attitude is everything

improving deaf and disabled people's access to live music

www.attitudeiseverything.org.uk

@attitudetweets

Registered Company No. 6397532

Registered Charity No. 1121975

Annual Report and Accounts

Trustees report and unaudited financial statements

For the year ended 31st March 2015

Supported by
ARTS COUNCIL ENGLAND

ATTITUDE IS EVERYTHING

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FOR THE YEAR ENDED 31 MARCH 2015

ATTITUDE IS EVERYTHING

CHAIRMAN'S REPORT
FOR THE YEAR ENDED 31 MARCH 2015

The achievements of 2014 - 2015 demonstrate that Attitude is Everything goes from strength to strength.

Our highlight of the year was our #MusicWithoutBarriers campaign which saw us embark upon a new initiative to engage high-profile artists, their fans, music industry bodies and live music venues and festivals in supporting our work. The tagline was 'live music is for everyone' and this seems to have fired people's imaginations in the ways in which access to live music can be improved. Social media has proved a powerful tool in getting our messages across.

We are extremely fortunate to have the support of our corporate donors - both Festival Republic and Glastonbury Festivals have been long-term corporate donors to Attitude is Everything for which we are very appreciative, especially in this challenging economic climate. Thank you also to Michael and Emily Eavis for Glastonbury's continuous support, and also to Melvin Benn for Festival Republic's continuous support.

We also give thanks to Jon Drape of Ground Control for agreeing to be another of our corporate donors. Ground Control have agreed sponsorship for our 15th Anniversary event (May 2015) and all guest list donations from Parklife 2015 will come to Attitude is Everything.

Our Arts Council England funded Catalyst Arts: Building Fundraising Capacity programme meant that we were able to attract a whole new set of funders, donations, sponsorship and in-kind support from the PRS Foundation, Prudential, Unum and the Dischma Charitable Foundation. We are very appreciative of their support. We also raised an incredible £4,770 in individual donations - the most amount than we ever before from individual donations. In particular I would like to thank Duncan Paylor and Sharon Storey for taking part in the Tough Mudder Challenge Event, Charlotte Pierce who cycled to every Frank Turner gig on his last UK-wide tour to raise money for us and our own Trustees Nick Dugdale and April Clark for creating their own Challenge Events.

The impact of our Catalyst Arts programme can be clearly seen in our Activities, from the amount of new supporters to new media interest, to the resounding success of #MusicWithoutBarriers. As always we would like to thank our core funders Arts Council England for their generous support and in particular to our Relationship Manager Milica Robson.

Due to many profile-raising events this year, we were able to appoint 5 new Trustees and we welcome our new Treasurer Nick Dugdale and Katie Ann Smith, Bindu Paul, Paul Cowell and Paul Taylor. Thanks are extended to all the Trustees who support the Governance and Strategic Vision of Attitude is Everything.

Particular thanks this year goes to our former Treasurer Nigel McCune who after 15 years of loyal service as a Trustee, stepped down at the end of 2014. Nigel was a valued member of the Board and supported the organisation from its inception right through to becoming its own charitable organisation.

We warmly welcome Mike Weatherley as a new Patron. Mike was the former Member of Parliament for Hove and Portslade and in September 2013. An industry expert in Intellectual Property issues, he has used his extensive knowledge of creative industries in Parliament to support UK talent and to campaign for the greater use of Brighton & Hove as a creative hub and filming location. He regularly attends rock and heavy metal gigs and is a keen advocate of live music.

Finally, we would also like to thank all of our Patrons, Subcommittee and Steering Group Members, Mystery Shoppers, Information Tent Volunteers and Stewards for giving up their time to support Attitude is Everything, supporting Deaf and disabled customers onsite over the festival period and helping to make live music more accessible to all. All staff, both current and former, have been instrumental in great changes in improving access to live music over the last 15 years - long may this continue!

Stephen Reid, Chair

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2015

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2015. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
06397532

Registered Charity number
6397532

Registered office
54 Chalton Street
Kings Cross
London
NW1 1HS

Trustees

Stephen Reid	Chair
April Clark	Vice Chair
Nigel McCune	Treasurer (resigned 08.12.14)
Nick Dugdale	Treasurer (appointed 16.03.15)
Russell Barton	Acting Treasurer
Maria Oshodi	
Alistair MacDonald	
Dorothy Levine	
Katie Ann Smith	(appointed 16.03.15)
Paul Taylor	(appointed 16.03.15)
Bindu Paul	(appointed 16.03.15)
Paul Cowell	(appointed 16.03.15)

Patrons:
Robert Wyatt
Alan McGee
Blaine Harrison
Dr Susan Hedges
Mat Fraser
Amadou & Mariam
Drugstore
Paul Maynard MP
Kerry McCarthy MP
Lord Clement-Jones CBE
Mike Weatherley (appointed 02.04.15)

Principle Staff:
Suzanne Bull MBE Chief Executive Officer
Graham Griffiths Business & Operations Manager
Gideon Feldman Senior Project Manager

Company Secretary
Ms S N Bull

Independent examiner
Malcolm Dewhurst FCCA
Gane Jackson Scott LLP
Chartered Certified Accountants
Second Floor, Kestrel House
Falconry Court
Bakers Lane
Epping
Essex
CM16 5BD

Bankers
The Co-operative Bank
P.O Box 250
Delf House
Skelmersdale
WN8 6WT

Solicitors
Bates Wells & Braithewaite London LLP
2-6 Cannon Street
London
EC4M 6YH

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document
Attitude is Everything is a charitable company limited by guarantee, incorporated as a company on 12th October 2007 and registered as a Charity on 13th December 2007. Attitude is Everything Limited began trading on 1st April 2008, having separated from Artsline Limited.

The company was established under a Memorandum of Association which established the objects and the powers of the charitable company, and is governed under its Articles of Association.

The Trustees as charity trustees have control of Attitude is Everything and its property and funds. The Board of Trustees, when complete, consists of at least three and not more than twelve individuals, at least 10% of whom must be Deaf or disabled, due to the nature of Attitude is Everything's Vision and Values. The subscribers to the Memorandum became the first Trustees of Attitude is Everything and took the positions of Chair, Vice Chair and Treasurer. Every Trustee signs a declaration of willingness to act as a charity trustee of Attitude is Everything before he or she is eligible to vote at any Board meeting. One third (or the nearest one third) of the Trustees must retire at each AGM, those longest in office retiring first and the choice between any of equal service being made by drawing lots. The Trustees may at any time co-opt any person duly qualified to be appointed as a trustee to fill a vacancy in our number or as an additional trustee, but a co-opted trustee holds office only until our next AGM.

Risk management
The Trustees have examined the major strategic, business and operational risks, and have developed a Risk Register that sets out risks, impacts and controls. This identifies and analyses risks faced by the charity; helps to mitigate significant impacts; and helps to embed such procedures into day-to-day operations. Relevant risks are reviewed when preparing and updating the Business Plan and when planning forthcoming operations, and all risks are reviewed systematically on an annual basis.

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objects of the charity are:
- To advance the education of the public in the subject of improving Deaf and disabled people's access to music, whether they be audience, staff or artists.
- To relieve the needs of disabled people by working with the music industry to raise awareness of disability issues and remove physical and attitudinal barriers that may exist in the sector.
- The promotion of equality and diversity for the public benefit by:
- the elimination of discrimination on the grounds of race, gender, disability, sexual orientation or religion;
- advancing education and raising awareness in equality and diversity, in particular in relation to the issues that Deaf and disabled people face within the music industry;
- promoting activities to foster understanding between people from the music industry and Deaf and disabled people from diverse backgrounds;
- conducting or commissioning research on disability equality and diversity issues and publishing the results to the public;
- cultivating a sentiment in favour of disability, equality and diversity.
- In the interests of social welfare to provide or assist in the provision of facilities for recreation or other leisure time occupation with the object of improving the conditions of life of disabled people.

Vision

Deaf and Disabled People can be audience members, employees or artists at any live music event of their choice: music without barriers.

Mission statement

Attitude is Everything works in partnership with audiences, artists and the music industry to improve Deaf and disabled people's access to live music.

Values

- Deaf and disabled people's experiences are valuable and can positively influence a change in the music industry's approach
- Our ethos is to be supportive and encouraging to the music industry so that the best, possible outcomes can be achieved
- We invest in developing our users, volunteers, staff and Board of Trustees because we believe them to be our most valuable asset

Core aims

- To increase the number of Deaf and disabled people participating in music
- To raise awareness of the barriers that Deaf and disabled people face at live music events, and to demonstrate how to overcome them
- To show and highlight Best Practice in access, and set an example to those we wish to influence
- To develop the skills and confidence of Deaf and disabled people so that they can better engage with the music industry

Significant activities

Charter of Best Practice

Our Charter of Best Practice standards are aspired to by music venues and festivals. As well as signing new festivals and music venues to the Charter, our existing Charter venues and festivals continued to make a commitment to reach the Bronze, Silver and Gold benchmarks of achievement set out for each stage of the award, whilst we provided full support and training to each venue through every stage.

Alongside making live music accessible to audiences and employees, our ambition is also that Deaf and disabled artists are able to perform anywhere they wish. Our approach is holistic and rooted in access, inclusion, equality and best practice. Our Charter of Best Practice standards are aspired to by music venues and festivals. We support all Charter venues and festivals to aim for Gold, by demonstrating an on-going commitment to improving accessibility. Through the Charter, we work with events producers to ensure they are inclusive to deliver the artistic excellence. Improving backstage and performers' access is a condition of the Silver level and Gold is awarded for at least 5 years' commitment to improving access across all areas of the venue or site.

Mystery Shopping

Remaining at the heart of Attitude is Everything's Vision and Values, the number of our volunteer mystery disabled and Deaf clubbers and gig-goers expanded, and they continued to provide feedback on the accessibility and overall experience at not only the Charter venues and festivals, but also any local music venues, clubs and festivals of their choice.

Charitable Activities

2014 - 2015 was the final year of our Arts Council England Catalyst Arts: Building Fundraising Capacity Programme. Our consortium partner was Small Green Shoots. The programme ended on 31st May 2015, slightly outside the perimeters of the year under report; nevertheless, we felt it was important to document its impact on 2014 - 2015 achievements.

We received £236,164 in grants and donations, £34,884 of which were restricted grants, including £31,384 from Catalyst from fundraising development, £1,500 from PRS Foundation for live streaming Club Attitude, £1,000 from Prudential towards Suzanne's Fundraising Diploma and £1,000 from The Big Music Project for a Communications Intern.

We received £25,131 in donations, including £10,360 from Glastonbury, £9,000 from Festival Republic, £1,000 from Unum and £4,770 from individual donations. This was more than we budgeted for, demonstrating the impact of the Catalyst project.

We achieved our planned legacy in the short term from Catalyst which was to:
- Create a strong and realistic Fundraising Strategy
- Develop the expertise and capacity to deliver our Fundraising Strategy
- Employment of a Fundraising Assistant to manage our Individual Donor Giving Programme and Challenge Events
- Build upon diversifying our sources of income

Club Attitude

Our Club Attitude events continue to showcase the talents of disabled and non-disabled musicians and DJ's, and to promote best practice by demonstrating to the industry how to put on a fully accessible club night.

Festivals
By working in partnership with Oxfam, Glastonbury and Festival Republic, we not only make their recruitment and onsite support accessible, we also support onsite services for disabled customers by supplying empathetic and knowledgeable staff for viewing platforms and accessible campsites. We create opportunities for Deaf and disabled people to volunteer at festivals with Oxfam, Glastonbury and Festival Republic.

Lobbying
An important part of Attitude is Everything's role will always be to highlight specific issues to the music industry, change attitudes and raise awareness of issues facing Deaf and disabled at music events. Our aim is for this to lead to both policy and law change in the UK, encouraging the music industry, local authorities and the government to implement Best Practice.

Public benefit statement
In shaping the Charity's objectives for the year and planning our activities, the Trustees have considered the Charity Commission's guidance on public benefit, including the guidance on public benefit and fee charging.

Trustees consider that our Objectives and our Activities bring benefit to the public. In its widest sense, the public benefits from reduced discrimination and the removal of barriers to Deaf and disabled people, improving participation in live music events throughout the UK. Particular sections of the wider public, such as Deaf and disabled people, and people working within the milieu of live music, receive more specific benefits from the same developments.

The Charity relies on grants and the income from fees and charges to cover its operating costs. The fees and charges are not incurred directly by beneficiaries, but by organisations which in turn provide services (usually associated with live music) to our beneficiaries and the wider public.

Trustees have considered levels of fees and charges. Trustees consider it important for our beneficiaries that services such as Disability Equality Training and Access Auditing are recognised by the music industry as charitable activities, as this helps foster an attitude that Deaf and disabled people are valued equally within audiences, artists and the workforce. This helps to ensure that the client organisations follow up on our services by actually adopting better practices within their day-to-day operations, and thus that benefit flows from our work to Deaf and disabled people, and the wider public.

Fees and charges are therefore set at rates approaching commercial levels to enhance the qualitative impact of our work, but kept somewhat below commercial levels to encourage quantitative take-up of our services. Grant funding therefore subsidises the difference, representing a small incidental private benefit to the client organisations. This charging policy is a fine balance that is kept under review by Trustees.

Trustees do not consider that our own charging policy has any impact on access to live music amongst those living in poverty, since payments for our services represent a negligible proportion of our client organisations' total costs. Furthermore, the Charity makes bursaries available, which can be applied for by organisations which would not otherwise be able to afford our services.

Volunteers
The majority of our volunteering opportunities were offered via our Mystery Shopping Project and on the projects that we run in partnership with Oxfam, Glastonbury and Festival Republic for Deaf and disabled people who want to work in our information tents or as Deaf and disabled stewards on-site.

All of our Mystery Shoppers are Deaf and disabled people themselves. Our team of 415 Mystery Shoppers completed a total of 93 venue reports and 54 festival reports (147 reports in total) and are estimated to have volunteered 927 hours over the course of the year. Our Deaf and disabled stewarding project recruits our users to work at festivals such as Glastonbury, Latitude, Reading and Leeds. Between our volunteer stewards and information tent workers, we would estimate another 932 hours. In total this equates to 1859 volunteer hours and over £12,083 of in-kind income not included in these accounts.

ACHIEVEMENT AND PERFORMANCE

Key Achievements:
- We were awarded an "Inspired by 2012" Mark by the Cabinet of Inclusive Events
- We won an Accessible Britain Challenge Award in the Inclusive Social Activities category in March 2015
- Our CEO, Suzanne Bull MBE won the Editor's Choice Award at the Event Production Awards 2015
- We achieved our 100th Charter sign up - the Boileroom, Guildford
- Our #MusicWithoutBarriers campaign had 3 months worth of traffic in one day, 4,500 website visits in one week, 250 mailing list sign ups, almost 1,500 tweets and a face book reach of 35,000
- The total economic contribution in tickets sales from Deaf and disabled people increased from £3.4m to £5.4m

- For every £1 we received from the Arts Council - £31 was spent at Charter venues and festivals by Deaf and disabled music fans, their friends and family
- 1,700 audience members either attended or watch the live stream of our Club Attitude event

<u>#MusicWithoutBarriers</u>

"I strongly support the campaign by Attitude is Everything to gain full accessibility for people with all kinds of disability to festivals, shows and all areas of entertainment. It is incredible to me that in this day and age such a campaign should still be needed.
"There are many people out there for whom, what should be a time of enjoyment turns into a nightmare because of a lack of information and facilities being made available by those who are in charge of putting on events. A little thought and a bit more compassion could transform the lives of many. This should be a commitment made by everybody, from private citizen at street level to government level," Stevie Wonder.

We were able to significantly develop our Communications Strategy over 2014/15. Using Catalyst resources we developed our first strategic Artist Engagement campaign called #MusicWithourBarriers in July 2014.

#MusicWithoutBarriers was a campaign for equal access, to raise awareness of the barriers that Deaf and disabled people are currently facing, to change perceptions of disability and highlight the support for making gigs accessible. The key message was that live music is for everyone, and that Deaf and disabled people should not have to miss out when their favourite band is in town due to poor access.

The campaign was backed by a number of high profile artists including Stevie Wonder, The Cure, Alt J and Frank Turner, music industry bodies such as the Featured Artists Coalition, Musicians' Union and the Music Managers' Forum, all of our Charter signatories and thousands of music fans. All of them were engaged with the message and prepared to raise awareness about what we do. This resulted in 3 months worth of traffic in one day, 4,500 website visits in one week, 250 mailing list sign ups, almost 1,500 tweets and a face book reach of 35,000. It also opened the door to a number of future opportunities, including Toy playing Club Attitude in March 2015.

Board and Staff Fundraising Development Day May 2014 - This was our day held at Creative and Cultural Skills in Kings Cross. The Attitude is Everything team got behind the principles presented at that day - which include a new funding model, new fundraising activities, and new fundraising communications and materials. We will be taking forward these activities into 2015 - 2016.

Skills Development -
We brought new skills into the organisation thanks to consultancy from A5cend, the FSI, Platypus Digital, Alex Spargo (our Events Consultant who has worked on the Mercury Music Prize and the Ivor Novellos amongst her credits) and Adam Webb PR. The work of Adam, and Attitude is Everything staff members Graham, Jacob and Katy has further strengthened the PR, marketing and communications for the organisation. Our fundraising and event coordination was supported by our apprentice Claire Burke and our intern Isabelle King.

Relationship building -
We were able to further cement the relationship between Ground Control and Attitude is Everything - as a result we will receive a guest list donation from Parklife 2015 as well as the relationship between Festival Republic and Attitude is Everything - we saw an increase in donation for a further 3 years which Melvin announced at our 15th Anniversary event.
We were able to develop the relationship between Unum and Attitude is Everything - building on their kind donation, the Corporate Social Responsibility department is giving us in-kind support for our State of Access Report 2016 launch.

Charter of Best Practice

"I definitely feel that more can be done to ensure Deaf and disabled fans are made more welcome in their local venues. From a personal perspective, improving The Boileroom's access policy is simply good customer service," Dominique Frazer, The Boileroom.

We achieved our 100th Charter sign up - the Boileroom, Guildford, in January 2015.

We continued to work in partnership with the Norland Council of Disabled People in Norway and our Charter of Best Practice was licensed as a best practice standard in access to Norwegian music and arts festivals.

106 Venues and festivals are now signed to the Charter of Best Practice.

Our Charter Venues:
- Sold 107,819 tickets to disabled customers (up from 61,956 in 2013)
- 88% increase
- Ticket sales to disabled customers made up 0.71% of the overall ticket sales (up from 0.45% in 2013)
- 38% sold tickets to disabled people online, compared to 88% by telephone and in person
- 54% required proof of eligibility for a free PA ticket
- 22% offered BSL services to Deaf customers

Our Charter Festivals:
- Sold 6,124 tickets to disabled customers (up from 4,559 in 2013)
- 34% increase
- Ticket sales to disabled customers made up 0.66% of the overall ticket sales (up from 0.53% in 2013)
- There were 60 viewing platforms or areas at the Charter festivals 78 music stages, representing 77% coverage
- 100% required proof of eligibility for a free PA ticket

Venues
Gold:
Band on the Wall
Capital FM Nottingham Arena
Roundhouse
The O2
The Sage Gateshead

Silver:
ACC Liverpool
The Albany
Barbican
De Montfort Hall
Echo Arena Liverpool
Guild of Students - University of Birmingham
KOKO
Manchester Academy
Manchester Apollo
Motorpoint Arena Cardiff
Theatre Royal & Royal Concert Hall Nottingham
O2 Empire Shepherd's Bush
O2 Academy Birmingham
O2 Academy Bournemouth
O2 Academy Brixton
O2 ABC Glasgow
O2 Academy Leicester
O2 Academy Liverpool
O2 Academy Islington
Royal Albert Hall
Village Underground

Bronze:
229 The Venue
Aberdeen Exhibition & Conference Centre
Barclaycard Arena
Boileroom
Bournemouth International Centre
Brighton Centre
Brighton Dome
Cambridge Junction
Camden Centre
Cecil Sharp House - English Folk Dance and Song Society
Colchester Arts Centre
Earls Court & Olympia

Genting Arena
Gloucester Guildhall
Goldsmiths Student's Union
Hammersmith Apollo
Heriot-Watt University Student Union
Islington Assembly Hall
Kings Place
Leadmill
Liverpool Philharmonic Hall
Motorpoint Arena Sheffield
O2 Academy Bristol
O2 Academy Glasgow
O2 Academy Leeds
O2 Academy Newcastle
O2 Academy Oxford - Academy 1
O2 Academy Sheffield
Odyssey Arena
Roadmender
Royal Academy of Music
Scottish Exhibition and Conference Centre
SOAS Student's Union
Rose Theatre Kingston
The Arches
The Tin Music and Arts
The Garage - Norwich
Troxy
Town Hall Theatre - Hartlepool
Tyneside Cinema
Usher Hall
Warwick University Student Union
Wembley Arena
Wigmore Hall

Festivals
Gold
Glastonbury
Liberty Festival
Leeds Classical Fantasia

Silver
British Summer Time Hyde Park
Chase Park
Download
Greenbelt
Kendal Calling
Latitude
Reading

Bronze
2000 Trees
Bingley Music Live
Cornbury
Festival No. 6

Field Day
Green Man
Just So
Leeds
Live at Jodrell Bank
London Mela
Lovebox
Parklife

Mystery Shopping
"Attitude is Everything has developed in to a fantastic unified voice for disabled music lovers in terms of working with venues and improving facilities, and with their help I think access to music gigs for disabled people can only get better and better," Claire Green, East Yorkshire

Mystery Shopping is the keystone of our work. Our team of 415 Deaf and disabled music fans feedback on the accessibility and overall experience at live music events. Mystery Shoppers submitted a total of 147 reports and outcomes that our mystery shoppers secured include:

- Glastonbury Festival - High Dependency Unit installed for first time in the accessible campsite
- Bestival - Implemented Personal Assistant lanyard for first time so that disabled customers don't have to stay with the same family members or friend throughout their whole time on the platform
- Just So Festival - Access information completely re-written according to best practice advice given by us
- Boileroom (venue) - Adopted new viewing area policy
- LG Arena - "Changing Places" Toilet built in the venue

Charitable Activities
We raised £41,000 from our commercial services, £29,000 from training and £12,000 from consultancy. Our Arts Council England funding allows us to offer advice and guidance free of charge to over 400 organisations each year, but we are getting more and more demand for our paid services, which go beyond the Charter offer. Without the Arts Council England funding we would not be in a position to offer the enhanced services.

As we have added more resources to the organisation we have been able to work with more partners, which has led to more demand for our services. We delivered 45 training session in 2014/15, 12 more than in 2013/14. We trained 888 people in 2014 - 2015 - our target was 400. We also worked on consultancy projects for 10 organisations.

Using training and consultancy, we enable the workforce to be appropriately skilled to create accessible and inclusive events that go beyond the Equality Act and achieve best practice.

"The training we have received from Attitude is Everything has been of enormous value - increasing staff knowledge and awareness, as well as helping us to develop workable policies on access at KOKO," Mike Hamer, Operations Director, KOKO.

The number of Deaf and disabled people attending Charter venues and festivals increased from 67,000 in 2013, to 114,000 in 2014, and the total economic contribution from those tickets sales increased from £3.4m to £5.4m.

- For every £1 we received from the Arts Council -

£31 was spent at Charter venues and festivals by Deaf and disabled music fans, their friends and family.

Club Attitude
In March 2015 we hosted our high profile Club Attitude event with Toy headlining, and Hatcham Social Club and new disabled artists Hulkenberg supporting. BBC Radio's Huw Stephens and Josie Long compered.

We created a new partnership with Heavenly Recordings and received excellent press coverage again (over 25 pieces), including Guardian, Metro, Quietus, Line of Best Fit, Camden New Journal and Access All Areas.

We added 2 new elements of accessibility to Club Attitude - captioning for hard of hearing audiences and live streaming which reached approx. 1,700 audience members (watching the live stream and at the event). This demonstrated the accessibility of gig streams and massively increased the reach of our event, considering our minimum audience target was 400.

Festivals
2014 - 2015 was the last year that Jacob Adams managed our Festivals Project. He continued to recruit and prepare a team of Deaf and disabled stewards to work in the information tents, accessible campsites and on viewing platforms at festivals, as part of the official stewarding teams of Oxfam, Glastonbury and SFM Security Consultants. We developed additional parts of this service; he supported Oxfam and Glastonbury to direct recruit Deaf and disabled people into the volunteer teams, so he could focus on recruiting new Deaf and disabled volunteers to our programme who may need a bit more 'hands-on' support. At the same time, he continued to implement the accessible recruitment policy which festivals and venues can adopt when they wish to recruit a diverse volunteer team.

All aspects of this project created 46 volunteer and employment opportunities for Deaf and disabled people at major music festivals in the UK.

In June 2015, there was an internal change at Attitude is Everything with Jacob taking on the new role of Research and Campaigns Manager. We recruited Paul Hawkins as our new Festival Project Manager.

Campaigning
In terms of making ticketing fully inclusive and accessible, which was an outcome from our last State of Access Report, the outcomes so far have been fantastic:
- Developed great relationship with STAR and ticketing agents and feel like accessibility is on their agenda. They are all supportive of what we do and want to achieve
- Ticket sales to disabled customers should go online at O2, Genting, Barclaycard and Capital FM arena at least in 2015
- The "Credibility" Access Card (a method of proving eligibility for accessible tickets) is now accepted at a number of high profile venues and festivals around the country
- We developed a relationship with ticketing start up Una Tickets, to make their service accessible from the outset

Unfortunately our work with the "Beyond the Ramps" collective had to come to an end as we were unable to sustain the work financially. However, the music industry largely accepts Attitude is Everything's Charter of Best Practice as a Best Practice Events Standards in access to live music and we are still working towards making access a condition of license. Attitude is Everything was awarded an Inspired by 2012 Mark by the Cabinet of Inclusive Events in January 2015.

Our work with Beyond the Ramps and the Taking Part Survey Team to improve the questions about disability, health and access did give everyone a better insight into reasons for Deaf and disabled people's non-attendance at arts and cultural events. The first annual results demonstrating the response to these new questions was published in June 2014 and we discovered that 3.5 million disabled people attended a live event in 2014 - 2015.

FINANCIAL REVIEW

Reserves policy

It is Attitude is Everything's policy to maintain free reserves (unrestricted reserves not invested in fixed assets or designated for specific purposes) at a level which can finance at least three months of salaries and overheads, and also the direct costs of a suitable minimum level of charitable activities throughout that period. This level is considered sufficient to enable the directors to take corrective action in the event of unexpected shortfalls in funding or increases in expenditure. Such costs are estimated to be around £45,000.

We finished the 2014/15 financial year with a surplus, which has been allocated towards spending in 2015/16 to bring our general funds in line with our stated reserves policy.

Principal funding sources

Our income in 2014/15 grew £4,585 to £311,102, which our Arts Council NPO grant making up 57% of our total income. We received a further £34,844 from Arts Council Catalyst funding to develop our fundraising capabilities which has already bore fruit with an increase to £25,131 in unrestricted grants and donations, £3,131 more than we had budgeted to receive. We also met our consultancy and training targets and increased our income from charitable targets by 20% to £41,670.Grants and donations made up 19% of our overall income, whilst income generated from our activities (including rental income) made up 24%.

In total we exceeded our budgeted income by almost £8,000, which contributed to a greater than anticipated surplus of general funds, which have been allocated for expenditure in 2014/15. Our income and expenditure for 2013/14 balanced within £1,000.

Our overall expenditure for 2013/14 grew to £284,096 resulting in a surplus of £24,421, which is entirely made up of Catalyst funds that are carried forward to be spent in 2014/15.

FUTURE DEVELOPMENTS

Aim 1: To increase the number of Deaf and disabled people participating in music

Objectives:
I. Increase the number of venues and festivals signed to Charter of Best Practice, and support them to make sustainable changes
1. Re-launch the current Charter of Best Practice
2. Launch the Charter of Best Practice for Local Authorities
3. Create a Charter of Best Practice for Promoters and Producers
4. Develop our consultancy and "paid for services" offer

II. Enhance the profile and develop the career of Deaf and disabled artists by promoting their talents
1. Use Club Attitude to promote stage-ready Deaf and disabled artists
2. Seek funding for a series of regional Club Attitude shows
3. Promote disabled and Deaf artists we come into contact with through our social media

III. Engage and inform Deaf and disabled people across the UK to create new audiences for live music
1. Encourage regional disability groups to promote Mystery Shopping to their members
2. Promote Club Attitude events to disability groups
3. Use press coverage, website and social network to highlight good access

Aim 2: To raise awareness of the barriers that Deaf and disabled people face at live music events, and to demonstrate how to overcome them

Objectives:
I. Inform the music industry, local authorities, politicians and the general public of current issues through our reports, impact studies and other communications
1. Develop the State of Access Report into a campaigning tool
2. Detail key messages for each project
3. Seek funding for additional research projects into specific areas of accessibility
4. Consider specific project surrounding people with a learning disability and their barriers to live music

II. Listen to the experiences of Deaf and disabled people and turn them into practical solutions and recommendations
1. Increase the number of mystery shops that are utilised
2. Create more case studies from changes made as a result of mystery shopping feedback

III. Provide Disability Equality Training that is bespoke to the music and events industries
1. Improve the content of the training materials
2. Develop the training modules offered
3. Develop the content and licencing system for 'Training the Trainer' courses
4. Develop the Charter to incorporate different elements of training at different times

Aim 3: To show and highlight Best Practice in access, and set an example to those we wish to influence

Objectives:
I. Encourage the adoption of the Charter of Best Practice as an event standard for access to live music
1. Define our service through the Charter of Best Practice
2. Do more to promote the Charter to specific audiences

3. Investigate festival and regional networking sessions for Access Officers
4. Improve data collection from Charter venues and festivals

II. Demonstrate best practice by hosting our own fully inclusive, accessible gig
1. Continue to host one high profile Club Attitude event each year

III. Share best practice examples from music venues and festivals in our Disability Equality Training sessions and via our website, Social Media and other communication channels
1. Develop more case studies, factsheets and resources

Aim 4: To develop the skills and confidence of Deaf and disabled people so that they can better engage with the music industry

Objectives:
I. Supporting Deaf and disabled people to take an active role in influencing improvements in access and staff attitude
1. Develop the skills of the Mystery Shoppers via our Skills Development project

II. Create opportunities for Deaf and disabled people to work and perform in the music industry
1. Work with volunteer providers to improve accessible recruitment
2. Seek funding to create opportunities for disabled people to work in the music industry through the Skills Development project
3. Programme disabled artists to perform at Club Attitude
4. Create and promote the Professional Mystery Shopper form

III. Create networks to enable Deaf and disabled people to support each other and access music industry training and resources
1. Develop mystery shopping forms for people with a learning disability
2. Create a network of skilled Mystery Shoppers across the UK
3. Uncover performance opportunities and promote
4. Create skills swap opportunities at Club Attitude
5. Develop 'Street Team' programme to help promote our gigs and accessible venues / festivals

Approved by order of the board of trustees on 21st September 2015 and signed on its behalf by:

Nick Dugdale
Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ATTITUDE IS EVERYTHING

I report on the accounts for the year ended 31 March 2015 set out on pages nineteen to twenty five.

Respective responsibilities of trustees and examiner
The charity's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the 2011 Act
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report
My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view ' and the report is limited to those matters set out in the statements below.

Independent examiner's statement
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that, in any material respect, the requirements

- to keep accounting records in accordance with Section 386 and 387 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of Sections 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ATTITUDE IS EVERYTHING

Malcolm Dewhurst FCCA
Gane Jackson Scott LLP
Chartered Certified Accountants
Second Floor, Kestrel House
Falconry Court
Bakers Lane
Epping
Essex
CM16 5BD

2nd October 2015

ATTITUDE IS EVERYTHING

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2015

		Unrestricted funds £	Restricted funds £	2015 Total funds £	2014 Total funds £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income		201,279	34,884	236,163	239,139
Activities for generating funds	2	32,900	-	32,900	32,440
Investment income	3	190	-	190	115
Incoming resources from charitable activities					
Disability Equality Training		28,620	-	28,620	16,225
Consultancy		9,650	-	9,650	5,650
Other Services		3,428	-	3,428	12,949
Total incoming resources		276,067	34,884	310,951	306,518
RESOURCES EXPENDED					
Costs of generating funds					
Costs of generating voluntary income		21,895	35,390	57,285	33,828
Fundraising trading: cost of goods sold and other costs		29,911	-	29,911	32,277
Charitable activities					
AIE Charter		98,507	-	98,507	86,413
Mystery shopper reports		28,062	-	28,062	31,918
Disability Equality Training		27,656	-	27,656	15,864
Club Attitude		17,687	1,500	19,187	15,222
Festivals		22,627	-	22,627	27,214
Consultancy		10,830	-	10,830	2,400
Other charitable activities		2,362	-	2,362	20,985
Governance costs		13,585	-	13,585	15,976
Total resources expended		273,122	36,890	310,012	282,097
NET INCOMING/(OUTGOING) RESOURCES		2,945	(2,006)	939	24,421
RECONCILIATION OF FUNDS					
Total funds brought forward		55,132	24,604	79,736	55,315
TOTAL FUNDS CARRIED FORWARD		58,077	22,598	80,675	79,736

The notes form part of these financial statements

ATTITUDE IS EVERYTHING

BALANCE SHEET
AT 31 MARCH 2015

		Unrestricted funds £	Restricted funds £	2015 Total funds £	2014 Total funds £
CURRENT ASSETS					
Stocks		101	-	101	202
Debtors	6	20,000	300	20,300	34,901
Cash at bank and in hand		49,116	32,293	81,409	48,850
		69,217	32,593	101,810	83,953
CREDITORS					
Amounts falling due within one year	7	(11,140)	(9,995)	(21,135)	(4,217)
NET CURRENT ASSETS		58,077	22,598	80,675	79,736
TOTAL ASSETS LESS CURRENT LIABILITIES		58,077	22,598	80,675	79,736
NET ASSETS		58,077	22,598	80,675	79,736
FUNDS	8				
Unrestricted funds				58,077	55,132
Restricted funds				22,598	24,604
TOTAL FUNDS				80,675	79,736

The notes form part of these financial statements

continued...

BALANCE SHEET - CONTINUED
AT 31 MARCH 2015

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2015.

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 31 March 2015 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees on 21st September 2015 and were signed on its behalf by:

Nick Dugdale
Trustee

1. ACCOUNTING POLICIES

ACCOUNTING CONVENTION

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

INCOMING RESOURCES

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

RESOURCES EXPENDED

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

TANGIBLE FIXED ASSETS

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

Computer equipment - 25% on cost

STOCKS

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

TAXATION

The charity is exempt from corporation tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. ACTIVITIES FOR GENERATING FUNDS

	2015 £	2014 £
Rental income	29,348	29,288
Sales of merchandise	347	790
Club Attitude	3,205	2,362
	32,900	32,440

3. INVESTMENT INCOME

	2015	2014
	£	£
Deposit account interest	190	115

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2015 nor for the year ended 31 March 2014.

TRUSTEES' EXPENSES

During the year £1,424.45 expenses were paid to one Trustee.

5. TANGIBLE FIXED ASSETS

	Computer equipment
	£
COST	
At 1 April 2014 and 31 March 2015	2,747
DEPRECIATION	
At 1 April 2014 and 31 March 2015	2,747
NET BOOK VALUE	
At 31 March 2015	-
At 31 March 2014	-

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2015	2014
	£	£
Trade debtors	7,059	25,115
Other debtors	13,241	9,786
	20,300	34,901

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2015	2014
	£	£
Trade creditors	5,100	1,674
Other creditors	16,035	2,543
	21,135	4,217

8. MOVEMENT IN FUNDS

	At 1/4/14 £	Net movement in funds £	At 31/3/15 £
Unrestricted funds			
General fund	55,132	2,945	58,077
Restricted funds			
Catalyst fund	24,604	(2,056)	22,548
Prudential fund	-	50	50
	24,604	(2,006)	22,598
TOTAL FUNDS	79,736	939	80,675

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	276,067	(273,122)	2,945
Restricted funds			
Catalyst fund	31,384	(33,440)	(2,056)
PRSF fund	1,500	(1,500)	-
Prudential fund	1,000	(950)	50
BMP fund	1,000	(1,000)	-
	34,884	(36,890)	(2,006)
TOTAL FUNDS	310,951	(310,012)	939

8. MOVEMENT IN FUNDS - continued

Purposes of unrestricted funds

The rent deposit fund has been designated in respect of rent deposits held, on the basis that they will either be returned to tenants or spent on repairs and renewals if and when tenants' sub-letting arrangements are terminated. Such deposits were previously recognised within general funds.

Purposes of restricted funds

Attitude is Everything and Small Green Shoots formed a coalition and were awarded Catalyst funding by Arts Council England to develop our fundraising potential. Our aim is to improve our ability to elicit funds from individuals, organisation and Trusts and Foundations by enhancing our profile, reputation and image using a variety of fundraising and marketing consultants.

Prudential provided a grant for Attitude is Everything's CEO to complete a Fundraising Diploma, PRS for Music Foundation funded the live streaming of our Club Attitude event, and The Big Music Project part-funded a 3 months Communications Internship.

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2015

	2015 £	2014 £
INCOMING RESOURCES		
Voluntary income		
Donations	25,130	24,366
Grants	179,649	175,543
Catalyst	31,384	39,230
	236,163	239,139
Activities for generating funds		
Rental income	29,348	29,288
Sales of merchandise	347	790
Club Attitude	3,205	2,362
	32,900	32,440
Investment income		
Deposit account interest	190	115
Incoming resources from charitable activities		
Disability Equality Training	28,620	16,225
Consultancy	9,650	5,650
Other Services	3,428	12,949
	41,698	34,824
Total incoming resources	310,951	306,518
RESOURCES EXPENDED		
Costs of generating voluntary income		
Cost of generating voluntary income	57,285	33,828
Fundraising trading: cost of goods sold and other costs		
Cost of merchandise	101	701
Costs of rental income	29,810	31,576
	29,911	32,277
Charitable activities		
AIE Charter	98,507	86,413
Mystery shopper reports	28,062	31,918
Disability Equality Training	27,656	15,864
Club Attitude	19,187	15,222
Carried forward	173,412	149,417

ATTITUDE IS EVERYTHING

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2015

	2015 £	2014 £
Charitable activities		
Brought forward	173,412	149,417
Festivals	22,627	27,214
Consultancy	10,830	2,400
Other charitable activities	2,362	20,985
	209,231	200,016
Governance costs		
Governance costs	13,585	15,976
Total resources expended	310,012	282,097
Net income	939	24,421

This page does not form part of the statutory financial statements