		97,091	97,091
Restricted funds	10		<u>96,620</u>	<u>152,742</u>
			<u><u>193,711</u></u>	<u><u>249,833</u></u>

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

The notes on pages 23 to 30 form part of the financial statements

Approved and authorised for issue by the Board on 18.11.10
and signed on its behalf by


Chair
J MLAMBO


Trustee
C BEARD

Company number 294030

APPLES AND SNAKES

Notes to the Financial Statements

For the year ended 31st March 2010

1 Accounting Policies

Basis of Accounting

These financial statements have been prepared under the historical cost convention and in accordance with the Special provisions of Part 15 the Companies Act 2006, the Statement of Recommended Practice (SORP 2005) "Accounting and Reporting by Charities" and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The charity has taken advantage of the provisions of Part 15 of the of the Companies Act 2006 and adapted the Companies Act formats to reflect the special nature of the charity's activities

The following principal accounting policies, which are unchanged from the previous year, have been consistently applied in preparing the financial statements

Incoming Resources

All incoming resources are included in the Statement of Financial Activities (SOFA) when the charity is legally entitled to receipt and the amount can be measured with reasonable certainty

Income is deferred on unrestricted funds when fees have been received in advance of an event

Grant income is deferred only when the charity has to fulfil conditions before becoming entitled to the funds or where the donor has specified that the income is to be expended in a future period

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Wherever possible costs are directly attributed to these headings. Costs common to more than one area are apportioned on the basis of staff time spent on each area

Costs are deemed to be charitable when they relate directly to activity that furthers our charitable aims and objectives as set out in our Memorandum of Association. This includes performance poetry performances, participatory workshops and the development and training of artists. The proportion of support costs such as rent and accountancy fees used on charitable projects are also recorded as charitable expenditure

The costs of generating funds are those costs of seeking potential funders and applying for funding

Support costs are those costs incurred in support of the charitable objectives and include an element of staff time and attributable overheads apportioned on a staff time spent basis

Governance costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements

Tangible fixed assets and depreciation

Items with a greater value than £500 are capitalised. Tangible assets are stated at cost less accumulated depreciation. Depreciation is provided on the fixed assets at rates calculated to write off the assets over three years

Fund Accounting

The charity accounts for funds in two ways. Restricted Funds are funds which are to be used in accordance with specific restrictions imposed by donors - a full list of the aim and use of each restricted fund for 2009/10 is set out in note 10b to the financial statements. Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity. From time to time the trustees will designate or undesignate some of these unrestricted funds for a particular purpose - a list of all current designated funds are set out in note 12b to the financial statements

APPLES AND SNAKES

Notes to the Financial Statements

For the year ended 31st March 2010 (Continued)

2 Incoming Resources Generated Funds	Unrestricted Funds	Restricted Funds	Total 2010	Total 2009
Voluntary Income	£	£	£	£
Arts Council Core Grant	383,898	-	383,898	372,623
Arts Council Sustain Grant	38,421	-	38,421	-
London Councils Grant	-	-	-	14,894
Trust Grants	-	-	-	2,200
Other Voluntary Income	37	-	37	689
	<u>422,356</u>	<u>-</u>	<u>422,356</u>	<u>390,406</u>
Activities for Generating Funds				
Corporate Partnerships	11,753	-	11,753	3,046
Consultancy Services	1,258	-	1,258	33,892
	<u>13,011</u>	<u>-</u>	<u>13,011</u>	<u>36,938</u>
Investment Income				
Bank Interest	194	-	194	5,970
	<u>194</u>	<u>-</u>	<u>194</u>	<u>5,970</u>
3 Incoming Resources Charitable Activities	Unrestricted Funds	Restricted Funds	Total 2010	Total 2009
National Network	£	£	£	£
Arts Council Project Grants	-	42,635	42,635	113,993
Performance Fees and Ticket Sales	-	12,596	12,596	4,245
Other	-	-	-	200
	<u>-</u>	<u>55,231</u>	<u>55,231</u>	<u>118,438</u>
Performance				
London Councils Commission	44,906	-	44,906	18,710
Arts Council Project Grants	-	55,686	55,686	71,448
Other Project Grants	-	4,673	4,673	24,890
Performance Fees and Ticket Sales	15,859	14,308	30,167	34,461
Merchandise Sales	18	-	18	1,812
	<u>60,783</u>	<u>74,667</u>	<u>135,450</u>	<u>151,321</u>
Education and Outreach				
London Councils Commission	35,056	-	35,056	14,607
Arts Council Project Grants	-	36,669	36,669	28,415
Other Project Grants	-	15,339	15,339	-
Fees	132,860	-	132,860	152,856
Merchandise	212	5	217	603
	<u>168,128</u>	<u>52,013</u>	<u>220,141</u>	<u>196,481</u>

London Councils Funding

We received grant aid of £44,906 (£18,710 2008/9) for the Apples & Snakes Programming and Artistic Development Project. This grant was awarded as a contribution against staff costs, artist fees and overheads for our performance programme in London. The full amount was used during the year for such purposes and there is no balance in the fund at year-end.

We received grant aid of £35,056 (£14,607 2008/9) for the Poets in Education Scheme. This grant was awarded as a contribution against staff costs, artist fees and overheads for our education programme in London. The full amount was used during the year for such purposes and there is no balance in the fund at year-end.

APPLES AND SNAKES

Notes to the Financial Statements

For the year ended 31st March 2010 (Continued)

4a Resources Expended	Staff Costs £	Other Costs £	Support Costs (note 4b) £	Total 2010 £	Total 2009 £
Cost of generating funds					
Generation of Voluntary Income	24,984	-	7,957	32,941	31,366
Fundraising Costs	<u>5,653</u>	<u>11,004</u>	<u>3,701</u>	<u>20,358</u>	<u>12,275</u>
	30,637	11,004	11,658	53,299	43,641
Cost of activities in furtherance of the Chanty's objects					
National Network	85,540	116,205	29,424	231,169	259,348
Performance	95,294	168,516	44,046	307,856	269,218
Education and Outreach	<u>87,696</u>	<u>169,091</u>	<u>42,751</u>	<u>299,538</u>	<u>330,479</u>
	268,530	453,812	116,221	838,563	859,045
Costs of Governance					
Governance Costs	2,467	7,621	555	10,643	9,775
Total Resources Expended	<u><u>301,634</u></u>	<u><u>472,437</u></u>	<u><u>128,434</u></u>	<u><u>902,505</u></u>	<u><u>912,461</u></u>

4b Analysis of support costs	Support Staff Costs £	Depreciation Costs £	Overheads Costs £	Total 2009 £	Total 2008 £
Generation of Voluntary Income	4,287	462	3,208	7,957	7,998
Fundraising Costs	1,994	215	1,492	3,701	3,333
National Network	22,334	893	6,197	29,424	20,886
Performance	23,730	2,560	17,756	44,046	40,391
Education and Outreach	23,032	2,485	17,234	42,751	43,324
Governance	<u>299</u>	<u>32</u>	<u>224</u>	<u>555</u>	<u>666</u>
	<u><u>75,676</u></u>	<u><u>6,647</u></u>	<u><u>46,111</u></u>	<u><u>128,434</u></u>	<u><u>116,598</u></u>

4c Staff Costs	2010 £	2009 £
Wages and salaries	309,409	343,515
Social security costs	<u>29,025</u>	<u>32,104</u>
	338,434	375,619
Freelance Consultants and Project Managers	26,176	12,633
Recruitment	7,168	1,002
Staff Training	<u>5,533</u>	<u>3,639</u>
	<u><u>377,311</u></u>	<u><u>392,893</u></u>

The average number of FTE employees and their allocation between functions was

	2010 No	2009 No
Directors Office	1 00	1 00
Charitable activities	8 25	8 80
Income generation	0 60	0 60
Finance, human Resources, IT and Administration	<u>2 25</u>	<u>2 25</u>
	<u><u>12 10</u></u>	<u><u>12 65</u></u>

No employee received emoluments in excess of £60,000 (2008/9 nil)

APPLES AND SNAKES
Notes to the Financial Statements
For the year ended 31st March 2010 (Continued)

5 Trustees

No Trustee received any remuneration from the charity in respect of their role as a Trustee in the year
During the year £1,414 (2009 £482) expenses were paid to and on behalf of 8 Trustees (2009 10)

In addition 2 (2008/9 0) trustees (Kate Fox £300 and Agnes Meadows £29) received payment for work as a professional Poet. Such payments are allowed under the memorandum and were approved by the other members of the board as being in the best interest of the organisation

6 Operating Deficit

The operating surplus/deficit is stated after charging

	2010	2009
	£	£
Auditors Remuneration	5,657	5,570
Auditors Remuneration -in respect of prior year	-	614
Auditors Remuneration - non audit services	550	755
Depreciation Charges	6,648	7,301
Operating Leases	14,317	14,334

7 Fixed Assets

	Computers & office Equipment	Fixtures & Fittings	Total
	£	£	£
Cost			
At 1st April 2009	14,376	14,763	29,139
Additions			-
Disposals	(4,166)	(25)	(4,191)
At 31st March 2010	10,210	14,738	24,948
Depreciation			
At 1st April 2009	10,615	4,911	15,526
Charge for the year	1,744	4,904	6,648
Disposals	(4,166)	(25)	(4,191)
At 31st March 2010	8,193	9,790	17,983
Net Book Value			
At 31st March 2010	2,017	4,948	6,965
At 31st March 2009	3,761	9,852	13,613

All fixed assets are held for use by the charity

8 Debtors

	2010	2009
	£	£
Trade Debtors	52,597	35,136
Prepayments and Accrued income	60,483	56,155
Other Debtors	92	1,293
	113,172	92,584

APPLES AND SNAKES
Notes to the Financial Statements
For the year ended 31st March 2010 (Continued)

9a	Creditors	Amounts falling due within one year		2010	2009
				£	£
	Trade creditors			22,010	21,218
	Accruals and Deferred Income			157,076	32,409
	Other creditors			8,045	14,903
				<u>187,131</u>	<u>68,530</u>
9b	Deferred income			2010	2009
				£	£
	Brought forward			20	8,674
	Released in year			(20)	(8,674)
	Deferred in year			5,419	20
				<u>5,419</u>	<u>187,131</u>
	Earned forward				
10a	Restricted Funds	Balance	Movement in Resources	Transfers	Balance
		01/04/2009	Incoming		31/03/2010
		£	£	£	£
	Restricted Grants				
	Arts Council - England Grants				
	Development of Performance Poetry				
	in Cumbria Lancashire	6,175	-	6,175	-
	Growing Up an Alien	7,996	-	7,996	-
	Incubate	30,027	14,017	32,694	11,350
	TwoFive Album Project	1,353	5	1,358	-
	If You Cover My Nose	4,599	-	239	4,360
	My Place or Yours	35,629	8,369	37,865	6,133
	SOD Follow up Project	5,625	-	2,609	3,016
	Security Tour	14,456	12,774	27,230	-
	South East 2009 Project	22,500	2,954	25,454	-
	Beyond Words	-	54,246	50,306	3,940
	The Rememberers Tour	-	36,669	6,696	29,973
	Olympic Stage 1	-	10,090	1,727	8,363
	Whenever I Get Blown Up	-	2,975	1,829	1,146
	National Development Olympics	-	19,800	2,242	17,558
	Word Cup 2010	-	-	2,504	(2,504)
					-
	Creative Partnerships Grants				
	Brookfield House School	803	-	803	-
	Word Up	1,549	5,000	6,549	-
	Lloyds TSB Foundation/Book Trust				
	My Label	12,783	1,500	12,783	1,500
	John R Murray Trust				
	Education Development Grant	-	3,000	270	2,730
	British Council				
	Speechless	4,247	4,673	8,920	-
	My Place in the Caucasus	5,000	-	-	5,000
	Find Your Talent				
	Push - Hampshire	-	3,339	1,784	1,555
	Tower Hamlets BC	-	2,500	-	2,500
		<u>152,742</u>	<u>181,911</u>	<u>238,033</u>	<u>96,620</u>

APPLES AND SNAKES
Notes to the Financial Statements
For the year ended 31st March 2010 (Continued)

10b Restricted Funds Explained

Development of Performance Poetry in Cumbria/Lancashire

To develop the reach of performance poetry into rural communities in Cumbria and Lancashire

Growing Up an Alien

A performance poetry/theatre crossover project which toured nationally by artist Aoife Mannix

Incubate

A unique project working with a small number of artists to develop their cross art form work. Participants worked intensively with arts professionals in fields other than poetry and internationally renowned performance poetry artists.

A Partnership project with BAC, Birmingham Rep and Contact Theatre.

TwoFive Album Project

To celebrate 25 years in the business Apples & Snakes produced an album showcasing established poets, unusual collaborations and new artists including young people. CD now available on CD and Download.

If I Cover My Nose You Can't See Me

National tour of a one person show. Run by Apples & Snakes on behalf of artist Polarbear.

My Place or Yours

Innovative project commissioning five poets based all over the UK to create work based on a theme of place. Using digital media including blogging, online video and audio presentations to involve artists, mentors and the general public in an interactive online discussion of the development process and the finished work.

SOD Follow-up Project

To develop new theatrical projects for children and young people following the success of School of Dark.

Security Tour

National tour of a poetry, theatre fusion show. Run by Apples & Snakes on behalf of artist Zena Edwards.

South East 2009 Project

To support the employment and work of our first Programme Coordinator for the South East region.

Beyond Words

Nationwide tour of four South African performance poets performing specially commissioned work.

The Rememberers Tour

Exciting tour mixing performance poetry with the Graphic Novel written and performed by Kenny Baraka. Touring from Autumn 2010.

Olympic Stage 1

Initial project planning for proposed large scale national youth slam event to coincide with 2012 Olympics.

Whenever I Get Blown Up I think of You

A new show from artist Molly Naylor for the Edinburgh festival in 2010. This fund is administered by us on behalf of the artist.

National Development Olympics

Targeted development for our National activity.

Word Cup 2010

A National Youth Slam coinciding with the World Cup in 2010.

APPLES AND SNAKES
Notes to the Financial Statements
For the year ended 31st March 2010 (Continued)

10b Restricted Funds Explained Continued

Brookfield House School

Project in a special needs school to improve literacy by using a more creative approach to teaching

Word Up

Project at Millfields Community School helping pupils from 11 classes to create and perform their own poetry

My Label

Working with disadvantaged young people in Hackney to set up a record label and develop and record participants own performance poetry pieces

Education Development Grant

Income to develop a promotional DVD to showcase and celebrate our Education and outreach work

Speechless

UK tour of South East Asian and UK based artists on a theme of Freedom of Expression The culmination of a three year project in South East Asia

My Place in the Caucasus

Development money to examine the possibility of applying the My Place or Yours process internationally

Push Hampshire

Find Your Talent funded project for Hampshire

Tower Hamlets BC

Find Your Talent funded project in London Borough of Tower Hamlets

APPLES AND SNAKES

Notes to the Financial Statements

For the year ended 31st March 2010 (Continued)

11 Analysis of Net Assets between Funds

	General Funds	Designated Funds	Restricted Funds	Total 2010
	£	£	£	£
Tangible assets	6,965	-	-	6,965
Current Assets	232,618	30,366	110,893	373,877
Creditors	(172,858)	-	(14,273)	(187,131)
	<u>66,725</u>	<u>30,366</u>	<u>96,620</u>	<u>193,711</u>

12 Unrestricted Funds	Balance 01/04/2009 £	Movement in Resources		Transfers	Balance 31/03/2009 £
		Incoming £	Outgoing £	£	
General Funds	66,725	664,472	(664,472)	-	66,725
Designated Funds					
National Network Support	18,366	-	-	-	18,366
National Education Development	<u>12,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>12,000</u>
Total Designated Funds	<u>30,366</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>30,366</u>
Total Unrestricted Funds	<u>97,091</u>	<u>664,472</u>	<u>(664,472)</u>	<u>-</u>	<u>97,091</u>

The board of trustees have used some of the unrestricted fund balances to set up two designated funds against future planned expenditure towards our charitable aims

National Network Support

To aid completion of our network of locally based programme coordinators around England by 2012

National Education Development

To invest in further development and research into extending our national education activity

12 Future Financial Commitments

At 31 March 2009 the company had annual commitments under operating leases as follows

	Land and buildings 2010 £	Equipment 2010 £
Operating lease which expires within one year	14,082	-
Within 2 - 5 years	<u>-</u>	<u>-</u>
	<u>14,082</u>	<u>-</u>

Other London Offices and all other offices around the country are charged on a rolling annual agreement and not on operating leases Total expenditure on rents was £23,690 (2009 £22,205)

13 Related Party Transactions

Trustees (Kate Fox £300 and Agnes Meadows £29) were paid for work as a professional poet during the year Such payments are allowed and were approved by the other members of the board under the agreed procedure as being in the best interests of the organisation as a whole Kate Fox and Agnes Meadows did not influence the decision to make these payments in any way