

REGISTERED NUMBER 3594475  
(England and Wales)

CHARITY NUMBER 1077192

**EASTSIDE EDUCATIONAL TRUST**  
(A Company Limited by Guarantee)

ANNUAL REPORT  
FOR THE YEAR ENDED  
31 OCTOBER 2008

EASTSIDE EDUCATIONAL TRUST  
(A Company Limited by Guarantee)

LEGAL AND ADMINISTRATIVE INFORMATION

TRUSTEES (also acting as Directors)

Rex Hall MBE, Juliet Mander, Roger Martin, Nova Skelton and Aidan Hansell served throughout the year.

SECRETARY

Juliet Mander

REGISTERED OFFICE

Suite 16, Perseverance Works, 37 Hackney Road, Shoreditch, London E2 7NX

AUDITORS

Hard Dowdy a trading style of Chantrey Vellacott DFK LLP 23/28 Great Russell Street, London WC1B 3NG

BANKERS

Royal Bank of Scotland, 36-37 New Bridge Street, London EC4V 6BJ

EASTSIDE EDUCATIONAL TRUST  
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DIRECTORS' REPORT FOR THE YEAR ENDED 31 OCTOBER 2008

AN INTRODUCTION FROM THE BOARD OF TRUSTEES

On Behalf of the Board of Trustees, I am delighted to welcome you to our Annual Report for 2007/08.

Our projects and workshops continue to be a great success in and around the London boroughs. We have sustained our high annual numbers of workshop and project hours, and are proud to be training and working with ever-increasing numbers of facilitators.

However, most pleasing this year has been the growth in our international operations in which we are able to provide opportunities for young people from London to travel to both Europe and Africa. For further information I draw your attention the 'Achievements and Performance' section below, but I am delighted report that our activities now stretch from Barnet to Botswana.

Our staffing requirements have always changed and/or grown organically. The three departments of Literature, Performing Arts and Visual Arts have been running well now since 2005. Increasingly we have identified a need for an additional management stratum to line-manage these posts and to free both the Artist Director and Arts Development Director to concentrate on creative thinking, programming and funding. The position of 'Operations Manager' was introduced in April 2008 to perform this task. It has been a highly successful and significant development for us. Both the post and its incumbent have made an immediate impact on the smooth running of Eastside.

I would be remiss if I did not draw your attention to our financial provisions during what is now a period of restraint. A recession still seems inevitable, and as much of our funding comes from the hard-hit banking sector, we decided at our October board meeting to be even more prudent for the foreseeable future.

In order to sustain our operations in a money-frozen climate, our COIF investment account will show slightly more than we would normally wish to put on deposit. This money is invested to cover a full year's operation for Eastside and to protect us against our funders not being in a position to meet our financial expectations. I must emphasise that this is a temporary measure, purely designed to ensure the longevity of the charity in a difficult time. We ask that you understand and applaud our decision, and recognise that we are still in need of regular and sizeable funding in order to be able to provide our services to the young people of London and beyond. We are operating a fine balance by saving for our future whilst not damaging our ability to provide our obligations in the educational field. We believe this to be the correct course of action and I look forward to discussing more funding possibilities throughout the coming year.

Roger Martin  
Chair – Board of Trustees

The directors present herewith their report and the accounts for the year ended 31 October 2008.

As required, we can confirm that the accounts comply with current statutory requirements, the requirements of the charity's governing document and the requirements of SORP.

## STRUCTURE GOVERNANCE AND MANAGEMENT

The organisation is a charitable company limited by guarantee, incorporated on 8<sup>th</sup> July 1998 and registered as a charity on 3<sup>rd</sup> June 1999. Registered Charity number 1077192.

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

One third of the directors of the charitable company (who act as the council of trustees for the charity) retire every year.

No person other than a retiring member of the council shall unless recommended by the council for election be eligible for election unless a member duly qualified to attend and vote has given proper written notice of an intention to propose a person for election, and also given notice in writing signed by that person of his willingness to be elected.

### TRUSTEES (also acting as Directors)

Roger Martin (Hon. Chair), Juliet Mander (Hon. Sec.), Nova Skelton (Hon Treasurer), Rex Hall MBE and Aidan Hansell (Non Executive Directors) served throughout the year.

The Board of trustees meet at least four times a year and discuss the broad strategy, programme of work and future direction for the organisation. The Board oversee the charity's finances and undertake periodic reviews of the risk assessment and reserves policy in line with best practice for charities. Board members also visit projects and workshops and will undertake any administrative issues that may arise.

### SECRETARY

Juliet Mander

### REGISTERED OFFICE

Suite 16, Perseverance Works, 37 Hackney Road, Shoreditch, London E2 7NX

### AUDITORS

Hard Dowdy, 23/28 Great Russell Street, London WC1B 3NG

### BANKERS

Royal Bank of Scotland, 36-37 New Bridge Street, London EC4V 6BJ

## OBJECTIVES AND ACTIVITIES

The principal activities of the charitable company are to raise young people's standards of achievement in language and literacy; to promote independent and life-long learning through participation in the creative arts (including literary arts, visual arts, media arts and performing arts) and to inspire children to engage with the arts and culture through the written and spoken word.

## ACHIEVEMENTS AND PERFORMANCE 2007-08

Eastside Educational Trust has continued to develop the breadth, depth and range of its work over the past year during which it won the European Award for Languages for one of its projects and working in partnership continued to be as resonant during the period 2007 – 2008 as it was during the previous year. Eastside proved that the organisation is as effective working in a localised and personalised manner as it is on wider, more strategic programming and a significant development of the programme in 2007 – 2008 was the number of partnerships that led to the Trust having an international flavour to its work. This is perhaps not surprising when considering London's position and population. Internationalism for Eastside is firmly rooted in raising the aspirations and achievements of young Londoners.

### Education in Formal Settings

Eastside continued to develop and provide a range of exciting and provoking projects within educational settings, which challenged both young people and teachers to view things differently. In Newham, Eastside worked within the Manor Park EAZ (Education Action Zone) exploring the role creative teaching and learning could play in developing a more creative curriculum. Advanced Skills teachers and class teachers were partnered with creative practitioners to explore how teachers could feel empowered by taking creative approaches in the classroom. Eastside continued to develop its strong relationship with Creative Partnerships and supported the delivery of three enquiry schools pilots, which in turn supported schools in exploring the application of creativity within their specific priorities. These projects boosted students' self confidence by exploring spoken word expressed through textile design; explored local history which was captured through 3D maps and podcasts; filmmaking and song-writing served to develop student voice and the role of the members of the student council at a South London Primary and one school immersed students in creativity through the short, sharp intervention of a creative arts day.

Our work with schools continues to form the central core of our programme and whether it is delivered through after school clubs and extended schools activities or whether it explores strengthening the curriculum; arts education and its application continues to inform all Eastside's programme. The range of Eastside's offer is evident in its school work and over the past year, we offered a breadth of projects which included opportunities for young people to work with leading spoken word artists, poets and writers; developing new skills including quilt making, puppet making; creating mosaics, felt making; Bollywood dance, capoeira, journalism, drumming, choir and filmmaking. We responded to national events and enabled young people to join in the celebrations for example Eastside ran a Chinese arts week to coincide with the Beijing Olympics, drew through the senses for the Big Draw 2007 and tied in to National Year of Reading events with Westminster Libraries.

Three projects showcase the development of Eastside's international work:

### Free the Word outreach programme

Eastside produced and delivered the education and outreach programme as community partners of Free the Word, a major new international festival in London celebrating world literature produced by International PEN for the first time in 2008. The outreach and education programme cast a wide net which saw a hundred participants actively engaged across three strands as follows:

- Migrating words: inter-generational storytelling workshops at a school in Tower Hamlets involving parents and young children.
- Slam the Word: poetry workshops for young people aged 16 – 18 in schools in East, South and North-West London. Some of this work was showcased at the Festival highlights event at the Young Vic Theatre.
- Moving words: Young people worked alongside two artists and a facilitator to create and lead four literary walks around the Southbank as part of the festival.

### Power in the Voice – UK programme

Eastside built a strong relationship with the Literature department of the British Council whilst delivering the 'Power in the Voice' spoken word programme in the UK. The project uniquely supported work linking young people in London with their Southern African counterparts exploring spoken word. Whilst the young people gave voice to their concerns, they were also able to learn from Southern African artists. The project kicked off with a series of writing and performance workshops in London schools facilitated by some of London's most respected spoken word artists. This part of the project culminated in a spoken word competition which took place at the Criterion Theatre in February. The winners represented the UK at an international festival in Botswana. Eastside also hosted 7 Southern African artists facilitating workshops and visits to Primary and Secondary schools in London and hosting a skills share so that the artists were able to share good practice and learn from different approaches to education work.

### Trans Lingual Express – winner of the European Award for Languages

Eastside's language learning project, Trans Lingual Express won two awards in 2008. As well as the prestigious European Award for Languages, Trans Lingual Express also won the Italian Embassy Special Award for Italian.

Both awards recognised Eastside's innovative approach to language learning by creating a project that simultaneously develops practical filmmaking skills alongside building motivation to learn languages. The project has enabled Eastside to build strong partnerships with the embassies of the countries concerned and educational institutions in Spain and Italy building on the relationships made in the previous year in France and Germany and Eastside hopes to develop these relationships in future years. During 2008 – 2009, Eastside will develop a language learning resource with advice from the Specialist Schools and Academies Trust.

As well as developing international relationships Eastside has also worked hard to consolidate and build the projects that it offers in its home borough of Hackney. Eastside has increased the number of projects that it delivers in Hackney and has developed a programme of community based projects in the borough. Eastside ran a youth consultation programme in partnership with London Youth supported by the Shoreditch Trust as well as developing a number of specific projects.

#### Cultural Ambassadors

2007 – 2008 saw Eastside being selected to run a Cultural Ambassadors programme supported by the Cultural Development Officer in Hackney. The Cultural Ambassadors produced and ran their own event as part of the 2008 Discover Young Hackney Festival as well as visiting and evaluating the offer made by the festival from a young person's point of view. The role and influence of the Cultural Ambassadors, however, soon proved to be much wider and the group was invited to meet members of LOCOG (The London organising committee of the Olympic Games) and also became the Shoreditch Youth Forum providing a conduit for the views of their peer group. The 2008 Cultural Ambassadors became one of the most diverse groups in the borough in their age group.

#### Hackney Impact Arts Academy

Eastside also became involved in a three-way partnership to deliver a 'PAYP' (positive activities for young people) project in the borough for 'hard to reach' young people supported through funding from the London Development Agency. Eastside developed a programme of dance activities alongside other youth providers who offered filmmaking and music and event management programmes.

#### Family Programme

Just as Eastside's financial year drew to a close, we were able to launch our family learning programme supported by Awards for All. Eastside was keen to have a more visible presence in the local community and to be able to open up our resource centre. Developing the family programme has provided the perfect opportunity to do this whilst maintaining our focus on children and young people, enabling us to work more coherently with the early years and building on our work on family learning which takes place in schools. The family programme combines open access arts activities for all families whilst also creating specialist strands for developing a love of books in the youngest of children with a 'tiny book club'; giving teenage book lovers their own reading group and also supporting the relationship between fathers and their children by giving them a space to explore films and create their own large scale art work together on Saturday mornings. Other family focused activities will be run on Sunday afternoons.

#### InterAct

Eastside was pleased to be able to launch a major new programme. InterAct is a network of youth theatres taking place in five London Boroughs and giving young people the opportunity to interact with each other by travelling to each other's boroughs and practicing and sharing their learning with each other. Each group votes for ambassadors from their group to visit other groups at strategic points each term. Although the focus of the programme is on developing an enjoyment of drama and theatre, the interaction between young people from different parts of London is no less important and in fact provides an important driving force for the project. The project was piloted in summer 2008 and launched in autumn 2008.

#### Internal Development

Internal development was identified as a priority for 2007 – 2009. Eastside committed support for the creation of the post of Operations Manager and prioritised a period of internal development. This was supported by a grant from Grants for the Arts and continued support from UBS towards the Volunteer Co-ordinator post meant that Eastside has been able to involve interns in more strategic positions and will continue to do so into 2009. Support from Grants for the Arts has enabled Eastside to be able to develop a more interactive website with extranet and CMS (content management system) as well as developing a database and project management system.

Eastside continues to develop its continuous professional development and training programme and offer associate artists the opportunity to develop their skills and knowledge base with art form development and education skills based workshops.

## RISK MANAGEMENT

The Board of trustees has considered the major risks to which the charity is exposed and has reviewed these risks and established systems and procedures to manage them. A risk assessment is conducted annually at the October meeting to review the major risks faced by the charity and to ensure that the trustees (acting as directors of the charitable company) have a sound knowledge of the charity and are in an informed position regarding its operations.

## INVESTMENT POLICY

Surplus funds are held in a deposit fund account with the Charities Official Investment Fund (COIF). Interest is paid quarterly without deduction of tax and is transferred directly to the charitable company to defray charitable expenditure.

## RESERVES POLICY

The charitable company will maintain a level of reserves sufficient to cover six months operating costs. The level of reserves necessary will be monitored by the Honorary Treasurer and reported quarterly in a financial report to the council of trustees. The policy will be reviewed annually at the April council meeting.

## PLANS FOR THE FUTURE

Eastside Educational Trust celebrates its fifteenth anniversary in 2009. This will coincide with the launch of Eastside's new interactive website making the organisation's work more easily accessible. Eastside is launching a series of stakeholder groups enabling young people, Eastside's associate artists, supporters, teachers and volunteers to input directly into our programming and development of our workshops. Our new project management system will also make it easier for us to report back on our most successful projects and help us to develop areas which are in need of greater support.

Despite a gloomy economic climate, Eastside has a fully developed programme planned for 2008 – 2009. Continuing support from Arts Council, England highlights the confidence shown in Eastside's projects by all our supporters which include some of the banks that have been hit by the economic crisis. This has meant that Eastside's programme will continue to run as fully as ever and will include a schools programme and continued partnership working. We have a more strategic internship programme planned for 2009. We will continue to work closely on developing and building on our programmes such as HIAA, InterAct, Trans Lingual Express and our family programme. Our programme of work with special schools and children with special educational needs is set to continue in 2009 and Eastside is planning to develop more music based programming.

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DIRECTORS' REPORT FOR THE YEAR ENDED 31 OCTOBER 2008

STATEMENT OF DIRECTORS' RESPONSIBILITIES

Charity trustees are responsible for preparing an annual report and financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the directors (who also act as trustees for the company's charitable activities) to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and its financial activities for that period. In preparing those financial statements the directors are required to:-

- a Select suitable accounting policies and then apply them consistently;
- b Make judgements and estimates that are reasonable and prudent; and
- c Prepare the financial accounts on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors confirm that so far as they are aware there is no relevant audit information of which the charitable company's auditors are unaware, they have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the charitable company's auditors are aware of that information.

DIRECTORS (also acting as trustees)

Those persons who served as directors for the purpose of company law and trustees for the purpose of charity law at any time during the year are set out on page 1.

AUDITORS

In accordance with section 385 of the Companies Act 1985 a resolution proposing the reappointment of Hard Dowdy a trading style of Chantrey Vellacott DFK LLP as auditors to the charitable company will be put to the annual general meeting.

In preparing the above report the directors have taken advantage of special exemptions applicable to small companies.

Signed on behalf of the board of directors

Juliet Mander  
Secretary

Approved by the board

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37 Hackney Road  
Shoreditch  
London E2 7NX