

PO 06257072/15



City of Colours CIC

Financial Statements for year ending 28 February 2017



City of Colours CIC

Company Registration number:

08897950

Registered Office:

8 Florence Road
Birmingham
B14 7DD

Members of the Board:

Rebecca Wright
Karl Paragreen
Russell George
Julie Pickering

Bank:

Lloyds TSB Bank PLC
134 New Street
Birmingham B2 4NP

City of Colours CIC

Trustees Annual Report

Year ending 28 February 2016

The Trustees, who are also the directors, for the purposes of company law, have the pleasure in presenting their annual report and financial statements for the year ended 28 February 2017.

The Trustees

The Trustees who served the company during this period are as follows:

- Rebecca Wright (Co-Founder and Managing Director)
- Karl Paragreen (Co-Founder and Managing Director)
- Russell George (Compliance Director)
- Julie Pickering (Operations Director)

Structure, Governance and Management

Governing Document

The organisation is a community interest company limited by shares, incorporated on 17 February 2014. The company transferred from a Company Limited by Shares to a Community Interest Company on 10th March 2015. The company was established under a Memorandum of Association, which established the objects and the powers of the company, and is governed under its Articles of Association. In the event of the company being wound up its members are required to contribute an amount no greater than £1.

Recruitment and Appointment of Trustees

The Directors of the company are also trustees for the purposes of company law and under the company's article are known as Members. Under the requirements of the Memorandum of Association there are two Founder Members who are elected to serve for life and up to five additional members who are elected to serve for a period of three years after which they must be re-elected at the next Annual General Meeting.

In order to build a broad skill mix, members of the Board of Trustees have been recruited from a wide range of relevant backgrounds. This includes experience of the not-for-profit sector with disadvantaged individuals, operational and business experience, accounting, health and safety, fundraising, marketing and HR. In order to better understand our beneficiary group, all trustees are required to attend and participate in at least one City of Colours workshop or event per year.

Risk Management

The Board of Trustees meets on a quarterly basis, to assess the progress of the company and to review the risks to which the company is exposed. Where appropriate, specialist advice is sought and professional support brought in to reinforce the work of the company and to safeguard its operations.

The company seeks advice from its beneficiaries through its Community Advisory Panel, Youth Panel, partners and through conducting a number of questionnaires, to seek regular feedback about any improvements to the company's operations and delivery of services.

Organisation Structure

The company has a board of Trustees of up to four members who are responsible for the strategic direction and policy of the company. During the period the board consisted of four members with a variety of experience.

The day to day responsibility of the running of the company and the provision of services and strategic direction rests with the Managing Directors. Julie Pickering supports the management of company operations, HR and IT. Russell George oversees the company's finances, health and safety and legal matters.

Mission Statement, Objectives and Activities

Mission Statement

City of Colours is an urban arts company with a community interest mission to provide an accessible platform for artists of all levels and backgrounds to produce, exhibit and engage with the artistic community. Our aim is to educate, influence and inspire marginalised groups and all Birmingham residents to unlock their hidden potential and participate in the regeneration and development of their local area.

Objectives

- To promote up and coming Birmingham based artists, musicians and performers
- To support the regeneration of priority areas of the City

- To increase community cohesion
- To provide younger people a chance to participate in the arts, learn new skills, increase confidence & aspirations.

Community Interest Activities

1. City of Colours festival and interim events

To provide opportunities for the local communities of Birmingham to engage, participate and enjoy Birmingham's largest celebration of urban culture. To encourage community cohesion and breakdown barriers of race, religion and cultural differences.

2. Promotion of local artists

To provide opportunities for Birmingham's creative community, giving new and emerging artists a chance to display their work and develop professionally. To act as a catalyst for artists to gain commissioned work and employment.

3. Regeneration

Introducing new audiences to Digbeth and the City, increasing foot flow to local independent businesses and organisations. Using surplus income to create new murals, with a particular focus on impoverished and neglected areas in need of regeneration.

4. Education

To encourage all Birmingham residents, with a particular focus on younger people and marginalised groups to participate in creative and educational opportunities, including workshops and outreach activities, to enthuse, inspire and engage. To promote legal graffiti and street art and the therapeutic benefits this and other urban art forms can bring.

It is the strategic intention of the company to work in partnership with other organisations, to deliver a service that is best placed to meet the needs of our beneficiaries.

Staffing

For the majority of the year, all management staff continued to work at City of Colours on a voluntary basis. Staff were recruited during the year in the following capacity:

- Project Manager (City of Colours Festival 2016)
- Project Manager (Our Musical Roots project)
- Youth Engagement Manager (Our Musical Roots project)
- Youth Engagement Officers (x2)

Youth Engagement

The Youth Engagement Manager was tasked to set-up a Youth Panel in April 2015. The role of the younger people within City of Colours was to:

- Advise the management team on how best to engage young people from culturally diverse backgrounds, breaking down barriers to participation and reducing inequalities.
- Act as advocates for City of Colours; promoting activities with a wide group of children and young people.
- Play a key role in supporting City of Colours with our smaller events, community outreach activities and annual festival.
- Provide an influential voice in key decision making both at an organisational level and with our partners.

We created opportunities for young people to get involved through our core activities including:

- Shortlisting street artist applicants who wish to paint at the festival.
- Engaging in marketing and design Think Tanks to direct the way in which our activities are presented to young people.
- Generating ideas for workshops and activities for younger people
- Designing our outreach work with local communities
- Acting as ambassadors for City of Colours

City of Colours Festival 2016

City of Colours Festival took place on 18th June 2016, the second edition of Birmingham's only Street Art Festival, held across 15 different venues in Digbeth, the City's creative quarter.

120 local, national and international artists attended the festival from places such as New York, France and Israel, to paint large scale murals, smaller walls and purpose-built board structures.

Key venues included the Custard Factory, The Old Crown, The Mockingbird, Zellig, Spotlight, Digbeth Gardens and The Rainbow Arena.

The festival hosted eight music stages across the various venues, b boy battles, capoeira displays, hula hooping, a skate ramp, cinema screenings, caravan photo booth, street magic and a large number of different workshops, including graffiti art, bubble painting, break dancing and photography and film. Face painting, a large market hall and affordable art sale, giant doodle wall and a colouring-in canvas were also on offer to the audience members.

An estimated 10,000 – 12,000 were in attendance during the day of the festival with a large number of families and younger children present.

Key Achievements

Our key objectives for the event were all met apart from the anticipated audience numbers:

- By the end of the event over 1,040 younger people participated in creative activities, enthusing and inspiring them in the arts.
- 106 local artists painted or DJed at the event and reported that they felt their work had been promoted to a wider audience through their participation.
- 98% of people reported the look and feel of the area has been improved through the addition of new street art in Digbeth.

The audience members who attended the event were incredibly diverse with a huge amount of different cultures and nationalities represented across a very wide age range. A large number of families with younger children also attended (with a significant increase in families present compared to the 2014 event) proving that our promotional messaging and outreach work within schools had been successful. Our survey results showed that the majority of the people who attended the festival were from Birmingham, however some people had travelled all the way from other European countries just for the event.

- Feedback from the artists, DJs, partners, local businesses and attendees was been excellent across the board.
- With a very small budget for promotions and marketing, we managed to gain over 10 separate pieces of press coverage and a slot on Big Centre TV news. Alongside this we received a lot of attention from various magazines, bloggers and websites.
- We were delighted that the Lord Mayor made an appearance on the day and that we had an opportunity to escort him around the festival site. He seemed very impressed with the artwork and enthused by the event and its potential impact on the City.
- Local artists provided incredible feedback, with 100% reporting a rating of 'excellent' for the use of the event as a platform to promote their work.
- Since the event a number of artists have notified us that they have gained commissioned work through being seen at the festival.
- Working with the design team at BCU was a positive experience. It was great to be able to provide real life design opportunities to students before graduating and to showcase their work using such an exciting platform.
- We managed to open up opportunities to younger people from the BBC 'Make It Digital' Programme, who created a City of Colours documentary on the run up to the event, as well as taking on two interns from the programme during the festival planning phase.
- The event was a hugely successful platform for City of Colours as an organisation to raise its profile, both within in Birmingham and wider.
- A run down area of Birmingham has been transformed into a colorful, creative space, with benefits which will continue long into the future.

Our Musical Roots project

Our Musical Roots was a cross-cultural, youth-led art project exploring Birmingham's rich musical heritage, funded by the Heritage Lottery Fund. Developed by the City of Colours youth panel during 2015, the project was based around the researched need that young people in Birmingham (which has one of the youngest populations in Europe), do not have a clear understanding about the scope of music heritage within Birmingham.

Young People and social action are vital to ensuring our heritage remains vibrant and sustainable. The primary need addressed by 'Our Musical Roots' was the gap in younger people's knowledge about the rich musical heritage Birmingham has to offer, and how this is linked with the diversity of cultures and communities across the city. One of the challenges to exploring music history in Birmingham is that although it has much to celebrate, the variety of its musical achievements means there is no single obvious strand of heritage to emerge and therefore it has not received the recognition that other cities such as Liverpool and Manchester have received. Consequently, the younger people of Birmingham have been ill equipped to celebrate Birmingham's musical heritage achievements and could be missing the influence, inspiration and sense of identity that this can generate.

Our Musical Roots used a platform of music and art to engage younger people in a fun and inspiring project. Participants were provided with an opportunity to explore, document and share their findings through workshops, art creation, taking part in an exhibition at the City of Colours festival as well as working with graffiti artists to design murals based on their own research, which was painted with pride within their communities at the end of the project.

We worked in areas of Birmingham that scored highly on the governments Scale of Deprivation Index. The geographical areas we worked in were based in the constituency of Ladywood, ranked third out of the 533 national constituencies, for its overall level of deprivation.

Through targeting younger people in these areas to take part in the project, we looked to tackle inequalities, and provide 'access for all' to a creative and educational project to increase skills, knowledge and confidence.

Our Musical roots was delivered by City of Colours, operating in partnership with a number of specialist organisations, group and individuals. Working in partnership meant that we were able to deliver a much richer and informative project to the young participants as we worked with industry experts and leaders in the field. Our partners are outlined below.

Youth Centres

- St. Martin's Youth Centre
- Aspire and Succeed
- Lozells Methodist and Community Centre
- St. Basil's

Schools

- Calthorpe Academy (a SEN school)
- Small Heath School
- St Thomas Aquinas School
- Perry Bar School
- Bordesley Green Girls School
- ARK Academy
- St. Albans

Music Partners

- Birmingham Music Archive (main project partner)
- Wassifa (Dub/Reggae)
- One Dub (Dub/Reggae)
- Dub Soc (Dub/Reggae)
- Amlak Tafari of Steel Pulse (Dub/Reggae)
- Dalbir Rattan (South Asian)
- Eternal Taal (South Asian)
- Nacha Sansaar (South Asian)
- Hassan Hussain (South Asian)

Other Delivery Partners

- Paul Stringer Photography and Media
- GraffitiArtist.com
- Andrew Mills (Graffiti by Title)
- Dan Griffin Hayes Illustration
- Eddy Aigibe (Community Artist)
- Georgina Biggs (Creative Heritage)
- Holly Thomas (Project Management Techniques)
- Jo Gleave (Public Speaking)

Schools workshops

The Youth Engagement Manager, along with the Director of Birmingham Music Archive and varying members of the youth panel delivered Our Musical Roots to eight Birmingham schools, including one Special Educational Needs school where the pupils had a wide range of disabilities and learning impairments.

The workshops involved an initial introduction to 'Heritage' including exploring the pupils' personal heritage. Jez from Birmingham Music Archive then gave a talk about the city's musical heritage, including looking at the different genres. He then introduced the pupils to a variety of Birmingham musicians and introduced the participants to an array of album artwork.

Following the talks the class were split into groups and were provided with 10 songs produced by Birmingham artists. Within their groups, the pupils were tasked with

selecting one song to re-create the album artwork for, on a 12 x 2 inch wooden board that the City of Colours team provided.

Each of the groups were given different genres of music to choose from and the pupils were encouraged to think about the lyrics of the songs and how these might translate into colours of imagery which they could use in their designs.

Following the workshops, the album artwork created by the pupils went on display at the City of Colours festival in June and again at the end of project Showcase at Muthers music studio in November. The artwork was also photographed and documented on the City of Colours website by the youth panel members.

Youth Centre Programme

The Our Musical Roots team worked with four community centres within Birmingham:

- St Martins Youth and Community Centre (Highgate).
- St. Basil's charity (Digbeth)
- Lozells Methodist and Community Centre (Lozells)
- Aspire and Succeed (Lozells)

St. Martin's partnered with St Basil's and activities were run from the centre in Highgate and Aspire and Succeed partnered with Lozells Methodist Community Centre, with activities being run from Lozells.

We tested two different models for the Summer Schools. The first took place during the school holiday in August, as an intensive week course, with some follow up sessions taking place through September and October. The second Summer School took place over a period of two months, with evening sessions taking place once a week through September and October.

During the Summer Schools the following workshops were delivered:

- Introduction to heritage and researching personal heritage
- Birmingham Music's Heritage
- Graffiti workshops
- Street art and heritage tour
- Heritage research skills and picture collage creation
- Music workshops (DJing, Dhol and African Drumming)
- Birmingham Music Heritage Timeline workshop
- Music and dance
- Social Media
- Photography
- Lyric writing
- Mural consultation and design session with artist

The workshops were typically between one to three hours in length and were led by a mixture of people including the Project Manager, Youth Engagement Mangers,

Youth Panel and specialist partners. Our Musical Roots used street art and youth focused learning methodologies to explore music heritage, with key areas of focus including Birmingham's musical icons, political and social influences, fashion and style and the impact of music on today's culture and communities.

Our main project partner was Jez Collins, of Birmingham Music Archive. Jez works for the Birmingham Centre for Media and Cultural Research, Birmingham City University where he researches and lectures on music industries and popular music histories, heritage and archives. As well as being the founder of the Birmingham Music Archive and the Executive Co-Producer for the award-winning documentary *Made in Birmingham: Reggae Punk Bhangra*, he is also a Trustee of the National Jazz Archive and Co-Director of Un-Convention. Jez was key in both the development and delivery of the project and ensured we were able to provide the young participants with a high-quality platform for engaging and learning about Birmingham's musicals heritage within the project.

Working with the specialist partners was a huge success and enabled us to deliver a very high quality programme of workshops and activities, which were both informative and fun. A balanced mixture of theory and practical activities based around artistic creation, proved a brilliant way to engage with the younger participants in learning about Birmingham's musical heritage. The youth-led learning strategies and methodologies used throughout the project proved to be much more relevant to younger people than perhaps a visit to the museum - the project helped break down barriers to participation and inspired the younger people to engage with musical heritage in a new, exciting and enjoyable way.

At the end of each of the Summer Schools the younger people worked with Birmingham artists to design a mural and create permanent pieces of public art which were then painted by graffiti artists in their local communities. These workshops enabled participants to develop design skills, team working and communication skills as they worked together to develop the mural concept. The artwork has provided an opportunity for young people to tell the story of Birmingham's musical past from their perspective, thus empowering them and raising self-esteem. Seeing their work, painted in a large format in a public space, which will remain indefinitely, has boosted the confidence of the participants, as well as feelings of self-worth, community spirit and enjoyment.

Financial Review

In the period to 28 February 2017, the company's income totaled £96,783.

During the financial year, the company received grants totaling £69,630, including £35,000 awarded from the Arts Council for City of Colours Festival and £35,200 from the Heritage Lottery Fund for the 'Our Musical Roots' project. The first grant payment of £24,500 from the Arts Council was received before the reporting period, and the final grant payment of £3,520 from the Heritage Lottery fund was received after the reporting period, however both have been recognised in the current years accounts, as the grants related to activities being delivered within the financial period. Both grant installments received outside the period have been recognised in the profit and loss accounts.

The company were also successful in their application for a £5,000 grant from Birmingham City Council, £1,500 from the John Feeney Trust, and were also in receipt of £10,000 private sponsorship from Grolsch, all to help fund the festival which was held in June 2016.

A total of £2,710 was fundraised during the year for the 2016 festival, with the majority being raised at the Winter Jam fundraising event in December.

Due to minimal activity being undertaken in the previous reporting period, there has been a significant increase in revenue for the current financial year when compared to last year. The majority of income was spent on consultancy fees for staff to manage and deliver the festival and Musical Roots project, along with artist fees.

There was a minimal deficit for the reporting period of £544, which is not considered significant and will be repaid through activities being undertaken in the next financial period.

The Directors took the decision not to register for VAT during the period, as the majority of income received was from grants, which sit outside of the scope of VAT.

Reserves Policy

The Board of Trustees has examined the company's requirements for reserves in light of the main risks to the organisation.

The reserves are needed to meet the company's operating costs, in the event of a significant drop in funding. The aim is to build up unrestricted funds that are not committed or invested in tangible fixed assets to hold between three and six months activity. This forms part of the City of Colours five-year Strategic Plan.

Circumstances meant that the team decided against allocating income towards free reserves in its first three years of operation. However, this will be closely monitored as the company grows and expands its activities in subsequent years.

Statement of Trustee Responsibilities

The Trustees are responsible for preparing the Trustees Annual report and financial statements in accordance with applicable law and regulations.

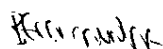
Company law requires the trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepting Accounting Practice. Under Company Law the Trustees must not approve the financial statements unless they are satisfied they give a true and fair view of the state of affairs of the company and of the incoming resources and application of resources, including income and expenditure of the company for that period.

In preparing the financial statements the trustees are required to:

- Select suitable accounting policies then apply them consistently
- Make judgements and accounting estimates that are reasonable and prudent
- State whether UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the community interest company and hence for taking reasonable steps for the prevention and the detection of fraud and other irregularities.

The Directors report has been approved by the Board and authorised for issue on 10 September 2017 and signed on its behalf by:



(Rebecca Wright)

Director
City of Colours CIC

City of Colours CIC

Income and Expenditure Account for the year ending 28 February 2017

	Notes	2017	2016
		£	£
Income			
Grants		73,150	3,550
Director & Private Sponsorship		11,752	300
Fundraising		2,710	3,067
Trading Income		9,171	6,815
		<u>96,783</u>	<u>13,732</u>
Expenditure			
Fees		15,941	1,910
Staff Fees		39,878	4,255
Staff Expenses		1,078	108
Artist spending		2,392	57
Event Logistics		11,469	208
Workshop		2,895	985
Marketing		7,611	512
Hire of Equipment		6,977	117
Materials		3,237	405
Compliance		1,100	0
Outreach		0	0
Art Sales		0	1,029
Rent		0	1,750
Accountancy		260	430
IT		418	229
Overheads		2,602	1,212
Bank Fees		503	
Depreciation		367	131
Less Stock Movement		600	-186
Total Expenditure		<u>97,327</u>	<u>13,152</u>
(Deficit)/Surplus for the Year before Taxation		-544	581
Taxation		0	144
(Deficit)/Surplus for the Year		-544	437

City of Colours CIC
Balance Sheet as of 28 February 2017

	Notes	2017 £	2017 £	2016 £	2016 £
Fixed Assets					
Computer Equipment	1		<u>603</u>		<u>969</u>
Current Assets					
Stock		250		850	
Grant Receivable		3,520		0	
Bank & Cash		<u>0</u>		<u>22,531</u>	
			3,770		23,381
Creditors : Amounts Falling within 1 year					
Creditors		1,975		1,800	
Bank & Cash		1,435		0	
Accrual		300		250	
Corporation Tax		0		144	
Provision For Grant	2	<u>0</u>		<u>20,950</u>	
			3,710		23,144
Net Current Assets			60		237
Creditors: Amounts Falling over 1 year					
Directors Loans			725		725
NET (LIABILITIES)/ASSETS			-62		482
SURPLUS					
Reserves Brought Forward			482		45
(Deficit)/Surplus for the Year			-544		437
RETAINED (DEFICIT)/SURPLUS			-62		482

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

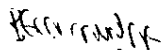
For the year ending 28/02/2017 the company was entitled to an exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The Directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of the accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board and authorised for issue on 10 September 2017 and signed on its behalf by:



(Rebecca Wright)

Director
City of Colours CIC

The notes on pages 18 to 20 form part of these financial statements.

1. Accounting Policies

The financial statements are prepared under the historical cost convention, in accordance with the requirements of the Companies Act 2006, and relevant accounting standards.

The following indicates the principle policies adopted in the preparation of these financial statements:

(i) Income and Expenditure

Grant income is recognised in the year to which the grant relates, as specified by the funder, subject to the criteria of certainty, entitlement and measurement being met and achievement of specified milestones. Income related to future years is deferred.

Membership subscriptions are accounting for on a rolling annual basis. Income attributable to future months is deferred.

All expenditure is recognised on an accrual basis, inclusive of VAT.

(ii) Fixed Assets

Fixed Assets are stated as a cost of depreciation to date. Depreciation rates are set so as to write down the value of the fixed assets to residual values over their estimated useful lives. The charge is calculated on a straight line basis. Six months' depreciation is charged in the year of purchase. The principle rates adopted are as follows:

- Computer equipment and software 33%
- Fixtures and fittings 33%

(iii) Cash flow statement

A cash flow statement has not been prepared in line with the small companies exemption.

2. Fixed Assets

Fixed Assets - Computer Equipment

Opening	1,100
Additions in the Year	0
	1,100
Depreciation Brought Forward	-130
Depreciation for the Year	-367
	-497

Net Book Value 2017 **603**

Net Book Value 2016 **969**

3. Grants Receivable

During the year City of Colours was successful in their application for a £5,000 grant from Birmingham City Council and a £35,000 grant from Arts Council England, restricted for the delivery of the festival in June 2016. Of this grant, £24,500 was received before the period of which £3,550 related to activities delivered during the last financial period.

The company were also in receipt of £35,200 from the Heritage Lottery Fund for the delivery of the Our Musical Roots project.

5. Staff Costs

Two Project Managers were recruited to deliver the festival and the Our Musical Roots project, along with an Community Engagement Manager and two part-time Youth Engagement Officers. A number of other short term and staff were recruited to deliver work running up to and during the festival, including 50 stewards on the day of the event.

6. Share capital

The company is community interest company limited by shares. In the event of the company being wound up, the maximum amount which each member is liable to contribute is £1. There were three members as of 28 February 2017.

****This page does not form part of the financial statements.**

CIC 34

Community Interest Company Report

For official use
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*Please
complete in
typescript, or
in bold black
capitals.*

**Company Name in
full**

City of Colours CIC

Company Number

08897950

Year Ending

28 February 2017

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

(N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a description of how they have benefited the community.

During the reporting period, the company carried out two major projects:

1. The City of Colours Street Art Festival in June 2017
2. The Our Musical Roots project, delivered during March – December 2017.

City of Colours Street Art Festival

The aim was for the City of Colours festival to be used as a platform to promote Birmingham's emerging artists and raise awareness of the street art and urban art scene in the city. Through viewing the artwork and participatory activities, we hoped that younger people would be enthused and inspired by the event, which also focussed on bringing together different cultures and communities from across the city together as one. The public artwork has helped regenerate an area of Birmingham, bringing colour into the streets and attracting many visitors and tourists to the area.

City of Colours Festival took place on 18th June 2016, the second edition of Birmingham's only Street Art Festival, held across 15 different venues in Digbeth, the City's creative quarter.

120 local, national and international artists attended the festival from places such as New York, France and Israel, to paint large scale murals, smaller walls and purpose built board structures.

The festival hosted eight music stages across the various venues, b boy battles, capoeira displays, hula hooping, a skate ramp, cinema screenings, caravan photo booth, street magic and a large number of different workshops, including graffiti art, bubble painting, break dancing and photography and film. Face painting, a large market hall and affordable art sale, giant doodle wall and a colouring-in canvas were also on offer to the audience members.

An estimated 10,000 – 12,000 were in attendance during the day of the festival with a large number of families and younger children present.

- Our key objectives for the event were all met apart from the anticipated audience numbers
 - By the end of the event over 1,040 younger people participated in creative activities, enthusing and inspiring them in the arts.
 - 106 local artists painted or DJed at the event and reported that they felt their work had been promoted to a wider audience through their participation.
- 98% of people reported the look and feel of the area has been improved through the addition of new street art in Digbeth.

(If applicable, please just state "A social audit report covering these points is attached").

(Please continue on separate continuation sheet if necessary.)

CIC 34

CONTINUATION SHEET

Please complete in typescript, or in bold black capitals.

Company Name in full

City of Colours CIC

Company Number

08897950

Year Ending

28 February 2017

PLEASE CLEARLY INDICATE THE PART YOU ARE CONTINUING HERE

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

The audience members who attended the event were incredibly diverse with a huge amount of different cultures and nationalities represented across a very wide age range. A large number of families with younger children also attended (with a significant increase in families present compared to the 2014 event) proving that our promotional messaging and outreach work within schools had been successful. Our survey results showed that the majority of the people who attended the festival were from Birmingham, however some people had travelled all the way from other European countries just for the event.

- Feedback from the artists, DJs, partners, local businesses and attendees has been excellent across the board.
 - o Many local businesses again reported one of their most profitable days since opening.
 - o Some of the most established and well-known artists reported that it was one of the best organised and most enjoyable street art events they have attended.
 - o With a very small budget for promotions and marketing, we managed to gain over 10 separate pieces of press coverage and a slot on Big Centre TV news. Alongside this we received a lot of attention from various magazines, bloggers and websites. Please see Section 6.4 for further information about the festival press coverage.
 - We were delighted that the Lord Mayor made an appearance on the day and that we had an opportunity to escort him around the festival site. He seemed very impressed with the artwork and enthused by the event and its potential impact on the City.
 - Local artists provided incredible feedback, with 100% reporting a rating of 'excellent' for the use of the event as a platform to promote their work.
 - Since the event a number of artists have notified us that they have gained commissioned work through being seen at the festival.
- Working with the design team at Birmingham City University was a positive experience. It was great to be able to provide real life design opportunities to students before graduating and to showcase their work using such an exciting platform.
- We managed to open up opportunities to younger people from the BBC 'Make It Digital' Programme, who created a City of Colours festival documentary.

CIC 34

CONTINUATION SHEET

Please complete in typescript, or in bold black capitals.

Company Name in full

City of Colours CIC

Company Number

08897950

Year Ending

28 February 2017

PLEASE CLEARLY INDICATE THE PART YOU ARE CONTINUING HERE

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

Our Musical Roots project

Our Musical Roots was a cross-cultural, youth-led art project exploring Birmingham's rich musical heritage, funded by the Heritage Lottery Fund. Developed by the City of Colours youth panel during 2015, the project was based around the researched need that young people in Birmingham (which has one of the youngest populations in Europe), do not have a clear understanding about the scope of music heritage within Birmingham.

Our Musical Roots used a platform of music and art to engage younger people in a fun and inspiring project. Participants were provided with an opportunity to explore, document and share their findings through workshops, art creation, taking part in an exhibition at the City of Colours festival as well as working with graffiti artists to design murals based on their own research, which was painted with pride within their communities at the end of the project.

We worked in areas of Birmingham that scored highly on the governments Scale of Deprivation Index. The geographical areas we worked in were based in the constituency of Ladywood, ranked third out of the 533 national constituencies, for its overall level of deprivation.

Through targeting younger people in these areas to take part in the project, we looked to tackle inequalities, and provide 'access for all' to a creative and educational project to increase skills, knowledge and confidence.

284 children and younger people took part in the project. Measured outcomes included:

- an improved understand of 'heritage' and musical hertiage in the city
- an increased positive attitutie about 'heritage' and its role in today's society
- an opportunity to learn new skills and gain qualifications, with a number of younger people completing the Bronze level Arts Award
- younger people had an enjoyable experience and an increased sense of well-being.

Using art and youth focused learning methodologies to explore music heritage and to create

PART 2 – CONSULTATION WITH STAKEHOLDERS – Please indicate who the company's stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

City of Colours Festival – consultation

We carried out a consultation with the following stakeholders about the forthcoming festival:

1. Local Birmingham Artists – we set up a series of meetings, to share our planning ideas with local artists, to gain their feedback and ideas which we then incorporated into the event programme and/or layout.
2. Local Residents – We ran a community briefing event, to inform local residents about our plans and to address any questions, issues or concerns raised. We also held a number of community consultation briefings, where local residents were invited to come along and feed in ideas with regards to the planning of the event.
3. Event attendees. We carried out an extensive feedback questionnaire from attendees of the last festival, which was very important in helping us improve the 2016 festival. This information led to actions such as increasing the number of workshops, having better signage and increasing the duration of the event.

Our Musical Roots – consultation

We carried out a consultation with the following stakeholders about the forthcoming festival:

1. Younger people. – our Youth Panel carried out a consultation with school pupils, using a questionnaire to test the project idea, to ensure there was a need and an appetite for the project. Their feedback helped shape the project design, including what musical genres to focus on.
2. Project Partners – were invited to project planning meetings, where they provided ideas of how we should for example, run certain workshops. It was very valuable having a number of 'experts' involved in this element of the project.
3. Local Residents – were consulted about the community murals and were invited to come along to the celebratory events, to reveal the new artwork.

After the completion of both projects we carried out detailed feedback questionnaires, online and face to face and using focus groups, with event attendees, activity participants, partners, local businesses and local community residents. We have two substantial evaluation reports, highlighting the results of these exercises. The information gathered is incredibly valuable to City of Colours CIC, especially around the planning and design of our future activities.

(If applicable, please just state "A social audit report covering these points is attached").

PART 3 – DIRECTORS' REMUNERATION – if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, "There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed" (See example with full notes). If no remuneration was received you must state that "no remuneration was received" below.

No remuneration was received.

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that "no transfer of assets other than for full consideration has been made" below.

No transfer of assets other than for full consideration has been made.

(Please continue on separate continuation sheet if necessary.)

PART 5 – SIGNATORY

The original report must be signed by a director or secretary of the company

Signed



Date

20/11/17

Office held (delete as appropriate) Director/Secretary

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

Tel	
DX Number	DX Exchange

When you have completed and signed the form, please attach it to the accounts and send both forms by post to the Registrar of Companies at:

For companies registered in England and Wales: Companies House, Crown Way, Cardiff, CF14 3UZ
DX 33050 Cardiff

For companies registered in Scotland: Companies House, 4th Floor, Edinburgh Quay 2, 139
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

For companies registered in Northern Ireland: Companies House, 2nd Floor, The Linenhall, 32-38
Linenhall Street, Belfast, BT2 8BG

The accounts and CIC34 **cannot** be filed online

(N.B. Please enclose a cheque for £15 payable to Companies House)