

Company registration number: 1816889 (England and Wales)
Charity registration number: 1094652

**REPORT OF THE TRUSTEES AND
CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021
FOR
PROMO-CYMRU LTD**

**Robert Hugh Limited
Registered Auditors
and Chartered Accountants
15 Dan y Bryn Avenue
Radyr
Cardiff
CF15 8DD**



PROMO-CYMRU LTD

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FOR THE YEAR ENDED 31 MARCH 2021

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PROMO-CYMRU LTD

REFERENCE AND ADMINISTRATIVE DETAILS

Charity name Promo-Cymru Ltd

Charity registration number 1094652

Company registration number 1816889

Principal office 17 West Bute Street
Cardiff
CF10 5EP

Registered office 17 West Bute Street
Cardiff
CF10 5EP

The charity is incorporated in England and Wales.

Trustees M Morgan, Chair
M Bowden
D M Martin
S Corria
L Kingdon
A Rogan
R Crewe-Rees
MD Williams
AS Ozalp

Secretary M Gil-Cervantes

Auditors Robert Hugh Limited
Registered Auditors and Chartered Accountants
15 Dan y Bryn Avenue
Radyr
Cardiff
CF15 8DD

PROMO-CYMRU LTD

TRUSTEES' REPORT

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements and auditor's report of the charitable company for the year ended 31 March 2021.

Structure, Governance and Management

Governing Document

The charity is controlled by its governing document, its Memorandum and Articles of Association, and is limited by guarantee and not having a share capital, as defined by the Companies Act 2006.

Every member of the company undertakes to contribute such amount as may be required (not exceeding £1) to the company's assets if it should be wound up while he/she is a member or within one year after he/she ceased to be a member, for repayment of the company's debts and liabilities contracted before he/she ceased to be a member, and of the costs and expenses of winding up, and for the adjustment of the rights of the contributors amongst themselves.

Recruitment and Appointment of New Trustees

The company is directed by a board of trustees, the members of which are all committed to the sector's principles and ideals.

The directors of the company are also charity trustees for the purposes of charity law and under the company's Articles are known as members of the Council of Management. Under the requirements of the Memorandum and Articles of Association, the members of the Council of Management are elected to serve for a year after which they must be re-elected at the next Annual General Meeting.

The members of the board receive no material benefits or remuneration from the company for their time and services.

Induction and Training of New Trustees

Most trustees are already familiar with the practical work of the charity. Information is made available covering the following.

- The obligations of Management Committee members.
- The main documents which set out the operational framework for the charity including the Memorandum and Articles of Association.
- Resourcing and the current financial position as set out in the latest published accounts.
- Future plans and objectives.

Organisational Structure

The board of trustees, who meet bi-monthly, administer the charity. A chief executive is appointed by the trustees to manage the day-to-day operation of the charity.

PROMO-CYMRU LTD

TRUSTEES' REPORT

Wider Network

Promo-Cymru has continued to work with a number of partners.

These include:-

- Council for Wales Voluntary Youth Service
- Wales Council for Voluntary Action
- Wales Co-op Centre
- The Urdd
- Community Investment Fund
- Welsh Government
- Development Trust Association
- Children in Wales
- Voluntary Councils across Wales
- Ethnic Youth Support Team
- Public Health Wales
- Youth Cymru
- Local Authorities
- The Interim Youth Work Board
- European Youth Information and Counselling Agency
- National Museums of Wales
- Catalyst
- Lloyds Bank Foundation

Subsidiary Undertakings

Promo-Cymru Ltd is the holding company of a trading subsidiary company called Promo-Cymru Trading Limited.

The principal activities of the company in the year under review were:

1. Activities centred around providing information, advice and advocacy for young people in Wales. This was carried out under the project name MEIC (The National Information and Advice and Advocacy Service - direct contact, telephone, instant messaging and text based).
2. The trading development of the Ebbw Vale Institute as a youth, community and cultural centre for the communities of Blaenau Gwent and beyond.
3. In the area of digital, multimedia and communications, Promo-Cymru Trading continued to deliver goods and services such as consultation, service design, video production, social media training and website development and administration.

Risk Management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Major risks are reported to the board via the Chief Executive and Deputy Chief Executive via the project and finance reports produced for and presented at the Promo-Cymru Management Board. The examination will cover the major strategies, business and operational risks which the charity faces. The reporting system so established is to enable regular reports to be produced so that any necessary steps can be taken to mitigate exposure to these risks. These procedures are to be periodically reviewed to ensure that they still meet the needs of the charity.

PROMO-CYMRU LTD

TRUSTEES' REPORT

The risk management strategy will comprise:-

- an annual review of the risks the charity may face
- the establishment of systems and procedures to mitigate those risks identified in the plan
- the implementation of procedures designed to minimise any potential impact on the charity should those risks materialise

Trustees:

- risk management statement - reviewed each year
- conflict of interest register - updated each year
- trustee welcome pack inclusive of signed statements of ability to serve as a trustee

Staff:

- proof of ID required
- DBS checks (where applicable)
- references
- probation period
- regular appraisals
- comprehensive personnel files
- trained to ensure capability to undertake role

HR:

- ongoing updates and training to keep up with changes in legislation
- robust policy and procedures - updates where required
- back up legal assistance in place

Health & safety:

- office risk assessments
- updates and training when necessary

Information technology:

- all laptops are password protected and equipped with the latest AVG antivirus software
- users are required to change their Office365 password every 90 days for security purposes
- all websites are secured with SSL Certificates. Independent web security testing takes place annually.

The risk register of the organisation is maintained and regularly reviewed at trustee meetings. The trustees' comments and response to the risk register are recorded in the minutes including follow up actions. The trustees are satisfied that Promo-Cymru is undertaking all actions required to mitigate risk across the organisation.

Objectives and Activities

Objectives and Aims

The objective of Promo-Cymru is to support the development of young people, families and the communities they live in.

Promo-Cymru's Vision:

Promo-Cymru works to ensure young people and communities are informed, engaged, connected and heard.

Promo-Cymru's Mission:

We work collaboratively to make links between people and services using creativity and digital technology. Supporting the third and public sectors to imagine, test and create better services.

Promo works with communities through communications, advocacy, cultural engagement, digital and media production. Our work is informed by over 20 years of delivering digital youth information projects. We share this knowledge through training and consultancy, forming long term partnerships to benefit people and organisations.

PROMO-CYMRU LTD

TRUSTEES' REPORT

Promo-Cymru is a registered charity and social enterprise; our profits are invested back into our community projects.

Promo-Cymru will work collectively, cooperatively and in partnership with people and organisations that share these objectives.

Public Benefit Statement

In setting our objectives and planning our activities, the trustees of Promo-Cymru have given careful consideration to The Charity Commission's general guidance on public benefit.

Promo-Cymru is committed to the development of young people and families in Wales through their participation in activities that enable young people to voice their opinions and contribute to an inclusive Wales in line with the United Nations Charter on the Rights of the Child and to work with partners to develop and deliver anti-poverty strategies.

Promo-Cymru is also committed to delivering a creative hub, facilitated at EVI as part of the regeneration of Ebbw Vale town and the surrounding area. This project will provide the local community with a much needed focus for cultural, social and economic development in Ebbw Vale and the Heads of the Valleys areas.

Significant Activities

The significant activities undertaken during the year encompassed the following projects:

EVI - Ebbw Vale Institute Project - working to develop the Ebbw Vale Institute as a cultural centre in Ebbw Vale. This year included a £200,000 building refurbishment programme funded by the Welsh Government's Communities Facilities Grant.

www.thesprout.co.uk - Promo-Cymru supplies Cardiff's young people's information, financed and commissioned by Cardiff Council and Families First. The focus of this work is the web development website of www.thesprout.co.uk and support to young people who are part of its Editorial Board.

Meic Helpline - the Wales wide advocacy based helpline for young people in Wales.

Desygn - a project to develop workshop material and an online course on Service Design for the youth sector in Europe. This is led by ERYICA and funded by Erasmus. Other key partners are Koordinatti, Finland's Youth Information Service with support from a number of youth information services across Europe. This project has now reached the stage where pilot courses have been completed and the lessons learnt incorporated into future iterations. Its first official course started in October 2021.

Service Design Consultancy - our embedded culture of agile working, lean thinking and flexible management.

Volunteers

Management Board

Promo-Cymru's Management Board are all volunteers who give of their time and invaluable experience. Without their advice and support Promo-Cymru would not have the organisational substance to deliver unique services.

European Volunteers

Due to the interruptions of the Covid pandemic, Promo-Cymru decided to put this programme on hold, although we are now looking to have an EVS volunteer in 2022.

PROMO-CYMRU LTD

TRUSTEES' REPORT

Achievement and Performance

Charitable Activities

The Sprout.co.uk

This year this project continued to be funded by Cardiff's Families First Partnership to create a relevant, accessible information and communications vehicle for young people in Cardiff and, importantly, to support the work of the Families First Initiative in Wales. A focus of the project has been to create effective working relationships with the various organisations within the Families First partnership. The site places participation foremost and allows young people and organisations to input news items, photos, events listings and has a searchable organisational database of all organisations working in Cardiff with young people. This year we have begun to develop activities to re-brand the service with the full involvement of young people and utilising innovative methodologies.

EVI Ebbw Vale Institute Project

Promo-Cymru has, since the completion of the Community Asset Transfer several years ago, brought Ebbw Vale Institute back into use as a vibrant community space offering cultural and social activities for the Blaenau Gwent area and beyond.

As a community social, arts and music based activities venue, EVI facilities include:-

- A live venue for music and poetry
- A gallery exhibition space
- A fully equipped conference venue
- A social space for weddings and gatherings
- Rehearsal spaces including music showcase and dance studio
- Community café
- Multimedia facilities
- Video editing and production suite
- Business development space and facilities for young cultural businesses
- Rental spaces for cultural industry businesses
- The high specification music studio is also fully operational.

EVI is currently used by a wide range of public, third sector organisations and community groups and individuals.

EVI has developed into a Cultural and Community Hub for the communities of Ebbw Vale and Blaenau Gwent.

Promo-Cymru is continuing to streamline and evaluate EVI's operations.

Promo-Cymru has been awarded a grant from Welsh Government's Communities and Facilities Programme to upgrade the internal and external fabric of the building in accordance with consultation carried out with people who use EVI.

Internal and External Factors

The most significant internal and external factors arising during the year were as follows:

Internal

Promo-Cymru continues to develop its internal policies and procedures in line with legislative and HR developments. We endeavour also to keep up-to-date with communications and technological developments.

Promo-Cymru has developed a Senior Management Team to guide and control the operational management of the organisation and, with the Directors of Promo-Cymru, be part of the organisation's strategic direction. This work will also actively seek input from all staff, volunteers and clients of Promo-Cymru.

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TRUSTEES' REPORT

The development of Promo-Cymru's new headquarters building in Cardiff Bay has ensured that the building is energy efficient by installing new high grade insulation.

Promo-Cymru has continued to embrace effective communication tools with young people in Wales and have endeavoured to be the leading provider. We have embraced social media communication and are providing advice and support to the third and public sectors.

Promo-Cymru has embraced Service Design methodologies as a natural progression to our work and are gaining recognition for this innovative work across Wales, UK and the European Youth Sector.

Promo-Cymru periodically has staff observers attending board meetings, where appropriate, to allow for their direct input into discussions.

Clients are fully involved in Promo-Cymru projects via our core co-production and engagement methodology. Their involvement and feedback is channelled into project delivery and into the Management Board.

As a value driven organisation, we have made steps to make our values clearer and publish them on our website and make them part of our recruitment process to ensure we let the public, clients and our staff know what is important to us. This work is on-going and has a group made up of board and staff members to review.

External

The Covid pandemic has been a challenge. Promo-Cymru's high level use and understanding of the possibilities of digital communications has allowed Promo-Cymru to respond quickly, as the tools and our agile mind set and practices are part of Promo-Cymru's DNA. This has allowed Promo-Cymru to ramp up contact points with young people over Wales utilising focused social media campaigns and provide support for the voluntary and statutory youth sectors over Wales.

Promo-Cymru was technologically well placed to respond at speed. The decision for all to work at home was taken early and appreciated by staff. As all ICT was remote/homeworking ready the change took place with immediate effect and little to no interruption.

Promo-Cymru also realised that it had a skills base able to help many organisations adapt to the new challenges brought by Covid. We set up a free set of workshops accessed by the voluntary sector across Wales which sped up the 'digitalisation' of many organisations.

Promo-Cymru also developed its youth focussed communications knowledge, especially on social media, to target young people no longer in schools, youth services and the social services they were previously able to access face-to-face. The Meic Instagram account grew exponentially. This targeted young people to make sure they had someone to contact in need for the 16 hours a day the helpline was open.

The external environment continues to be a challenge. We continue to monitor policy developments in Wales and the UK and make changes accordingly.

Promo-Cymru has led the field in digital transformation for a number of years. Clearer branding, identity, communications and self-belief have increased our profile and confidence leading to new markets and clients.

PROMO-CYMRU LTD

TRUSTEES' REPORT

Financial Review

The trustees receive management financial reports and review the financial position of Promo-Cymru on a regular basis as a key standing agenda item. The trustees have considered budgets and forecasts for the period to March 2023 and support the management team in the on-going financial development of the organisation as a going concern.

The management team work closely with the Chair of the trustees on a regular basis outside of board meetings.

Austerity has certainly impacted not only on Promo-Cymru, but also across the third sector. Promo-Cymru continues to innovate and forward think. Key corporate strategies of heightening the profile of Promo-Cymru, which have led to the winning of a number of key awards and the development of inroads in new markets, are beginning to work.

Unrestricted reserves before transfers increased by £41,713 (group £45,787) during the year, compared with an increase in the previous year of £40,557 (group £47,967). Depreciation charges on assets owned by Promo-Cymru Ltd, including the land and buildings of Ebbw Vale Institute and 17 West Bute Street, also impact on the financial activities reported.

Promo-Cymru continues to invest in its staff and profile.

At the year end Promo-Cymru Ltd remains in a strong financial position, with unrestricted reserves of £315,070 (group £364,723) and total net assets of £1,268,454 (group £1,318,107).

The organisation also continues to maintain adequate working capital to facilitate its activities.

The staffing restructure which took place in 2018, and the longer term focused decision to keep key capacity in place, which meant a careful use of reserves, has now had an effect which has seen our incomes, impact and profile expand.

Reserves Policy

Purpose

The purpose of the Reserves Policy of Promo-Cymru is to ensure the stability of the projects, employment and ongoing operations of the organisation. The Operating Reserve (ie, unrestricted reserves) is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. The Reserves may also be used for one-time, non-recurring expenses that will build long-term capacity, such as staff development, research and development, or investment in infrastructure.

Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Promo-Cymru for Operating Reserves to be used and replenished within a reasonably short period of time. The Operating Reserves Policy will be implemented in concert with the other governance and financial policies of Promo-Cymru and is intended to support the goals and strategies contained in these related policies and in strategic and operational plans.

Definitions and Goals

The Operating Reserve Fund is defined as a designated fund set aside by action of the trustees. The minimum amount to be designated as Operating Reserve will be established in an amount sufficient to maintain ongoing operations and programmes for a set period of time. The Operating Reserve serves a dynamic role and will be reviewed and adjusted in response to internal and external changes.

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TRUSTEES' REPORT

The target minimum Operating Reserve Fund is equal to 6 months of average operating costs. The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, loans, office, travel, project, and ongoing professional services. Depreciation, in-kind, and other non-cash expenses are not included in the calculation.

The calculation of average monthly expenses also excludes some expenses, eg, one-time or unusual and capital purchases. The amount of the Operating Reserve Fund target minimum will be calculated each year after approval of the annual budget, reported to the trustees and Finance Sub Committee, and included in the regular financial reports.

Accounting for Reserves

The Operating Reserve Fund will be recorded in the financial records as unrestricted reserves. The Fund will be funded and available in cash or cash equivalent funds.

Funding of Reserves

The Operating Reserve Fund will be funded with surplus unrestricted operating funds. The trustees may from time to time direct that a specific source of revenue be set aside for Operating Reserves.

Use of Reserves

Use of the Operating Reserves requires three steps:

1. Identification of appropriate use of reserve funds

The trustees and staff will identify the need for access to reserve funds and confirm that the use is consistent with the purpose of the reserves as described in this Policy. This step requires analysis of the reason for the shortfall, the availability of any other sources of funds before using reserves, and evaluation of the time period that the funds will be required and replenished.

2. Authority to use operating reserves

Authority for use of Operating Reserves is delegated to the CEO in consultation with the Chair of the trustees. The use of Operating Reserves will be reported to the trustees at their next scheduled meeting, accompanied by a description of the analysis and determination of the use of funds and plans for replenishment to restore the Operating Reserve Fund to the target minimum amount. The CEO must receive prior approval from the trustees if the Operating Reserves will take longer than 12 months to replenish.

3. Reporting and monitoring

The CEO is responsible for ensuring that the Operating Reserve Fund is maintained and used only as described in this Policy. Upon approval for the use of Operating Reserve funds, the CEO will maintain records of the use of funds and plan for replenishment. The CEO will provide regular reports to the Finance Sub Committee and board of trustees of progress to restore the Fund to the target minimum amount.

Policy Review

This policy will be reviewed every other year, at minimum, by the Finance Sub Committee, or sooner if warranted by internal or external events or changes. Changes to the Policy will be recommended by the Finance Sub Committee to the board of trustees.

Principal Funding Sources

The company is primarily funded from the receipt of grant income from the Welsh Government and Cardiff Council.

PROMO-CYMRU LTD

TRUSTEES' REPORT

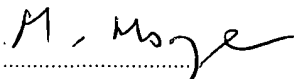
Plans for Future Periods

Promo-Cymru seeks to further develop its charitable activities.

Promo-Cymru will continue to use its experience to develop its expertise across a number of areas. These are:

- 1 Helpline expertise, online and office information to include the promotion of citizen voices. We have developed an integrated communications model to better describe our offer.
- 2 The development of further support to communities, families and people of all ages to support both physical and social developments.
- 3 The development of support and mentoring services to other third sector organisations such as leadership and management development, finance management and other corporate issues.
- 4 The support of organisations to better utilise Service Design Methodologies, IT and communications technology, such as social media practice and policy.
- 5 The development of our central administrative building to allow disparate areas of Promo-Cymru to be housed together and the wider involvement of clients and other organisations in the work of the organisation is working well. We will continue to review better and more efficient use of the building and consider renting further spaces to like minded organisations.
- 6 Promo-Cymru has begun the exploration of working with young people on the development of Social and Environmental Economy projects and organisations.

The annual report was approved by the trustees of the charity on 14 December 2021 and signed on its behalf by:



M Morgan
Trustee

PROMO-CYMRU LTD

STATEMENT OF TRUSTEES' RESPONSIBILITIES

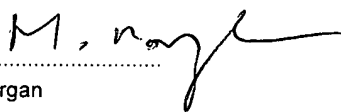
The trustees (who are also the directors of Promo-Cymru Ltd for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable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

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, 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 adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and to 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.

Approved by the trustees of the charity on 14 December 2021 and signed on its behalf by:


.....
M Morgan
Trustee

PROMO-CYMRU LTD

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PROMO-CYMRU LTD

Opinion

We have audited the financial statements of Promo-Cymru Ltd, the 'charitable parent company' and its subsidiary (the 'group') for the year ended 31 March 2021, which comprise the Consolidated Statement of Financial Activities, Consolidated Balance Sheet, Balance Sheet, Consolidated Statement of Cash Flows, Statement of Cash Flows, and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is United Kingdom Accounting Standards, comprising Charities SORP - FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and applicable law (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and parent charity's affairs as at 31 March 2021 and of the group's 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.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PROMO-CYMRU LTD

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

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 by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities (set out on page 11), the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

As part of designing our audit, we determined materiality and assessed the risks of material misstatement in the financial statements, including how fraud may occur by enquiring of management of its own consideration of fraud. In particular, we looked at where management made subjective judgements, for example, in respect of significant accounting estimates that involved making assumptions and considering future events that are inherently uncertain. We also considered potential financial or other pressures, opportunity and motivations for fraud. As part of this discussion we identified the internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations and how management monitor these processes. Appropriate procedures included the review and testing of manual journals and key estimates and judgements made by management.

PROMO-CYMRU LTD

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PROMO CYMRU LTD

We gained an understanding of the legal and regulatory framework applicable to the charity and the industry in which it operates, drawing on our broad sector experience, and considered the risk of acts by the charity that were contrary to these laws and regulations, including fraud.

We focused on laws and regulations that could give rise to a material misstatement in the financial statements, including, but not limited to the Charities Act, Companies Acts, UK tax legislation and equivalent local laws and regulations.

We made enquiries of management with regards to compliance with the above laws and regulations and corroborated any necessary evidence to relevant information, for example, minutes of the Trustees' meetings and any other relevant correspondence.

We completed samples of transaction testing with a focus on the income and expenditure throughout the year to ensure that activities were supported and in line with the charity's rules and practices. Any unusual findings were raised with management for further investigation.

Our tests included agreeing the financial statements disclosures to underlying supporting documentation and enquiries with management.

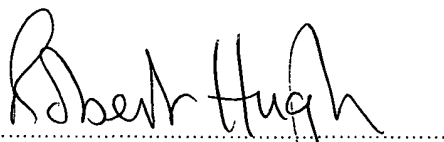
We did not identify any key audit matters relating to irregularities, including fraud. As in all of our audits, we also addressed the risk of management override of internal controls including testing journals and evaluation whether there was evidence of bias by management that represented a risk of material misstatement due to fraud.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities is available on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's trustees 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 anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Robert Hugh (Senior Statutory Auditor)
For and on behalf of Robert Hugh Limited, Statutory Auditor

15 Dan y Bryn Avenue
Radyr
Cardiff
CF15 8DD

Signed on 17 December 2021

PROMO-CYMRU LTD
STATEMENT OF CONSOLIDATED FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2021
(INCLUDING INCOME AND EXPENDITURE ACCOUNT AND
STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES)

				Continuing operations	Discontinued operations	
	Notes	Unrestricted funds	Restricted funds	total 2021	total 2021	Total 2021
		£	£	£	£	£
INCOME AND ENDOWMENTS FROM:						
Activities for generating funds	3	765,365	-	765,365	-	765,365
Voluntary income	4	1000	-	1,000	-	1,000
Investment income	5	65,174	-	65,174	-	65,174
Charitable activities	6	34,560	350,324	384,884	-	384,884
Total income		866,099	350,324	1,216,423	-	1,216,423
EXPENDITURE ON:						
Charitable activities	7	820,312	132,368	952,680	-	952,680
Total expenditure		820,312	132,368	952,680	-	952,680
NET INCOME/(EXPENDITURE)		45,787	217,956	263,743	-	263,743
Gross transfers between funds		-	-	-	-	-
NET MOVEMENT IN FUNDS		45,787	217,956	263,743	-	263,743
Reconciliation of funds:						
Total funds brought forward		318,936	735,428	1,054,364	-	1,054,364
TOTAL FUNDS CARRIED FORWARD	19	364,723	953,384	1,318,107	-	1,318,107

				Continuing operations	Discontinued operations	
	Notes	Unrestricted funds	Restricted funds	total 2020	total 2020	Total 2020
		£	£	£	£	£
INCOME AND ENDOWMENTS FROM:						
Activities for generating funds	3	787,677	-	787,677	-	787,677
Voluntary income	4	500	-	500	-	500
Investment income	5	27,484	28,988	56,472	-	56,472
Charitable activities	6	8,492	140,689	149,181	-	149,181
Total income		824,153	169,677	993,830	-	993,830
EXPENDITURE ON:						
Charitable activities	7	787,425	190,500	977,925	-	977,925
Total expenditure		787,425	190,500	977,925	-	977,925
NET INCOME/(EXPENDITURE)		36,728	-20,823	15,905	-	15,905
Gross transfers between funds		11,239	-11,239	-	-	-
NET MOVEMENT IN FUNDS		47,967	-32,062	15,905	-	15,905
Reconciliation of funds:						
Total funds brought forward		270,969	767,490	1,038,459	-	1,038,459
TOTAL FUNDS CARRIED FORWARD	19	318,936	735,428	1,054,364	-	1,054,364

All of the charity's activities derive from continuing operations during the above two periods.
The funds breakdown for 2021 and 2020 is shown in note 19.

PROMO-CYMRU LTD
STATEMENT OF COMPANY FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2021
(INCLUDING INCOME AND EXPENDITURE ACCOUNT AND
STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES)

			Continuing operations	Discontinued operations	
	Notes	Unrestricted funds £	Restricted funds £	total 2021 £	Total 2021 £
INCOME AND ENDOWMENTS FROM:					
Voluntary income		31,000	-	31,000	31,000
Charitable activities		92,740	350,324	443,064	443,064
Total income		123,740	350,324	474,064	474,064
EXPENDITURE ON:					
Charitable activities		82,027	132,368	214,395	214,395
Total expenditure		82,027	132,368	214,395	214,395
NET INCOME/(EXPENDITURE)		41,713	217,956	259,669	259,669
Gross transfers between funds		-	-	-	-
NET MOVEMENT IN FUNDS		41,713	217,956	259,669	259,669
Reconciliation of funds:					
Total funds brought forward		273,357	735,428	1,008,785	1,008,785
TOTAL FUNDS CARRIED FORWARD	20	315,070	953,384	1,268,454	1,268,454

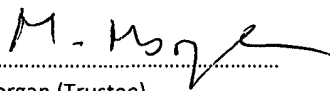
			Continuing operations	Discontinued operations	
	Notes	Unrestricted funds £	Restricted funds £	total 2020 £	Total 2020 £
INCOME AND ENDOWMENTS FROM:					
Voluntary income		66,422	-	66,422	66,422
Charitable activities		60,297	169,677	229,974	229,974
Total income		126,719	169,677	296,396	296,396
EXPENDITURE ON:					
Charitable activities		97,401	190,500	287,901	287,901
Total expenditure		97,401	190,500	287,901	287,901
NET INCOME/(EXPENDITURE)		29,318	-20,823	8,495	8,495
Gross transfers between funds		11,239	-11,239	-	-
NET MOVEMENT IN FUNDS		40,557	-32,062	8,495	8,495
Reconciliation of funds:					
Total funds brought forward		232,800	767,490	1,000,290	1,000,290
TOTAL FUNDS CARRIED FORWARD	20	273,357	735,428	1,008,785	1,008,785

All of the charity's activities derive from continuing operations during the above two periods.
The funds breakdown for 2021 and 2020 is shown in note 19.

PROMO-CYMRU LTD
BALANCE SHEETS
AT 31 MARCH 2021

	Notes	Consolidated		Company	
		2021 Total funds £	2020 Total funds £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Tangible assets	14	1,363,734	1,141,572	1,354,782	1,130,582
Investments	15	-	-	100	100
		<u>1,363,734</u>	<u>1,141,572</u>	<u>1,354,882</u>	<u>1,130,682</u>
CURRENT ASSETS					
Stocks		1,913	1,557	-	-
Debtors	16	124,456	81,213	102,035	79,283
Cash at bank and in hand		347,046	164,202	205,205	53,203
		<u>473,415</u>	<u>246,972</u>	<u>307,240</u>	<u>132,486</u>
CREDITORS					
Amounts falling due within one year	17	-317,812	-124,313	-193,788	-46,116
NET CURRENT ASSETS		<u>155,603</u>	<u>122,659</u>	<u>113,452</u>	<u>86,370</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		1,519,337	1,264,231	1,468,334	1,217,052
CREDITORS AND PROVISIONS					
Amounts falling due after one year	18	-199,880	-208,267	-199,880	-208,267
Provisions for liabilities	18	-1,350	-1,600	-	-
		<u>1,318,107</u>	<u>1,054,364</u>	<u>1,268,454</u>	<u>1,008,785</u>
FUNDS					
Unrestricted funds	19	364,723	318,936	315,070	273,357
Restricted funds	19	953,384	735,428	953,384	735,428
NET ASSETS		<u>1,318,107</u>	<u>1,054,364</u>	<u>1,268,454</u>	<u>1,008,785</u>

The financial statements on pages 15 to 34 were approved by the trustees, and authorised for issue on 14 December 2021 and signed on their behalf by


M Morgan (Trustee)

PROMO-CYMRU LTD**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2021**

	Notes	Consolidated		Company	
		2021 Total funds £	2020 Total funds £	2021 Total funds £	2020 Total funds £
Cash flows from operating activities					
Net cash income		263,743	15,905	259,669	8,495
Adjustments to cash flows from non-cash items					
Depreciation		33,945	36,550	30,209	32,519
		297,688	52,455	289,878	41,014
Working capital adjustments					
(Increase)/decrease in stocks		-356	1,830	-	-
(Increase)/decrease in debtors	15	-43,243	19,419	-22,752	-52,074
(Decrease)/increase in creditors	16	161,737	-38,162	129,717	733
(Decrease)/increase in deferred income	17	28,217	7,914	14,410	6,534
(Decrease)/increase in provisions	17	-250	100	-	-
Net cash flows from operating activities		443,793	43,556	411,253	-3,793
Cash flows from investing activities					
Purchase of tangible fixed assets	14	-256,107	-5,981	-254,409	-1,800
Net cash flows from investing activities		-256,107	-5,981	-254,409	-1,800
Cash flows from financing activities					
Repayments of loans and borrowings		-4,842	-17,932	-4,842	-17,932
Net cash flows from financing activities		-4,842	-17,932	-4,842	-17,932
Net (decrease)/increase in cash and cash equivalents		182,844	19,643	152,002	-23,525
Cash and cash equivalents at 1 April		164,202	144,559	53,203	76,728
Cash and cash equivalents at 31 March		347,046	164,202	205,205	53,203

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

1 CHARITY STATUS

The charity is limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office and principal place of business is:
17 West Bute Street, Cardiff Bay CF10 5EP

These financial statements were authorised for issue by the trustees on 14 December 2021.

2 ACCOUNTING POLICIES

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charities Act 2011.

Basis of preparation

Promo-Cymru Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The financial statements have been prepared on the going concern basis.

The trustees assess whether the use of going concern is appropriate, ie, whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees make this assessment in respect of a period of one year from the date of approval of the financial statements.

Group accounts and investment in subsidiary

The accounts have been consolidated to include the results of the charity's subsidiary. No income and expenditure account of the charity has been presented as permitted by the Companies Act 2006 and paragraph 423 of the SORP. The investment in the subsidiary is stated at cost less provision for any impairment.

A subsidiary is an entity controlled by the charity. Control is achieved where the charity has the power to govern the financial and operating policies of an entity so as to obtain benefits from its activities.

Intercompany transactions, balances and unrealised gains on transactions between the charity and its subsidiary, which are related parties, are eliminated in full.

Income and endowments

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

Donations and legacies

Donations are recognised when the charity has been notified in writing of both the amount and settlement date.

In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period.

Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees' meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets

Individual fixed assets costing £150.00 or more are initially recorded at cost.

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Freehold property	•	2% on cost
Fixtures, fittings and equipment	•	10% to 25% on reducing balance
Computer equipment	•	33 1/3% on reducing balance

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

Fixed asset investments

Investments in associates are accounted for using the equity method. Investments in associates are initially recognised at the transaction price (including transaction costs) and are subsequently adjusted to reflect the charities share of the profit or loss and other comprehensive income of the associate. Goodwill arising on the acquisition of associates is accounted for in accordance with the policy set out above. Any unamortised balance of goodwill is included in the carrying value of the investment in associates.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method, where applicable.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Statement of Financial Activities over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the charity has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

Financial instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

Debt instruments

Debt instruments which meet the following conditions are subsequently measured at amortised cost using the effective interest method.

- a) The contractual return to the holder is (i) a fixed amount; (ii) a positive fixed rate or a positive variable rate; or (iii) a combination of a positive or a negative fixed rate and a positive variable rate.
- b) The contract may provide for repayments of the principal or the return to the holder (but not both) to be linked to a single relevant observable index of general price inflation of the currency in which the debt instrument is denominated, provided such links are not leveraged.
- c) The contract may provide for a determinable variation of the return to the holder during the life of the instrument, provided that (i) the new rate satisfies condition (a) and the variation is not contingent on future events other than (1) a change of a contractual variable rate; (2) to protect the holder against credit deterioration of the issuer; (3) changes in levies applied by a central bank or arising from changes in relevant taxation or law; or (ii) the new rate is a market rate of interest and satisfies condition (a).
- d) There is no contractual provision that could, by its terms, result in the holder losing the principal amount or any interest attributable to the current period or prior periods.
- e) Contractual provisions that permit the issuer to prepay a debt instrument or permit the holder to put it back to the issuer before maturity are not contingent on future events, other than to protect the holder against the credit deterioration of the issuer or a change in control of the issuer, or to protect the holder or issuer against changes in levies applied by a central bank or arising from changes in relevant taxation or law.

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

f) Contractual provisions may permit the extension of the term of the debt instrument, provided that the return to the holder and any other contractual provisions applicable during the extended term satisfy the conditions of paragraphs (a) to (c).

Debt instruments that are classified as payable or receivable within one year on initial recognition and which meet the above conditions are measured at the undiscounted amount of the cash or other consideration expected to be paid or received, net of impairment.

With the exception of some hedging instruments, other debt instruments not meeting these conditions are measured at fair value through profit and loss.

Commitments to make and receive loans which meet the conditions mentioned above are measured at cost (which may be nil) less impairment.

3 ACTIVITIES FOR GENERATING FUNDS

	Consolidated	
	2021	2020
	£	£
Projects, consultancy, workshops, events and helpline fees	765,365	787,677

4 VOLUNTARY INCOME

	Consolidated	
	2021	2020
	£	£
Donations	1,000	500

5 INVESTMENT INCOME

	Consolidated	
	2021	2020
	£	£
Rents received	65,154	56,472
Interest received	20	-
	65,174	56,472

6 INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds General £	Restricted funds £	Consolidated	
			2021 £	2020 £
Money and Pensions Services grant	-	30,000	30,000	70,000
Paul Hamlyn grant	-	30,000	30,000	30,000
Youth Access grant	-	14,682	14,682	-
EVI CFAP grant	-	249,867	249,867	-
EYST grant	-	15,375	15,375	-
Welsh Government Landfill Disposal				
Scheme grant	-	-	-	10,027
Social Business Growth Fund	-	-	-	12,527
Other project grants	-	10,400	10,400	18,135
Covid grant	25,000	-	25,000	-
Fees and rental income	9,560	-	9,560	8,492
	34,560	350,324	384,884	149,181

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

7 EXPENDITURE ON CHARITABLE ACTIVITIES

	Unrestricted funds	Restricted funds	Consolidated	
	£	£	2021 £	2020 £
Subsidiary company	734,075	-	734,075	686,314
Core support	77,852	-	77,852	93,526
Heads of the Valleys Programme	-	4,254	4,254	4,361
Big Lottery Community Asset Transfer	-	9,891	9,891	10,685
Money and Pensions Services grant	-	30,000	30,000	70,000
EVI CFAP	-	12,200	12,200	-
EYST	-	15,375	15,375	-
NESTA	-	-	-	7,500
Social Business Growth Fund	-	-	-	12,344
Paul Hamlyn Trust	-	30,000	30,000	30,000
Blaenau Gwent EVI	-	-	-	28,987
Other projects	-	30,648	30,648	26,623
	811,927	132,368	944,295	970,340

	Activity undertaken directly	Activity support costs	Consolidated	
	£	£	2021 £	2020 £
Subsidiary company	734,075	-	734,075	686,314
Staff costs	14,932	50	14,982	15,249
Exchange workers	-	-	-	2,920
Project costs	113,808	700	114,508	170,669
Freelance consultants	-	-	-	2,345
Office costs	-	5,779	5,779	6,446
Advertising and marketing	-	-	-	1,074
Repairs and renewals	15,222	-	15,222	18,921
Insurance	-	12,318	12,318	12,260
Premises costs	-	5,282	5,282	6,458
Loan interest	-	11,920	11,920	15,165
Depreciation	30,209	-	30,209	32,519
	908,246	36,049	944,295	970,340

In addition to the expenditure analysed above, there are also governance costs of £8,385 (2020 - £7,585) which relate directly to charitable activities. See note 8 for further details.

8 ANALYSIS OF GOVERNANCE AND SUPPORT COSTS

SUPPORT COSTS

Governance	Finance	Staff	Admin	Premises	Other	Totals 2021	Totals 2020
£	£	£	£	£	£	£	£
4,175	11,920	50	5,779	5,282	13,018	40,224	44,541

The support costs cover the promotion of youth, adult and family development work.

GOVERNANCE COSTS

	Consolidated	
	2021	2020
	£	£
Auditor's remuneration	8,385	7,585

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

9 GOVERNMENT GRANTS

Money and Pension Services

Promo-Cymru was commissioned by the Money Advice and Pensions Service to carry out research on how best to engage young people at key learning points to better support their financial literacy.

Paul Hamlyn Foundation

PHF has funded Promo-Cymru as a leading youth organisation in Wales. This funding is to support our general aims of developing digital youth services in Wales. There are no further stipulations as to how this funding is spent.

Youth Access

Promo-Cymru is working with Youth Access as part of a national project funded by the National Lottery UK. We are working with young people and partners to help ensure that youth voice is heard in the design process of mental health provision.

CFAP

Promo-Cymru received funding from Welsh Government under The Community Facilities Programme. The aim of the capital grant was to improve community facilities which are useful to, and well used by, people in the community. The funding was used to undertake much needed renovations at Ebbw Vale Institute.

EYST

Promo-Cymru received a grant to support the 'We Are Wales' project, with video editorial, training support and web creation, which worked with citizen journalists to gather video stories of the great volunteering and work carried out by ethnic minorities in Wales during the pandemic.

Cast

Promo-Cymru received a grant from Cast to deliver workshops to support third sector organisations with delivering better digital services.

Youth Work Support Grant

Promo-Cymru received funding from BGCBC Youth Service to undertake a pilot project using online gaming to engage young people within Blaenau Gwent.

BGCBC Covid Support

Promo-Cymru received a grant from BGCBC to support Ebbw Vale Institute during the Covid 19 pandemic. The grant was to provide financial support as a result of loss of income during the first national lockdown.

10 NET INCOMING (OUTGOING) RESOURCES

Net resources are stated after charging/(crediting):

	Consolidated	
	2021	2020
	£	£
Auditor's remuneration	8,385	7,585
Depreciation - owned assets	33,945	36,550

11 TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

Trustees' Expenses

No expenses were paid to trustees for the year ended 31 March 2021 (2020: £NIL).

PROMO-CYMRU LTD

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

12 TAXATION

No taxation is payable by the charity for the year as it is able to make use of the tax exemptions on income and capital gains available to charities.

The taxable profit in the subsidiary was £6,906 (2020: £nil).

13 STAFF COSTS

	2021	2020
	£	£
Wages, salaries and pensions	641,567	627,183

The average number of persons employed by the charity and included in the above figures during the year was 1 (2020: 1).

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

14	TANGIBLE FIXED ASSETS	Freehold property	Furn. & equip.	Totals
	a) Consolidated fixed assets	£	£	£
	COST			
	At 1 April 2020	1,281,058	444,552	1,725,610
	Additions	228,787	27,320	256,107
	Disposals	-	-	-
	At 31 March 2021	1,509,845	471,872	1,981,717
	DEPRECIATION			
	At 1 April 2020	164,237	419,801	584,038
	Charge for year	25,622	8,323	33,945
	Eliminated on disposals	-	-	-
	At 31 March 2021	189,859	428,124	617,983
	NET BOOK VALUE			
	At 31 March 2021	1,319,986	43,748	1,363,734
	At 1 April 2020	1,116,821	24,751	1,141,572

The cost brought forward at 1 April 2016 of freehold property includes a valuation of £175,000 in respect of the freehold interest in The Ebbw Vale Institute transferred to the charity for nil consideration. The remainder of the balance brought forward of freehold property represents building improvements that have been undertaken by the charity during subsequent years together with the addition of, and improvements to, the freehold property at 17 West Bute Street, Cardiff.

b) Company fixed assets	Freehold land and buildings	Fixtures, fittings & equip.	Total
	£	£	£
COST			
At 1 April 2020	1,281,058	354,522	1,635,580
Additions	228,787	25,622	254,409
Disposals	-	-	-
At 31 March 2021	1,509,845	380,144	1,889,989
DEPRECIATION			
At 1 April 2020	164,237	340,761	504,998
Charge for year	25,622	4,587	30,209
Elimination on disposal	-	-	-
At 31 March 2021	189,859	345,348	535,207
NET BOOK VALUE			
At 31 March 2021	1,319,986	34,796	1,354,782
At 1 April 2020	1,116,821	13,761	1,130,582

PROMO-CYMRU LTD

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

15 FIXED ASSET INVESTMENTS

	Shares in group company £
NET BOOK VALUE	
At 31 March 2021	100
At 31 March 2020	100

There were no investment assets outside the UK.

The company's investments at the balance sheet date in the share capital of companies include the following:

Promo-Cymru Trading Limited

Nature of business: Providing information, advice and advocacy for young people in Wales.

Class of share: holding
£1 ordinary 100%

	2021 £	2020 £
Aggregate reserves	49,653	45,579
Profit/(loss) for the year	4,074	7,410

The results for the charity's subsidiary at 31 March 2021 and 31 March 2020 were as follows.

	2021 £	2020 £
Turnover	915,996	928,855
Direct costs	-749,907	-720,346
Gross profit	166,089	208,509
Other income	14,932	15,209
	181,021	223,718
Other costs	-176,947	-216,308
Profit/(loss) for the year	4,074	7,410

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
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16 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Consolidated	
	2021	2020
	£	£
Trade debtors	79,608	53,353
Prepayments and accrued income	9,328	24,678
VAT recoverable	26,849	-
Other debtors	8,671	3,182
	124,456	81,213

	Company	
	2021	2020
	£	£
Trade debtors	5,360	2,757
Amounts owed by group undertakings	64,299	54,504
Prepayments and accrued income	5,527	22,022
VAT recoverable	-	-
Other debtors	26,849	-
	102,035	79,283

17 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Consolidated	
	2021	2020
	£	£
Trade creditors	160,184	6,583
Other loans	7,634	4,089
Taxation and social security	59,548	55,572
Accruals and deferred income	85,091	52,477
Other creditors	5,355	5,592
	317,812	124,313

	Company	
	2021	2020
	£	£
Trade creditors	147,629	2,130
Amounts owed to group undertakings	-	-
Loans	7,634	4,089
Taxation and social security	-	4,406
Accruals and deferred income	36,526	33,490
Other creditors	1,999	2,001
	193,788	46,116

Creditors due within one year includes the following liabilities, on which security has been given by the charity:

	2021	2020
	£	£
Wales Council for Voluntary Action	7,634	4,089

Secured on freehold property at 17 West Bute Street, Cardiff CF10 5EP.

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
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Borrowings

Loan from Wales Council for Voluntary Action

The loan has a carrying amount of £207,514 (2020 - £212,356) and is denominated in Sterling with a nominal interest rate of 7%. The final instalment is due in October 2036.

It is repayable at £1,678.08 per month for 20 years from 3 January 2017, increased to £1,826.64 from July 2017 arising from a further drawdown of £55,000.00.

Security is held on the freehold property at 17 West Bute Street, Cardiff CF10 5EP.

The charity undertakes with Wales Council for Voluntary Action, without prior notification or approval, the following.

1. Not to make any change in the project proposal.
2. Not to incorporate any company as its subsidiary.
3. Not to amend or replace its Memorandum and Articles of Association in any way which could materially and adversely affect the interests of the lender under the financing agreement.

Deferred income

Accruals and deferred income includes deferred income relating to grants received in advance of the period to which they relate:

	Consolidated	
	2021	2020
	£	£
At 31 March 2020	29,470	21,556
Amount released to incoming resources	-19,470	-21,556
Amount deferred in the year	47,687	29,470
At 31 March 2021	57,687	29,470

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CREDITORS AND PROVISIONS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR/PROVISIONS FOR LIABILITIES

	Consolidated	
	2021	2020
	£	£
Loans	199,880	208,267
Deferred tax	1,350	1,600

Creditors' amounts falling due after more than one year includes the following liabilities, on which security has been given by the charity on the freehold property at 17 West Bute Street, Cardiff CF10 5EP.

	2021	2020
	£	£
Loan from Wales Council for Voluntary Action	199,880	208,267

Included in the creditors are the following amounts due after more than five years:

	2021	2020
	£	£
After more than five years by instalments	163,413	175,736

Borrowings due after five years

£163,413.00 repayable at £1,826.64 per month including interest at 7%, fixed, will be repaid in October 2036.

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

19	MOVEMENT IN FUNDS	At 1.4.20 £	Incoming resources £	Resources expended £	Transfers £	At 31.3.21 £
	Unrestricted funds					
	General fund	318,936	866,099	-820,312	-	364,723
		318,936	866,099	-820,312	-	364,723
	Restricted funds					
	Cardiff Web Project	138	-	-	-	138
	Heads of the Valleys Programme	158,817	-	-4,254	-	154,563
	Blaenau Gwent Youth Service					
	Capital and Revenue grant	20,849	-	-507	-	20,342
	Big Lottery Community Asset					
	Transfer	363,564	-	-9,891	-	353,673
	Blaenau Gwent Community					
	Economic Development grant	15,735	-	-612	-	15,123
	Blaenau Gwent Community Asset					
	Transfer	147,875	-	-3,500	-	144,375
	Arts for All grant	4,603	-	-99	-	4,504
	Tai Calon grant	326	-	-109	-	217
	Valleys Environment grant	4,650	-	-100	-	4,550
	Police and Crime					
	Commissioners Partnership	369	-	-123	-	246
	Gavo Cash4u grant	258	-	-86	-	172
	Social Business Growth Fund	183	-	-61	-	122
	Paul Hamlyn Trust	-	30,000	-30,000	-	-
	WAG Landfill Disposal Scheme	18,061	-	-369	-	17,692
	Money and Pensions					
	Service grant	-	30,000	-30,000	-	-
	Youth Access grant	-	14,682	-14,682	-	-
	Cast grant	-	3,400	-3,400	-	-
	EVI CFAP grant	-	249,867	-12,200	-	237,667
	Youth Work Support grant	-	7,000	-7,000	-	-
	EYST grant	-	15,375	-15,375	-	-
		735,428	350,324	-132,368	-	953,384
	TOTAL FUNDS	1,054,364	1,216,423	-952,680	-	1,318,107

The general fund balance at 31 March 2021 includes £49,753 of funds retained within the non-charitable subsidiary (2020: £45,679).

The incoming resources include £830,539 (2020: £815,661) of income received by the non-charitable subsidiary.

The resources expended include £838,674 (2020: £818,427) of costs expended by the non-charitable subsidiary.

The non-charitable subsidiary paid £30,000 (2020: £66,422) to Promo-Cymru Ltd by way of gift aid. The net surplus for the year achieved by the non-charitable subsidiary was £4,074 (2020: £7,410).

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

MOVEMENT IN FUNDS	At 1.4.19	Incoming	Resources	Transfers	At 31.3.20
	£	resources	expended	£	£
		£	£		
Unrestricted funds					
General fund	270,969	824,153	-787,425	11,239	318,936
	<u>270,969</u>	<u>824,153</u>	<u>-787,425</u>	<u>11,239</u>	<u>318,936</u>
Restricted funds					
Cardiff Web Project	138	-	-	-	138
Youth Service capital grant	98	-	-71	-27	-
Heads of the Valleys Programme	165,010	-	-4,360	-1833	158,817
Blaenau Gwent Youth Service					
Capital and Revenue grant	21,453	-	-604	-	20,849
Big Lottery Community Asset					
Transfer	383,216	-	-10,685	-8967	363,564
Blaenau Gwent Community					
Economic Development grant	16,477	-	-742	-	15,735
Blaenau Gwent Community Asset					
Transfer	151,376	-	-3,500	-1	147,875
Arts for All grant	4,702	-	-99	-	4,603
Tai Calon grant	736	-	-163	-247	326
Valleys Environment grant	4,750	-	-100	-	4,650
Police and Crime					
Commissioners Partnership	552	-	-184	1	369
Gavo Cash4u grant	552	-	-129	-165	258
NESTA	-	7,500	-7,500	-	-
Social Business Growth Fund	-	12,527	-12,344	-	183
Paul Hamlyn Trust	-	30,000	-30,000	-	-
Blaenau Gwent CBC Legacy					
Fund	-	2,659	-2,659	-	-
WAG Landfill Disposal Scheme	18,430	10,027	-10,396	-	18,061
Blaenau Gwent CBC EVI	-	28,988	-28,988	-	-
Money and Pensions					
Service grant	-	70,000	-70,000	-	-
Youth Access grant	-	7,382	-7,382	-	-
Cast grant	-	594	-594	-	-
	<u>767,490</u>	<u>169,677</u>	<u>-190,500</u>	<u>-11,239</u>	<u>735,428</u>
TOTAL FUNDS	<u>1,038,459</u>	<u>993,830</u>	<u>-977,925</u>	<u>-</u>	<u>1,054,364</u>

The general fund balance at 31 March 2020 includes £45,679 of funds retained within the non-charitable subsidiary (2019: £38,269).

The incoming resources include £815,661 (2019: £707,648) of income received by the non-charitable subsidiary. The resources expended include £818,427 (2019: £783,300) of costs expended by the non-charitable subsidiary. The non-charitable subsidiary paid £66,422 (2019: £nil) to Promo-Cymru Ltd by way of gift aid. The net surplus for the year achieved by the non-charitable subsidiary was £7,410 (2019: deficit £22,819).

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

20 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Consolidated		Consolidated	
	Unrestricted	Restricted	total funds	
	funds	funds	2021	2020
	£	£	£	£
Tangible fixed assets	410,488	953,246	1,363,734	1,141,572
Current assets	305,703	167,712	473,415	246,972
Current liabilities	-150,238	-167,574	-317,812	-124,313
Deferred liabilities	-201,230	-	-201,230	-209,867
TOTAL FUNDS	364,723	953,384	1,318,107	1,054,364

	Company		Company	
	Unrestricted	Restricted	total funds	
	funds	funds	2021	2020
	£	£	£	£
Tangible fixed assets	401,536	953,246	1,354,782	1,130,582
Fixed asset investments	100	-	100	100
Current assets	139,528	167,712	307,240	132,486
Current liabilities	-26,214	-167,574	-193,788	-46,116
Deferred liabilities	-199,880	-	-199,880	-208,267
TOTAL FUNDS	315,070	953,384	1,268,454	1,008,785

21 ANALYSIS OF NET FUNDS

	At 1 April 2020	Cashflow	At 31 March 2021
	£	£	£
Cash at bank and in hand	164,202	182,844	347,046
Debt due within one year	-4,089	-3,545	-7,634
Debt due after more than one year	-208,267	8,387	-199,880
Net debt	-48,154	187,686	139,532

	At 1 April 2019	Cashflow	At 31 March 2020
	£	£	£
Cash at bank and in hand	144,559	19,643	164,202
Debt due within one year	-9,031	4,942	-4,089
Debt due after more than one year	-221,257	12,990	-208,267
Net debt	-85,729	37,575	-48,154

PROMO-CYMRU LTD

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

22 RELATED PARTIES

Controlling entity

The charity is controlled by the trustees who are all directors of the company.

Related party transactions

During the year the charity purchased goods or received services or incurred other liabilities from Promo-Cymru Trading Limited, a wholly owned subsidiary company, in the sum of £85,457 (2020: £146,727) and, sold goods or rendered services or provided other assets to Promo-Cymru Trading Limited in the sum of £58,180 (2020: £51,805). The charity also received £30,000 (2020: £66,422) by way of gift aid from Prom-Cymru Trading Limited. The balance due to the charity at the year end was £64,299 (2020: £54,504).