

ANNUAL REPORT 2020/21

ANNUAL REPORT AND FINANCIAL
STATEMENTS FOR THE YEAR
ENDED 30 JUNE 2021

www.heritagecrafts.org.uk



HERITAGE
CRAFTS



Heritage Crafts is the advocacy body for traditional heritage crafts. Working in partnership with government and key agencies, we provide a focus for craftspeople, groups, societies and guilds, as well as individuals who care about the loss of traditional craft skills, and work towards a healthy and sustainable framework for the future.





CONTENTS

Legal and administrative information	2
Welcome	3
Letters from the Operations Director and Chair	4
Objects and activities	5
Strategic plan 2020-23	6
The continuing impact of COVID-19	7
The Red List of Endangered Crafts	8
The Endangered Crafts Fund	10
Achievements	12
Awards	14
Funders	15
Trustees' report	16
Financial review	16
Independent examiner's report	20
Receipts and payments	20
Statement of assets and liabilities	22
Notes to the accounts	23

Cover: Dolores Swift, leatherworker. Photo by Jo Sealy, part of the Black Artisans project.

Left: English Antique Glass Ltd, www.englishantiqueglass.co.uk

LEGAL AND ADMINISTRATIVE INFORMATION

PRESIDENT HRH The Prince of Wales

VICE PRESIDENTS Lord Cormack DL, FSA
Richard Hefford-Hobbs

PATRONS Professor May Cassar
Kaffe Fassett MBE
Mark Henderson
Dr Alex Langlands

TRUSTEES IN THE PERIOD JULY 2020 – JUNE 2021

Honorary Officers

Chair Patricia Lovett MBE
Vice Chair Judit Seymour
Treasurer Sarah Kolkman
Secretary Ellie Clewlow (*to 6 January 2021*)
Alison Robinson Canham (*from 1 April 2021*)

Other Trustees

Katy Bevan
Jennifer Chen
David Clarke
Dr Chrissie Freeth
Helen Nichols
Jonathan Reid (*from 30 March 2021*)
Ambrita Shahani-Tuckwell
Laura Southall
Robin Wood MBE

STAFF

Daniel Carpenter (Operations Director)
Mary Lewis (Endangered Crafts Manager)
Charlotte Diamond (Membership and Admin Officer)
Sally Morgan (Finance Officer)

REGISTERED OFFICE 81 North Street
Wellington
Somerset TA21 8NA

REGISTERED CIO NUMBER 1159208
(previously registered charity number 1133646)

ACCOUNTS Graham Darbourne FCA

EXAMINED BY Bulley Davey Ltd
6 North Street
Oundle
Peterborough PE8 4AL

BANKERS CAF (Charities Aid Foundation)
25 Kings Hill Avenue
Kings Hill, West Malling
Kent ME19 4TA



Ilana Belsky, diamond cutter. Photo by B Wild Photography.

WELCOME

The Trustees present their report along with the financial statements of the charity for the year ending 30 June 2021.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Heritage Crafts Association (operating as 'Heritage Crafts') is a Charitable Incorporated Organisation (CIO). The CIO was registered with the Charity Commission in November 2014, replacing the previous unincorporated association of the same name (charity number 1133646) which was established in January 2010 and closed in May 2015.

Membership is open to individuals over the age of eighteen, and businesses and organisations approved by the Trustees. A Trustee must be a member of the CIO or a nominated representative of a business/organisation that is a member of the CIO. The Heritage Crafts Board is formed of Trustees who are appointed by the members at the Annual General Meeting and serve for three year terms, although they are eligible for re-election. The Board meets five times each year

to set and oversee the delivery of Heritage Crafts' strategy. A number of Trustee sub-committees support the work of Heritage Crafts throughout the year.

- **Finance** - reviews the annual budget, investment and reserve policies
- **Fundraising** - monitors funding opportunities and oversees bids
- **Membership** - recommends membership subscription rates and benefits
- **Marketing** - oversees marketing, branding and communications
- **Inclusion and diversity** - seeks equality of opportunity and fair representation
- **Awards** - directs the delivery of grants, awards and honours nominations
- **Events** - oversees planning and organisation of events
- **Remuneration** - recommends staff remuneration and benefits

LETTER FROM THE OPERATIONS DIRECTOR

We had no idea when we wrote last year's annual report, six months in to the start of the COVID-19 pandemic, that 12 months later it would still be at the forefront of our minds.

The work we did in those first months, taking advantage of our lean structure and ability to respond quickly, continued to bear fruit and we entered our second financial year of the pandemic attracting further donations to our COVID-19 hardship fund, including a sizable contribution by longtime Heritage Crafts supporter Clive Beecham. This meant we could make a decisive intervention in the ailing fortunes of Anwick Forge in Lincolnshire, allowing them to bring skilled craftspeople back from furlough to work on a wonderful project to recognise the heroic efforts of NHS staff (see page 7 for more details).

Along with additional donations from the Basketmakers' Association and Association of Pole-lathe Turners and Green Woodworkers, we were able to award just under £50,000 to the craftspeople who needed it most.

Ever since we published the first edition of the *Red List of Endangered Crafts* back in 2017, it has become our flagship project, attracting the interest of both the media and the public, and providing a springboard from which to launch new projects and initiatives.

Every two years we wonder if this interest will be sustained, but this year surpassed all expectations, with almost blanket coverage across the print and broadcast media, resulting in a range of opportunities that will only benefit the plight of at-risk craft skills.

Endangered Crafts Manager Mary Lewis has done a stellar job, not only in pulling the research together, but also ensuring that the 27 recipients of our Endangered Crafts Fund have been given a real opportunity to change the fate of their craft, not only with the grant money, but with advice and support that will maximise their chances of success.

Thanks for all your support in enabling us to safeguard and celebrate the UK's craft skills.

Daniel Carpenter, Operations Director

LETTER FROM THE CHAIR

It's been another year of incredible achievement for Heritage Crafts, despite the continuing challenges posed by the COVID-19 pandemic.

I should like to publicly acknowledge and thank our staff team of Daniel Carpenter, Mary Lewis, Charlotte Diamond and Sally Morgan for rising to the challenge once again – they really have gone above-and-beyond in attracting much-needed funding in a difficult financial climate, giving up their evenings to provide members with networking opportunities via Zoom, and producing a new edition of the Red List that has reached more people than ever before.

We are also so very grateful to all our supporters. Our loyal membership, which now totals over 1,200, means that we have a strong base of unrestricted income from which to start, and our generous funders ensure that we can do so much more. Our volunteer Trustees

also generously give a great deal of their time with advice and expertise and guiding the work of the organisation.

As always, we have ambitious plans for the coming year, so watch this space!

Patricia Lovett MBE, Heritage Crafts Chair



OBJECTS AND ACTIVITIES

Heritage Crafts is the advocacy body for traditional heritage crafts in the UK. Working in partnership with government and key agencies, we provide a focus for craftspeople, groups, societies and guilds, as well as individuals who care about the loss of traditional crafts skills, and work towards a healthy and sustainable framework for the future.

Our vision is a society in which heritage craft skills are popularly acknowledged as being of vital cultural importance, and are nurtured and celebrated for their own intrinsic value, not just for the objects or environments they produce, conserve or restore.

Our **mission** is to support and promote heritage crafts as a fundamental part of our living heritage.

Our **charitable purpose** is to advance public knowledge and appreciation of traditional and heritage crafts, in particular, but not exclusively, through education, advice and training.

We do this through:

- **Knowledge** – increasing knowledge of the status of heritage crafts and the challenges faced
- **Advocacy** – influencing government, policymakers and funders to improve the likelihood of craft skills surviving and flourishing
- **Safeguarding** – ensuring that the highest standard of craft skills are passed from one generation to the next
- **Support** – supporting craftspeople to practise, nurture and pass on their craft
- **Engagement** – raising awareness and interest with the wider public

We are unique as the first UK-wide champion for safeguarding intangible heritage craft skills, as recognised by the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage (Heritage Crafts is accredited as an official UNESCO NGO for Intangible Cultural Heritage).

*Abdollah and Kate Nafisi
assembling a Sussex Chair*



STRATEGIC PLAN 2020-23

In January 2020 we set out an ambitious three-year plan to make major strides in realising Heritage Crafts' mission and help bring about its vision for the future. It follows a Theory of Change model, starting with the vision of society that would be achieved should Heritage Crafts be successful in its mission, and working backwards to identify necessary preconditions and changes required to make that vision come about.

The following key issues were identified as priorities to tackle over the next three years:

- Improving support and responsibility for heritage crafts at government level
- Improving training routes for people wishing to become heritage craftspeople
- Enabling creative subjects and haptic skills to be taught in schools
- Increasing appreciation for heritage craft skills among the general public
- Alleviating the difficulties facing crafts businesses
- Increasing diversity in the heritage crafts sector

To read the plan in full, visit www.heritagecrafts.org.uk/official-documents.

To address these issues we set out the following strategies:

- Develop the *Red List of Endangered Crafts* as a key source of heritage craft viability data
- Research into the heritage crafts sector to identify and address barriers to entry and increase diversity
- Influence government, policymakers and funders to improve the likelihood of craft skills surviving and flourishing
- Administer a fund to help ensure that endangered crafts have a substantially improved chance of survival
- Develop partnerships in the education and learning sectors
- Create resources for capturing and preserving heritage crafts skills
- Provide information resources to make craft businesses more sustainable
- Encourage local ownership of Heritage Crafts and initiate regional Heritage Crafts groups
- Ensure that membership of Heritage Crafts meets the needs of a diverse range of craftspeople and supporters
- Develop The Makers into a more detailed and joined up directory resource
- Facilitate a positive representation of heritage crafts in the media
- Participate in exhibitions and showcases
- Run a suite of awards and facilitate national recognition of the best craftspeople



Compass making. Photo by Glenn Milner
supplied by B Cooke & Son Ltd

Few could have predicted the continued impact COVID-19 would have on our lives going into a second year of restrictions. For the heritage crafts sector, the majority of which is comprised of sole traders and micro-businesses, the Government-backed furlough and other measures were often not an option. As a responsive and lean organisation we were able to quickly respond to the crisis by setting up a small grants scheme and moving much of our provision online.

COVID-19 GRANTS

At the end of the last financial year the **Basketmakers' Association** and an anonymous donor made generous donations of £5,750 and £3,000 respectively to our COVID-19 hardship fund, meaning that at the start of the 2020/21 year we were able to fund 16 additional basketmaking applicants who were struggling financially as a result of the pandemic.

In September we received a generous donation of £5,000 from the **Association of Pole-lathe Turners and Green Woodworkers** and as a result we were able to provide additional grants of up to £500 for 11 green woodworkers to help reshape their businesses to give them a better chance of being sustainable during and after the pandemic.

In total, over £49,000 was awarded over the two financial years. The funds were used to enable the recipients to try new ways of working that will better suit them to the new economic landscape, such as reaching out to new markets, developing new online selling and teaching platforms, and product development.

“The grant from Heritage Crafts last year, although it was not a very large sum, helped a great deal at one of my worst points financially. I would like to thank Heritage Crafts again for the timely assistance.”

**Basketmaking recipient of the
COVID-19 hardship fund**



ANWICK FORGE

In July, we were able to award a COVID-19 hardship grant to Anwick Forge in Lincolnshire, following a generous donation from Clive Beecham.

Fred Suffield at Anwick Forge used the money to bring a number of skilled craftspeople out of furlough to work on a series of rainbow benches to donate to various sites in order to honour the role of the NHS in responding to the pandemic.

On 18 September Fred and his team installed the first bench at St Bartholomew Hospital in London and on 10 November the second bench was installed at The Royal Free London Hospital.

The hospital's Chief Executive Kate Slemeck said:
“The COVID-19 pandemic requires an enormous response from our hospitals, but of course we are not the only ones affected. It makes this gift even more special to know that it was created by skilled craftsmen whose industry continues to be impacted by the pandemic.”

THE RED LIST OF ENDANGERED CRAFTS

It had been two years in the making, culminating in six months of intensive research by Endangered Crafts Manager Mary Lewis... the 2021 edition of the *Red List of Endangered Crafts*, supported by the Pilgrim Trust, was launched on 24 May 2021 at a press event and on the Heritage Crafts website.

Twenty new crafts were added to the 'critically endangered' category of the *Red List*, meaning that they are at serious risk of dying out in the next generation, including diamond cutting, mouth-blown sheet glass making, pointe shoe making and glass eye making. They joined the list of 130 endangered crafts, including eight that were reclassified as being at a higher level

of risk than when the research was last updated in 2019.

It was not all bad news, however, as no new crafts had become extinct in the previous two years, and some, such as gilding and pole-lathe bowl turning, had seen an upturn in their fortunes. In many cases this was as a result of a new-found appreciation of the handmade and the need to support small businesses during the pandemic. In others it has been due to direct support from Heritage Crafts, which since the publication of the last edition of the *Red List* had distributed 27 grants of up to £2,000 each as part of its Endangered Crafts Fund.



The new edition of the *Red List* hit the public consciousness like never before, featuring prominently in *The Telegraph*, *The Guardian*, *The Times*, *ITV News at 10*, *BBC Radio Four Today* and *Front Row*, *BBC Radio 5 Live*, various BBC regional radio stations, and even *Have I Got News for You!*, where comedian David Mitchell umpired a game of 'extinct/endangered/viable' between Ian Hislop and Paul Merton!



We were delighted to receive a grant of £15,000 from the **Pilgrim Trust** for the six-month research project to update and expand the *Red List*. Endangered Crafts Manager Mary Lewis took up the role of Red List Research Manager and the funding also contributed to a series of endangered crafts symposia.

Pilgrim Trust Director Sue Bowers said:

"We are delighted to support the continuing development of the Red List which is so important in tracking the state of heritage crafts in the UK and creating the platform for discussions about how we can bring about positive change in the future."

Endangered Musical Instruments

On 29 May we hosted an online Endangered Musical Instruments Symposium supported by the Pilgrim Trust. Keynote speakers included Dr Cassandre Balosso-Bardin from the University of Lincoln, guitarist Alex Roche, guitar maker Miles Henderson and flute and oboe maker Tony Millyard. In the afternoon we split into breakout groups to talk about the issues faced by makers in the areas of business support, reaching markets, and skills transfer. The day also featured a wonderful musical performance from harpsichordist Petra Hajduchova. Results will feed into the next edition of the *Red List* in 2023.

New crafts for 2021

New critically endangered crafts

Crafts classified as 'critically endangered' are those at serious risk of no longer being practised in the UK. They may include crafts with a shrinking base of craftspeople, crafts with limited training opportunities, crafts with low financial viability, or crafts where there is no mechanism to pass on the skills and knowledge.

- Barometer making
- Bowed-felt hat making
- Brilliant cutting
- Coiled straw basket making
- Compass making
- Copper wheel engraving
- Currach making
- Diamond cutting
- Fabric pleating
- Frame knitting
- Glass eye making
- Hazel basket making
- Highlands and Islands thatching
- Horsehair weaving
- Mouth-blown sheet glass making
- Pointe shoe making
- Shetland lace knitting
- Silver spinning
- Sporrán making
- Wooden fishing net making

New endangered crafts

Crafts classified as 'endangered' are those which currently have sufficient craftspeople to transmit the craft skills to the next generation, but for which there are serious concerns about their ongoing viability. This may include crafts with a shrinking market share, an ageing demographic or crafts with a declining number of practitioners.

- Hat making
- Kilt making
- Lithography
- Skeined willow working
- Sofrut calligraphy
- Spectacle making
- Type founding and manufacture



*Lorna Singleton, oak swill basketmaker
Photo by Thom Atkinson*

THE ENDANGERED CRAFTS FUND

As well as highlighting the plight of the UK's most endangered crafts, it is also important to offer practical support to help stem the decline.

Last October we received funding from the **Garfield Weston Foundation** to invest in our Endangered Crafts Fund, devote more staff time to endangered crafts interventions, and carry out a stage-one research project to evaluate the social and cultural importance of endangered craft skills.

Around the same time we also received a further contribution to the Endangered Crafts Fund from the **Dulverton Trust**. Dulverton had been our main funder for the previous three years and we were hugely grateful for their support, which had allowed us to employ our Endangered Crafts Officer and make many interventions that have improved the viability of at-risk crafts.

In December we received funds from the **Sussex Heritage Trust** to provide Sussex-based applicants

with Endangered Crafts Fund grants. Sussex-based applications were ring-fenced, so they were only competing for funds with projects in the counties of East and West Sussex and Brighton and Hove, not with projects elsewhere in the UK.

During this period the Endangered Crafts Fund was also funded by generous grants from **Allchurches Trust** and the **Radcliffe Trust**, made in the previous financial year.

Thanks to generous support from these trusts and foundations, as well as individual donors, since September 2019 we have been able to provide grants of up to £2,000 to 27 practitioners for projects that increase the likelihood of an endangered craft surviving the next generation, 14 of which were awarded in the financial year 2020/21.

Support is focused on projects with the potential to halt an imminent loss or provide a route to viability for the recipient and fellow practitioners.

Alex Ward
furniture maker
to incorporate
moulding planes in
his furniture making
business

Lois Walpole
basket maker
to publish a book
on the craft of
kishie basket
making

These are the ways we have supported
at-risk skills through the Endangered
Crafts Fund in the past year.

Dominic Parrette
green woodworker
to build shave horses
to teach Sussex trug
and Devon stave
baskets

Ben Bosence
brick maker
to make bricks
and tiles from
waste clay
excavated locally

Tom Frith-Powell
paper maker
to develop a gelatine
sized paper as part of
his commercial hand-
made papermaking
charity

Monica Cass
chair seater
to train a chair seat
weaver in skeined
willow techniques, and
document the process

Jake Middleton-Metcalf
concertina maker
to train in the
English system
concertina

Tony Millyard
flute maker
to pass on flute
making skills
and develop a
new flute

Collette Davies
basket maker
to help revive the
craft of lipwork
straw basketry

Lizzy Hughes
coppersmith
to develop her
coppersmithing
to include joinery

Gillian Stewart
bookbinder
to expand her book-
binding practice by
training as a disappearing
fore-edge painter

Bob Green
flint waller
to buy tools to
enable him to
pass on his skills

Duncan Berry
flint waller
to buy tools to
enable him to
pass on his skills

Sarah Ready
withy pot maker
to produce withy pots
for her son to fish with



NATIONAL HONOURS

As the UK does not have an official National Living Treasures scheme, we have been nominating the country's top craftspeople for National Honours since 2013. Veronica Main was awarded an MBE in the Queen's New Year Honours List in January, in recognition of a lifetime spent researching, practising and teaching the craft of straw plaiting for the hat industry. Plaster worker Geoffrey Preston, basket maker Hilary Burns, and coppice worker Rebecca Oaks were awarded MBEs in the Queen's Birthday Honours in June in recognition of their unparalleled craftsmanship and tireless work in ensuring their skills are passed on to current and future generations, bringing our successful nominations to 23 since 2013.

ONLINE EVENTS

One positive aspect of the COVID-19 pandemic emerging from this year was the online events we began running. Since last July we have featured 'In Conversation' events with figures such as Kaffe Fassett, Keith Brymer Jones, Jeanette Sloan, Patrick Grant and Celia Pym, with training sessions on marketing from Jay Blades and online teaching from Nigel Armitage. These events have been universally praised by members and non-members alike, and provided opportunities for valuable interaction amongst those who would otherwise be unable to attend our events for reasons of geography or physical access.



RUSKIN SOCIETY AWARD

In February Heritage Crafts was recognised by the Ruskin Society with a special award for its contribution to supporting and safeguarding heritage crafts during the COVID-19 pandemic. The Society exists to bring together people who are interested in the life and work of John Ruskin and to promote understanding of Ruskin and his legacy. The award was presented at its Annual General Meeting, held to coincide with the celebration of the 202nd anniversary of Ruskin's birth.





INTRODUCING CHARLOTTE

In August 2020 we were delighted to welcome Charlotte Diamond as our new Membership and Administration Officer. Charlotte took over the membership function from Sally Morgan, who has stayed on with us as Finance Officer. Charlotte had had various public facing roles at Seatplan, Coram and the Royal Opera House, and had recently started training in historical instrument craft at West Dean College, with a particular interest in the viola d'amore. Charlotte is also a trained opera singer.

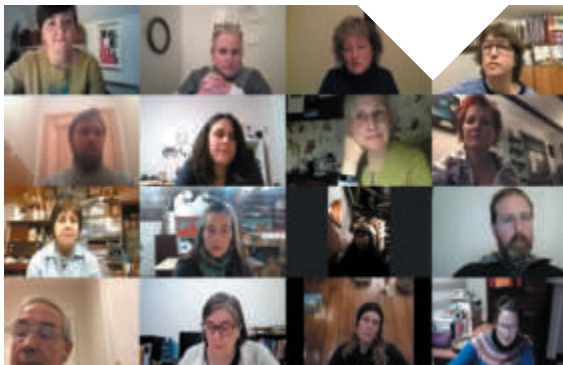
REGIONAL MEMBER NETWORKS

Our strategic plan includes piloting two regional member network groups. However, when COVID-19 hit we accelerated our plans in order to provide additional support to members who were not able to attend events or meet trainees in real life. By the end of this year we had seven active regions meeting bi-monthly on Zoom, including the West Midlands & Marches, the South West of England, Scotland, the North of England, the East Midlands, Wales, and Northern Ireland.



KNITTING THE HERRING

In October Endangered Crafts Manager Mary Lewis gave a talk as part of the Knitting the Herring gansey project run by the Scottish Fisheries Museum. The project, running until February, was set up to ensure that gansey heritage is both preserved and celebrated for generations to come. Mary spoke on various aspects of gansey knitting, issues affecting intangible heritage and the Endangered Crafts Fund. After this Mary went on to knit her own gansey, an account of which you can read on the Heritage Crafts blog.



1,000th MEMBER

In December we were delighted to welcome our 1,000th member, wallpaper maker Louise Altman. On the Heritage Crafts blog, Louise told us a little bit about her work and why she chose to join Heritage Crafts:

"It's more important than ever before to support heritage crafts. I am an early adopter when it comes to tech and innovation but I also know that if we lose these skills we will be unable to retrieve a very unique tradition of making by hand."



AWARDS

On 7 October 2020 we held an online Awards Ceremony on Zoom, where Sheffield scissor makers Ernest Wright were announced as winners of the inaugural President's Award for Endangered Crafts.

Four other awards were presented with the generous support of the Marsh Charitable Trust, which has supported these awards since 2012.

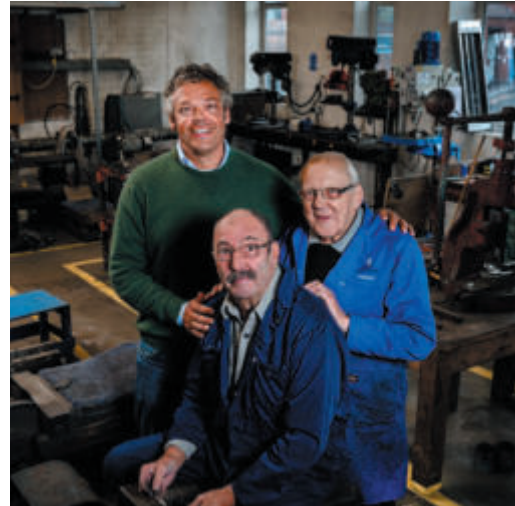
The **Heritage Crafts/Marsh Trainer of the Year** award went to Achilles Khorassandjian, shoe making tutor at Capel Manor College in Enfield, Middlesex. Achilles, known as Ash, has worked in the shoemaking industry for 57 years, and still designs and makes shoes from his home studio as well as supporting the next generation of UK shoemakers with his skills.

The inaugural **Heritage Crafts/Marsh Trainee of the Year** award went jointly to Richard Platt and Sam Cooper, chairmaking apprentices to Lawrence Neal at Marchmont House in Berwickshire. Richard and Sam have now opened a rush seated chair workshop, the first of its kind since 1958. They use skills and techniques passed down from Phillip Clissett, Ernest Gimson, Edward Gardiner and Neville Neal. Without them taking up the craft, with support from Hugo Burge at Marchmont, one of Britain's proudest craft traditions would have been lost.

The **Heritage Crafts/Marsh Volunteer of the Year** award went to John Savings, from Appleton in Oxfordshire, hedgelaying and volunteer at the National Hedgelaying Society. John excels at promoting and encouraging others to take part in the traditional craft of hedgelaying. John lays in the South of England style but can put his hand to any style, showing young and old how to make a perfect hedge.

The **Heritage Crafts/Marsh 'Made in Britain' Award** went to Two Rivers Paper. Established at Pitt Mill on Exmoor in 1987, Two Rivers is the only manufacturer of traditional handmade, artists' quality rag paper in the UK. Their watercolour paper has an international reputation for excellence. Owner Jim Patterson has recently trained apprentice Zoe and plans to relocate the company to the historic papermaking town of Watchet.

The PRESIDENT'S Award



The prestigious President's Award and £3,000 bursary was initiated by Heritage Crafts President HRH The Prince of Wales.

Winner Ernest Wright was founded in 1902 and reflects everything Sheffield has become famous for – highly skilled craftspeople making supreme quality products. Following a tragedy in 2018, the company went into receivership and the critically endangered craft of scissor making was on the verge of disappearing from Sheffield.

Paul Jacobs and Jan Bart Fanoy took action and bought the company, re-hired the remaining master putter-togetherers, Cliff Denton and Eric Stones, and took on several putters-in-training.

The factory is now back in action with 12 scissor patterns currently in production. They plan to use the prize to repair machinery so that putters-in-training can have more productive time learning the craft from Cliff and Eric.

Representatives from Ernest Wright will receive their award in person at a presentation at Dumfries House in September 2021.

FUNDERS

We are extremely grateful to:

The **Swire Charitable Trust** for three years' funding to enable us to step up our support for the heritage crafts sector. We are using this time to help increase the resilience of craft practitioners, develop training routes for craft and promote craft education in and out of schools.

The **Garfield Weston Foundation** for a grant to fund the Endangered Crafts Manager to make interventions to increase the likelihood of at-risk skills continuing, a contribution to the Endangered Crafts Fund, and pilot research into the value of heritage craft skills.

The **Pilgrim Trust** for funding the 2021 edition of the *Red List of Endangered Crafts* and the symposia on Endangered Musical Instrument Crafts and Industrial Pottery Skills.

The **Dulverton Trust** for a generous donation towards the Endangered Crafts Fund, following on from three years' funding which concluded last year.

The **Sussex Heritage Trust** and **Allchurches Trust** for generous contributions to the Endangered Crafts Fund.

The **Marsh Charitable Trust** for continuing to fund the Maker, Volunteer, Trainer and Trainee of the Year awards.

The **Association of Pole-lathe Turners and Green Woodworkers** and the **Basketmakers' Association** for donations to the Endangered Crafts Fund and COVID-19 fund.

Cambridge Precision for funding the creation of the award and medallions for the President's Award.

BENEFACTORS

We are immensely grateful to our 2020/21 Benefactors (to 30 June 2021):

- Hugo Burge
- Farlows
- Ian Lovett
- Lucy Butcher
- Roger Gawn
- Patricia Lovett MBE
- Susannah Clasen
- Linda Lattimer
- The Norie Trust

For more details of our Benefactor scheme, see heritagecrafts.org.uk/benefactors.

We are most grateful for all the contributions we receive from individuals, as these make an enormous difference to what we are able to do. Heritage Crafts receives no funding from the UK government, and so is wholly reliant on these grants and donations, and on our membership fees. The Trustees would like to thank everyone for their support.

SWIRE
CHARITABLE
TRUST



THE DULVERTON TRUST



MARSH
Charitable Trust



TRUSTEES' REPORT

FINANCIAL REVIEW

Heritage Crafts' net incoming resources for the year were £195,040 (2020: £101,790) and the closing cash reserves held at 30 June 2021 were £171,678 (2020: £115,072).

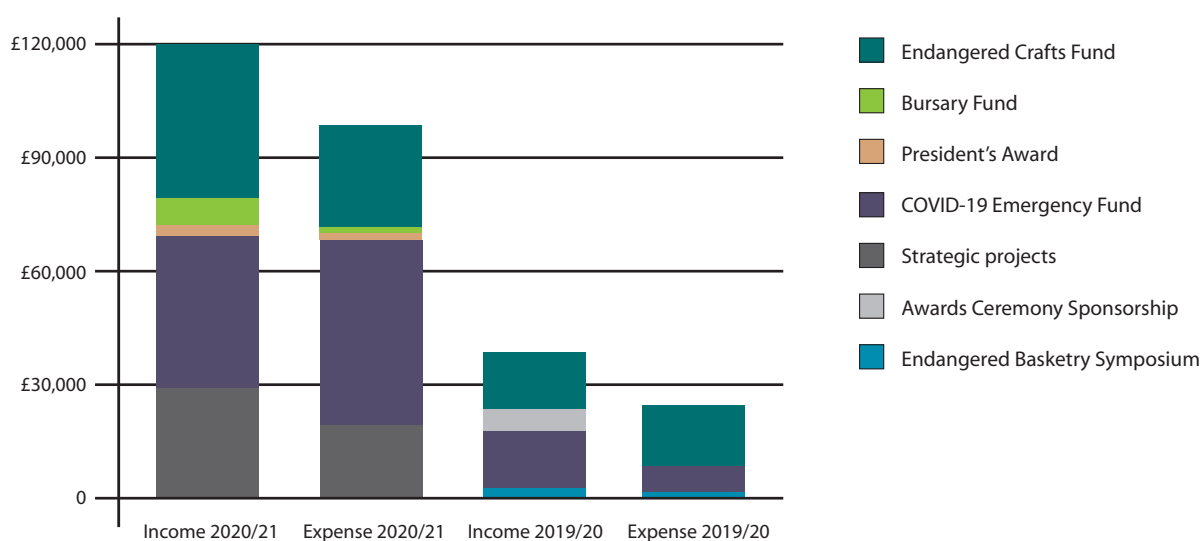
The amount of restricted funds received in the year to 30 June 2021 was £120,058 (2020: £39,572). This increase was the result of additional funding for our COVID-19 Emergency Grants Fund and Endangered Crafts Fund, plus funding for our strategic projects.

The COVID-19 Emergency Grants Fund, launched in April 2020, received further grants of £39,461. This money, together with the total carried forward at 30 June 2020, was all paid out to 53 makers. A specific donation of £23,000 was generously made by Clive Beecham and used to support a project at Anwick Forge. Other notable donations came from the Swire Charitable Trust, The Worshipful Company of Basket-makers and the Association of Pole-Lathe Turners and Green Woodworkers.

The Endangered Craft Fund, launched in April 2019, continues to go from strength to strength. Donations and grants totalling £42,529 were received in the year, with notable donations from the Garfield Weston Foundation, the Sussex Heritage Trust, the Dulverton Trust and the Radcliffe Trust. Grants totalling £22,991 were awarded during the year to 14 makers. The fund is carrying forward a balance of £25,942 at 30 June 2021 which will be used for the next rounds of awards. We will continue to seek funding to enable the Endangered Crafts Fund to continue its work.

Grants totaling £27,818 were received from the Pilgrim Trust and the Garfield Weston Foundation to support our strategic projects. These involve supporting the work of the Endangered Crafts Manager and funding the cost of research of the 2021 edition of the *Red List* published earlier this year.

RESTRICTED INCOME AND EXPENSES



Note: includes costs transferred from unrestricted

Unrestricted income in the year of £74,982 was higher than the previous year (2020: £62,218) with membership income continuing to grow strongly and a catch up in Gift Aid claims offset by no revenue from events in the year. In fact, the revenue from events is showing as a negative amount as some refunds were made for tickets sold for the 2020 conference which did not ultimately take place in the form originally envisaged. We would like to thank all delegates who generously donated their ticket cost back to the organisation.

The Swire Charitable Trust awarded us a generous three year grant of £30,000 per annum to cover core administrative costs. Membership income has increased from £21,059 in 2020 to £29,121 in the current year, with subscriptions fees again remaining unchanged from prior years. This income is vital to fund our core costs.

Benefactor income is an increasingly important revenue stream and we would like to thank all of our new and existing benefactors. We like to develop longstanding relationships with our benefactors and the full benefits of the scheme are available on our website.

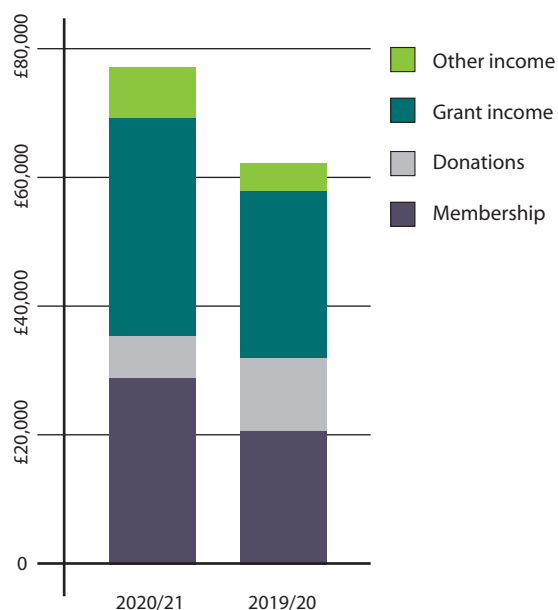
We have continued to manage costs as prudently as possible. The largest item of expenditure continues to be salary costs. Strategic projects fund a proportion of our staff costs and form the majority of the costs

transferred from unrestricted to restricted funds. Other costs continued to be significantly impacted by the COVID-19 restrictions. All of our staff work from home, so they were able to continue largely unaffected. However, travel and meeting costs have been virtually zero in the year. Further, the 2020 conference, planned for April 2020, was eventually cancelled. We were fortunate to receive refunds of some deposits which had been paid, resulting in a negative cost for events in the year.

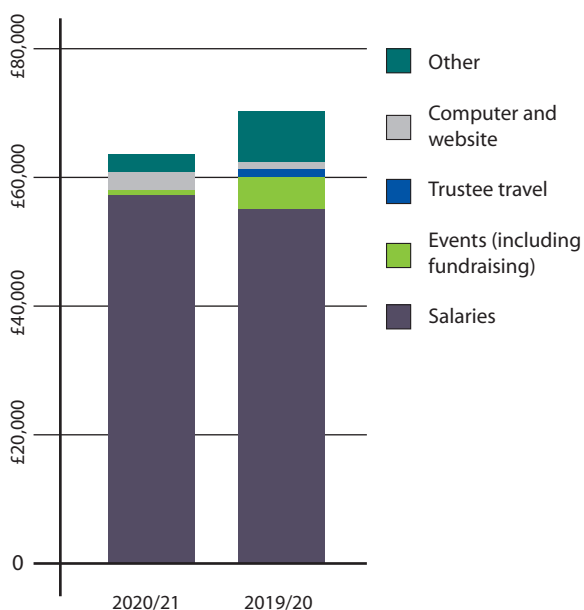
Trustees are not remunerated for their work with Heritage Crafts. Travel costs incurred in attending committee meetings and advocacy meetings on behalf of Heritage Crafts are reimbursed. However, all Trustee meetings were held virtually in the year; hence Trustee expenses for the year are zero (£717 in 2020).

The growth of membership remains critical to the future of Heritage Crafts and to ensure we can demonstrate wide support for our policies. At 30 June 2021 we had 1,211 members (30 June 2020: 903 members). Of this total, 153 members are organisations and businesses and 1,058 are individuals, of which 5 are honorary (30 June 2020: 136; 767 and 5 respectively). The membership fees continue to be £20 for individuals and sole traders; £35 for joint membership; £15 for students/trainees and £40 for businesses, craft guilds and organisations.

UNRESTRICTED INCOME



UNRESTRICTED EXPENSES



FUTURE FINANCIAL PLANS

The future focus of the Trustees continues to be growing Heritage Crafts as a self-funding organisation as regards its core costs, while working in partnership with other organisations and funders to deliver key projects that promote and develop heritage crafts. Core costs will increasingly be covered by membership fees, project administration charges and core costs charged directly to projects. In the coming year, the Trustees and staff will be working to develop the next phase of the strategic plan.

RISK MANAGEMENT

We recognise that our operating environment during the COVID-19 pandemic has been especially challenging and has brought additional risks and opportunities. In order to understand the whole picture of the environment in which we operate, we maintain an organic risk register which is reviewed regularly by the Board. Each risk is assessed and the Board focus on those which have the greatest likely impact. We try to reduce the possible impact of all risks but it is not possible to entirely eliminate them. We take measured risk in order to grow the organisation and expand how we can support the heritage craft sector.

We have assessed our top two risks to be:

- **Reputational risk** – operating in a public environment always carries with it a possibility of miscommunication or misinterpretation which could lead to loss of reputation, and therefore a risk that supporters will fall away, and Trustees, Ambassadors, Benefactors and sponsors will be brought into disrepute and leave. During the pandemic, we expanded our reach to connect with our members and makers through using online platforms. This has brought untold benefits but also carries risk. We are continuously working to ensure that our public communication is clear and driven by our organisational values, our strategy and objectives.
- **Financial risk** – the risk that Heritage Crafts will not be able to raise sufficient funds through grants and/or fundraising to maintain its charitable purpose. The third sector continues to face a particularly tough financial reality in the current economic climate. We are working hard on engaging with relevant stakeholders through our fundraising strategy to ensure that we will be able to carry out our aims, and we remain positive on our financial sustainability.

In addition, we recognise that the people who work for Heritage Crafts, whether as Trustees or employees, bring unique skills and are difficult to replace. We are continuously working on strengthening our governance structure to ensure that we always retain a core number of Trustees with relevant skills and that our employees are properly supported.

RESERVES POLICY

The Board assesses the reserves policy on an annual basis. In the light of continued economic uncertainty the Board has decided to increase the level of reserves held by the charity. At 30 June 2021, the agreed level of reserves is being increased to the equivalent of 12 months' core expenditure.

DESIGNATED RESERVES

The Board has agreed to designate a proportion of reserves to be used as match funding for projects that further the strategic objectives of the organisation. This fund has been created at 30 June 2021 and reserves of £25,000 have been committed to it. Projects and funding partners will be identified during the forthcoming year.

PUBLIC BENEFIT STATEMENT

The Board has kept in mind the Charity Commission's guidance on public benefit at Board meetings and when making decisions around the implementation of the objects and activities of the organisation.

FUNDRAISING STATEMENT

Heritage Crafts is committed to ensuring its fundraising activities are responsible, ethical and transparent and as such aims to comply with best practice as set out by the Fundraising Regulator in the Fundraising Code.

Signed by Treasurer

Signature:  Name: Sarah Kolkman, Treasurer Date: 30 November 2021

Signed by Chair of Trustees on behalf of all Trustees

Signature:  Name: Patricia Lovett MBE, Chair Date: 30 November 2021

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE HERITAGE CRAFTS ASSOCIATION

I report on the accounts of the Heritage Crafts Association (operating as Heritage Crafts) for the year ended 30 June 2021, which are set out on pages 18 to 21.

Respective responsibilities of Trustees and examiner:

The charity's Trustees 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 needed.

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(6)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report:

My examination was carried out in accordance with 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 statement 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 130 of the 2011 Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act 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.

Signed by independent examiner

Signature  Name Graham Darbourne FCA, TC Group

Date of approval 30th November 2021 Relevant professional qualification: Chartered accountant

Address 6 North Street
Oundle
Peterborough
PE8 4AL

RECEIPTS AND PAYMENTS

To the nearest £

	Note	Unrestricted	Restricted	Designated	Total	Last year
RECEIPTS						
Donations and grants	6	37,450	118,684	–	156,134	75,918
Membership	5	29,121	–	–	29,121	21,059
Events	7	(850)	–	–	(850)	3,159
Interest		630	–	–	630	358
Gift Aid	8	7,988	1,374	–	9,362	–
Miscellaneous		644	–	–	644	1,296
Subtotal		74,982	120,058	–	195,040	101,790
Assets and investment sales		–	–	–	–	–
Subtotal		–	–	–	–	–
TOTAL RECEIPTS		74,982	120,058	–	195,040	101,790
PAYMENTS						
Staff costs	3	57,956	–	–	57,956	55,074
Events	7	(603)	–	–	(603)	5,613
Trustee travel expenses	4	–	–	–	–	717
Project costs		–	595	–	595	2,628
Grants		–	74,436	–	74,436	23,055
Administration costs	2	6,050	–	–	6,050	7,988
Subtotal		63,403	75,031	–	138,433	95,078
Assets and investment purchase	9	–	–	–	–	–
Subtotal		–	–	–	–	–
NET OF RECEIPTS (PAYMENTS)		11,579	45,028	–	56,607	6,714
Transfers between funds		(3,327)	(21,673)	25,000	–	–
TOTAL FUNDS LAST YEAR END		91,767	23,305	–	115,072	108,358
TOTAL FUNDS THIS YEAR END		100,018	46,660	25,000	171,679	115,072

STATEMENT OF ASSETS AND LIABILITIES

To the nearest £

As of 30 June 2021		Unrestricted funds	Restricted funds	Total
ASSETS				
Cash funds	Cash in CAF account	39,877	46,660	86,536
	Cash on Deposit	85,000	–	85,000
	PayPal	141	–	141
Total cash funds		125,018	46,660	171,678
LIABILITIES				
		–	–	–
TOTAL FUNDS AS AT 30 JUNE 2021		125,018	46,660	171,678

To the nearest £

As of 30 June 2020		Unrestricted funds	Restricted funds	Total
ASSETS				
Cash funds	Cash in CAF account	50,698	23,305	74,003
	Cash on Deposit	40,000	–	40,000
	PayPal	1,069	–	1,069
Total cash funds		91,767	23,305	115,072
LIABILITIES				
		–	–	–
TOTAL FUNDS AS AT 30 JUNE 2020		91,767	23,305	115,072

NOTES TO THE ACCOUNTS

1. Accounting policies

a) Basis of accounting

Heritage Crafts currently has a gross income of less than £250,000 per annum and so prepares receipts and payment accounts as permitted by the Charity Commission.

b) Statement of compliance and basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015) - (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102). The charity meets the definition of a public benefit entity under FRS102.

c) Exemption from preparing a cash flow statement

The charity adopted to not include a cash flow statement in these financial statements.

d) Incoming resources

All income, donations and subscriptions are accounted for as received by Heritage Crafts.

e) Restricted funds

Restricted funds are funds which are used in accordance with specific instructions imposed by the donor. Details of the restricted funds received by Heritage Crafts are provided in Note 6 below.

f) Resources expended

Resources expended are recognised in the period in which they are incurred.

2. Administration expenses

Administration costs, excluding staff costs are as follows:

	To the nearest £	
	2021	2020
Website	(1,341)	(1,809)
Insurances	(354)	(382)
Printing/postage/stationery	(28)	(219)
Payment processing fees	(678)	(522)
Miscellaneous	(3,650)	(5,056)
Total administration expenses	(6,050)	(7,988)

3. Staff costs

The average number of employees in the 2020-21 year was four (2019-20: three). There were no employees who received employee benefits of more than £60,000.

4. Trustee expenses

The Trustees of Heritage Crafts are all unpaid. Expenses are claimed for travel to committee meetings and other events that they are required to attend. Trustees are also reimbursed for any expenses they incur on behalf of Heritage Crafts; these costs are included within Administration costs above. Due to COVID-19 restrictions, Board meetings have been held online for the entire year, hence no expenses have been claimed.

	To the nearest £	
	2021	2020
Trustee travel expenses	-	(717)

5. Membership

As of 30 June 2021, Heritage Crafts had 1,211 members through its membership scheme (2020: 903 members). A total of £29,121 was raised through membership during the year to 30 June 2021 (2020: £21,059).

6. Donations

Heritage Crafts is extremely grateful to all our donors for providing this vital funding and support for our work.

a) Unrestricted funds

Unrestricted donations of £7,350 (2020: £11,346) were received from individuals and organisations. The first year of a three year grant of £30,000 per annum was received from the Swire Charitable Trust to fund our administrative costs.

b) Restricted funds

During the year Heritage Crafts received and utilised restricted donations as follows.

To the nearest £

As of 30 June 2021	Ernest Cook*	Endangered Crafts Fund	COVID-19 Fund	Awards	Training bursary	Strategic projects	Total
Opening restricted funds at 1 July 2020	450	7,871	8,984	6,000	–	–	23,305
New funds received	–	42,529	39,461	3,000	5,000	30,068	120,058
Transfer of funds to unrestricted for admin	–	(1,467)	–	–	(750)	(19,455)	(21,673)
Grants awarded	–	(22,991)	(48,445)	(3,000)	–	–	(74,436)
Expenses incurred	–	–	–	–	–	(595)	(595)
Closing restricted funds at 30 June 2021	450	25,942	–	6,000	4,250	10,018	46,660

* Ernest Cook residual balance of £450 is for Superact (in liquidation).

The Endangered Craft Fund, launched in April 2019, continues to go from strength to strength. Donations and grants totaling £42,529 were received in the year, with notable donations from the Garfield Weston Foundation, the Sussex Heritage Trust, the Dulverton Trust and the Radcliffe Trust. Grants totaling £22,991 were awarded during the year to 14 makers. The fund is carrying forward a balance of £25,942 at 30 June 2021 which will be used for the next round of awards. We will continue to seek funding to enable the Endangered Crafts Fund to continue its work.

The Covid-19 Emergency Grants Fund, launched in April 2020, received further grants of £39,461. This money, together with the monies carried forward at 30 June 2020 were all paid out to 53 makers. A specific donation of £23,000 was generously made by Clive Beecham and used to support a project at Anwick Forge. Generous donations were also received from The Worshipful Company of Basketmakers, the Swire Charitable Trust and the Association of Pole-Lathe Turners and Green Woodworkers.

Funding of £6,000 was received last year from Swaine Adeney Brigg to enable us to host an awards ceremony. This ceremony is now being planned for November 2021. The inaugural President's Award was made in September 2020. This award is generously funded by The Prince of Wales's Charities.

Funding of £5,000 was received from DCA Consultancy Limited. This money has been carried forward to next year and will be used to fund an apprenticeship.

Grants totaling £27,818 were received from the Pilgrim Trust and the Garfield Weston Foundation to support our strategic projects. These involve supporting the work of the Endangered Crafts Officer and funding the cost of research of the *Red List* published earlier this year. These projects are largely carried out by our own team and therefore costs are charged from core costs against these projects, in accordance with the budgets agreed with the funders.

7. Events and fundraising activities

The following costs were incurred during the period:

	To the nearest £	
	2021	2020
Fundraising dinner	–	3,610
HCA Conference	(1,143)	1,725
Other	540	278
Cost of events	(603)	5,613

Notes:

- The fundraising dinners held at the House of Lords generate donations which more than offset the cost of these events
- The conference planned for Spring 2020 did not take place. Some costs incurred in 2020 were generously refunded in 2021.

8. Taxation

As a registered charity Heritage Crafts is exempt from corporation tax since all income is applied for charitable purposes.

9. Asset purchases

During the year Heritage Crafts did not make any asset purchases (2020: none).

10. Total funds at year end

Total Funds movements during the year have been as follows:

	To the nearest £	
	2021	2020
Unrestricted funds	100,018	91,767
Restricted funds	46,660	23,305
Designated funds	25,000	–
Total funds	171,678	115,072

Notes:

- Unrestricted funds are used to pay core costs of the charity, including salary costs.
- Restricted funds are held to pay costs of specific projects agreed with funders. More details of these funds are given in note 6b.
- Designated funds is a new fund created by the Trustees during the year. This fund is intended to be used as match funding for projects that further the strategic objectives of the organisation. Reserves of £25,000 have been committed to this fund. Projects and funding partners will be identified during the forthcoming year.

Heritage Crafts

© 2021 All rights reserved

Heritage Crafts is registered with the Charity Commission for England and Wales as the Heritage Crafts Association, Charitable Incorporated Organisation number 1159208.

Registered address: 81 North Street, Wellington, Somerset TA21 8NA

Website: www.heritagecrafts.org.uk

Email: info@heritagecrafts.org.uk

Facebook: [@heritagecraftsassociation](https://www.facebook.com/heritagecraftsassociation)

Twitter: [@heritage_crafts](https://twitter.com/heritage_crafts)

Instagram: [@heritagecrafts](https://www.instagram.com/heritagecrafts)

