



DIRECTORS REPORT
31st March 2009

Registered Office
26 Westbourne Studios
242 Acklam Road
London W10 5JJ

Company No 06040585

Independent Examiner
Paddington Development Trust

Solicitors
Ben Challis

Bankers
HSBC
Headington, Oxford OX3

The following Trustees have held office through the period

Trustees
Jazz Summers (Chair)
Melvin Benn
Ben Challis
Ayesha Hazarika
Neil Johnston
David Joseph
Jeremy Lascelles
Diana Liverman
Emma Pike
Martin Talbot
Tony Wadsworth
Jon Webster

Objects of the company:

To promote sustainable development for the benefit of the public by

- (a) the preservation, conservation and the protection of the environment and the prudent use of resources;
- (b) the promotion of sustainable means of achieving economic growth and regeneration
- (c) to advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment and to promote study and research in such subjects provided that the useful results of such study are disseminated to the public at large.

The Julies Bicycle Board of Trustees presents it's report and the financial statements for the year ended 31st March 2009.



CHAIRMAN'S/CEO'S REPORT

This report outlines the achievements Julie's Bicycle has accomplished in its second full year's activities. The first year was dedicated to galvanizing the music industry to focus on climate change and commit to actions and CO2 reduction. The second year has consolidated us as a research and advisory body providing the conceptual and practical framework for – as a first priority – carbon emission reductions and climate responsibility more generally. We act as an advocacy and community building organisation which helps the creative sector develop policy and coordinate action. Our working methodology is to begin with scientific research – either into a sector's emissions, or into specific aspects of cultural production and engagement (e.g. manufacture of arts objects, operation of live events, audience habits, touring, etc). The findings are widely shared with key decision makers, and cross industry emissions reduction programmes that are realistic are negotiated (for example we have agreed that all the record labels and venues reduce their emissions by 10%, and have established frameworks and methods with which this can be achieved).

Our three major 2008 action research programmes and publications are now complete and in the legacy stage:

- research on packaging impacts of CD's and a campaign to rid the recording industry of plastic jewel casing for CD's;

- the building of tools for energy management for festivals, cultural venues, touring, studios, distribution centres, offices leading to robust sector benchmarks and targets;

- Jam Packed: Part 1 - audience travel research into festivals, the first part of a two-part programme looking at the attitudes and behaviours of people travelling to experience art events, and CO2e impacts.

Julie's Bicycle is currently developing several major new projects as well as consolidating last year's. We are researching the CO2e impacts from, and opportunities for international touring from three sectors, completion in spring 2010: orchestral, band and theatre sectors.

The most intensive programme that has taken 18 months to develop is the Industry Green Framework (represented by the ig mark), an environmental certification framework, with support from Defra and the Carbon Trust, that helps creative sector organisations to continually improve their environmental and energy performance, reduce greenhouse gas (GHG) emissions and demonstrate climate responsibility. It commits a company or activity to 12 months proven reduction performance followed by 24 months of further reduction. It is based on Greenhouse Gas Protocol principles and supply chain analysis. It has been negotiated with the creative sector at all stages.

It has taken a full year to develop and operates with the highest degree of scientific and regulatory integrity. JB has developed a set of sophisticated but easy to use free tools, which will snap shot annual greenhouse gas emissions. These are available for venues, packaging, tours, festivals, offices, studios and rehearsal spaces. These tools are complete within themselves but crucially JB also has a 'back-end' facility, which can aggregate the measurements, analyse the findings and thereby provide a sector-wide emissions profile, which will facilitate good benchmarking and the negotiation of sector-wide targets. JB has developed relationships with Oxford University and other institutions for additional help, specifically SMEasure for venues piloted at Northern Stage, Brixton Academy and Royal Albert Hall.

These tools need to be rolled out in order to develop robust benchmarks. This project is unique, and goes further than current government requirements.

The Environmental Change Institute is the External Assessor for the Industry Green Framework, and an independent Expert Review and Advisory Board made up of senior and influential individuals from the scientific community provide sign off. The Framework operates for CD packaging, buildings, venues, festivals, tours, studios and rehearsal rooms.

Industry Green (ig) was launched via the BRIT compilation CD and is now established on a variety of major releases (Robbie Williams, Nirvana, Biffy Clyro, Seasick Steve, Will Young, and

the 'My Inspiration' series), as well as being piloted at events, venues and organisations including Glyndebourne, Wembley Stadium, the Latitude Festival, Performing Rights Society and Bash. IG is also being developed for artists and bands via Greenmyband working with a coalition of well-established artists.

In addition we are developing GreenmyBand, new, Nesta funded artist led programme of greening of the creative supply chain – it is supported by a small group of major artists to generate artist demand for climate responsibility in their venues, tours, festivals, and other business operations.

Theatre will become part of our remit and this will form a major new development for 2010. JB has been asked to consolidate two complimentary initiatives, the Mayor's 'Greening Theatres' in London and the Ashden Trust's Round Table Group.

JB is developing a think-piece on culture, creativity and climate change with contributions from two leading climate academics and two leading artists, intended to contribute to current thinking on climate change, to help frame policy and stimulate action from international institutions and bodies that support the arts.

JB, in partnership with Frieze has been commissioned to write the Green Art Guide for the Mayor of London, a follow up to the Green Music (authored by us) and Green Theatre guides.

Finally we will be delivering the Sustainability and Environment strand for an ERDF programme in London called 'Creative Futures' working with 100 creative companies over 3 years.

Our Key Objectives for 2010 – 2012 are:

- to establish theatre as a core strand
- to consolidate our core funding base
- to deliver touring research and develop a legacy programme to reduce touring emissions
- to deliver digital research and reduce digital emissions
- to consolidate Arts Council relationship

Independent Examination

The Board appointed Paddington Development Trust to oversee the organisation's finances and to act as the Independent Examiner as stipulated by the Charity Commissioners.

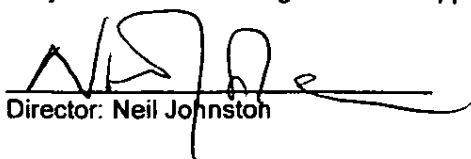
Risk Management

The Julies Bicycle's Board has overall responsibility for all financial systems and other essential budgetary controls. Operating systems have been designed to be effective and at the same time practical and cost effective.

The trustees have examined the major strategic, business and operational risks which the charity faces and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to lessen these risks.

Equal Opportunities

Julies Bicycle bases its EO policy on the relevant statutory requirements contained in the Race Relations Act 1976, the Sex discrimination Act 1975 and 1986, disabled Persons (Employment) Act 1944 and 1958, the Disability Discrimination Act 1995 and the 1974 Health & Safety at Work Act codes and practices. It will also seek to actively promote the interest of minority cultures and will join others in making sure this happens in a fair, just and equitable manner.


Director: Neil Johnstoh

JULIES BICYCLE 2008-9 FINANCIAL STATEMENTS

JULIES BICYCLE

Company No.: 06040585

STATEMENT OF THE FINANCIAL ACTIVITIES (Incorporating Income and Expenditure) FOR THE YEAR ENDED 31 MARCH 2009

	Notes	Restricted	Unrestricted	2009 Total
Incoming Resources				
Grants	2	18,000		18,000
Donations	2	21,000	99,461	120,461
Self Generated Funds	2		62,201	62,201
Total Incoming Resources		39,000	161,662	200,662
Resources Expended				
Direct Charitable Expenditure		80,821		80,821
Publicity & Promotion			19,942	19,942
Administration		8,916	110,271	119,187
Total Resources Expended		89,737	130,213	219,950
Net Income/(Deficit) for year	4 (50,737)	31,449 (19,288)
Funds Brought Forward		34,251	38,512	72,763
Surplus Carried Forward	(16,486)	69,961	53,475

All of the charity's activities are classed as continuing. All movements in reserves are shown above. All recognised gains and losses are shown above.

The financial statements were approved by the board on **Wednesday 15th July 2009**

TUES

AT5CKG0K
22/12/2009
COMPANIES HOUSE

BALANCE SHEET
AS AT 31ST MARCH 2009

	Notes	2007-8	2008-9
FIXED ASSETS			
Tangible Fixed Assets	5	2,790	2,093
CURRENT ASSETS			
Debtors	6	2,497	5,150
Cash at Bank		68,476	64,215
		<u>70,973</u>	<u>69,365</u>
CREDITORS			
Creditors: Amounts falling due within one year	7	1,000	17,983
			<u>17,983</u>
Net Current Assets/(Liabilities)		69,973	51,382
NET ASSETS			
		<u>72,763</u>	<u>53,475</u>
Financed by:			
ACCUMULATED FUND			
Balance brought forward			
Restricted		-	34,251
Unrestricted		-	38,512
Add surplus income over expenditure			
Restricted		34,251 (50,737)
Unrestricted		38,512	31,449
ACCUMULATED FUND BALANCE			
Carried forward			
Restricted		34,251 (16,486)
Unrestricted		38,512	69,961
TOTAL FUND BALANCE			
		<u>72,763</u>	<u>53,475</u>

In preparing these financial statements:
Companies Act 1985, and

(b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and

(c) The directors acknowledge their responsibilities for:

(i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and

(ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company.

The financial statements were approved by the board on **Wednesday 15th July 2009**

The directors have taken advantage of the Companies Act 1985 in not having these accounts audited under Section 249A(1) (total exemption).


Director: Neil Johnston

1. Accounting Policies - as last year

Company No.: 06040585

2. Grants, Donations and other income

Source	Restricted	Unrestricted	Total
Cultural Leadership Programr	3000		3000
London Development Agency	15000		15000
Arts Council England		45000	45000
Warner Music	3000		3000
Beggars Group	3000		3000
Sony BMG	3000		3000
EMI	3000		3000
ERA	7000		7000
Universal Music		3000	3000
Chris Green	2000		2000
Mission Statement		710.7	710.7
BPI		50000	50000
MCPS-PRS		500	500
British Academy		250	250
	39000	99461	138461
Self-Generated Funds			
Energy Management Services		11550	11550
Membership fees		50000	50000
Event		651	651
	0	62201	62201
	39000	161662	200662

3. Staff Costs and Numbers

The average number of employees during the year was 2. This is no change from last year. Time spent by the Directors on company business has not been brought into account as they do not wish to claim

	2007-8	2008-9
Salaries	28,653	89,277

4. Net Income for the year

This is stated after charging

Depreciation	697
--------------	-----

5. Tangible Fixed Assets

Equipment & Furniture

Cost

At 1st April 2008 2790

Additions in the year 0

As 31 March 2009 2790

Depreciation

At 1st April 2008 0

Charge for the year 697

As 31 March 2009 697

Net Book Values

At 1st April 2008 2790

At 31st March 2009 **2093**

6. Debtors amounts falling due within one year

Trade Debtors 50

Other Debtors 5100

5150

7. Creditors: Amounts falling due within one year

Trade Creditors 1140

Accruals and Other Creditors 14594

15734

8. Taxation

All income is applied for charitable purposes and there for the company is exempt from corporation tax. The company received no bank interest and had no other tax was incurred at source.

DETAILED INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2009**INCOMING RESOURCES****RESTRICTED GRANTS****2008-9**

Cultural Leadership Programme	3,000	
Research Grants	21,000	
London Development Authority	<u>15,000</u>	
		39,000

UNRESTRICTED FUNDS

Arts Council England	45,000	
General donations	<u>54,461</u>	
		99,461

SERVICES

Audit / Consultancy	11,550	
Events	<u>651</u>	
		12,201

OTHER INTERNALLY GENERATED FUNDS

Membership Fees	<u>50,000</u>	
-----------------	---------------	--

TOTAL INCOMING RESOURCES**200,662****EXPENDED RESOURCES****DIRECT CHARITABLE EXPENDITURE**

Research Projects	52,213	
Events	13,325	
Other Operations Expenditure	7,510	
Audits	6,610	
Training (Beat the Heat)	787	
Industry Green Standard Assessment	<u>375</u>	
		80,821

MANAGEMENT & ADMINISTRATION

Website	10,118	
Design & Marketing	<u>9,824</u>	
		19,942

Salaries and related costs		102,269
----------------------------	--	---------

Printing, postage, stationary & couriers	1,317	
Communications	2,387	
Travel & Hospitality	5,980	
IT	1,647	
Depreciation	697	
Other Overheads	<u>4,891</u>	
		<u>16,918</u>

TOTAL EXPENDED RESOURCES**219,949****OPERATING SURPLUS/(LOSS) FOR THE YEAR****(19,287)**