

CO-CHAIRS' REPORT

ACTIVITY

Hebden Bridge Arts is now at the halfway point in our four-year strategic roadmap. 2022 saw new branding, a newly appointed Project Manager working alongside our Creative Producer, two new Co-Chairs and four new board members. We are continuing to flourish and have seen significant development, despite the difficult landscape that we now find ourselves in.

In April, we celebrated the successful completion of our **Engaging Neighbourhoods: LANDMARKS** project, which matched professional artists with 6 community groups across Calderdale to explore arts-based responses to our local natural environment. Making and embedding new connections, this project celebrates culture made by people who do not self-identify as currently engaged with a formal 'arts' offer.

Our partner groups were Calderdale Community Cares, Time Out (part of Healthy Minds Calderdale), The Walkers are Welcome group of Hebden Royd, Sanctuary Seekers at St Augustine's Centre, new parents and early years children at Halifax Opportunities Trust-Todmorden Children's Centre and Years 9 & 10 at Rastrick High School. A cross-section of artforms were embraced including ceramics, collage, cartoon drawing, photography, sculpture, poetry and printmaking.

The project culminated in a public sharing of work at Gibson Mill, Hardcastle Craggs, 22-24 April 2022.

Our **Crossings Exhibition** which toured the Upper Calder Valley in June, was the culmination of our Crossings project. The exhibition shared over 300 photographs taken by members of the public in response to an open call and by participants of six photo walks and workshops, including walks that were accessible and those for children aged 4-8. The project encouraged people to explore our wonderful local landscape and think creatively about what crossings they encountered, for example, stiles, gates, stepping stones and tunnels.

Together with Hebden Bridge Walkers Action and the creativity of over 110 local photographers this project has created a valuable repository of local crossings that allow us to explore. The exhibition also featured creative writing on the theme of Crossings, cyanotypes and an artist's map of some of the featured photographs and a sound walk made in and around Hebden Bridge.

Over the Platinum Jubilee weekend in June, we launched our next major project, **Open Space 70**. This is a key milestone on our organisational roadmap. Over one weekend in 2023, Open Space 70 will see local residents, community groups and professional artists stage 70 creative events on the theme of climate emergency and our environment. This project also continues the work of Engaging Neighbourhoods, which enables us to deepen our engagement with our partner groups' participants, whilst expanding our scope of creative engagement within our local communities with an ambitious and bold programme of events.

In December we held a public Open Space 70 project reception at the Town Hall, which saw the team chatting with artists, makers, experts, volunteers and those who we will soon be creating art in all its forms with us. We launched an open call for creative-/artist-facilitators to work with

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us on Open Space 70 in 2023. We were overwhelmed with the volume and outstanding quality of the submissions.

These eight 2022 projects (including the Open Space 70 launch event and project reception) have resulted in:

- 564 workshop participants
- 1500+ attendees at exhibitions and events
- 36 volunteering opportunities where volunteers supported events
- Participations from people of 0 – 70+ years old
- 11 artists working and living locally created work for Landmarks and Crossings and a further 14 artists delivered workshops or performed live for the Open Space 70 launch.
- Participants from Todmorden, Hebden Bridge, Mytholmroyd, Brighouse, Rastrick, Halifax, Mixenden, Luddenden Foot and Sowerby Bridge
- Creative activities included live music, cyanotype workshops, kokedama-making, photography, environmental philosophy guided walks, ceramics, collage, cartoon drawing, sculpture, poetry, engraving and printmaking.

The work we delivered extended and deepened engagement, learning, self-confidence, self-expression and reduced isolation: "I am so grateful for this opportunity, I got the chance to visit new places, also found awesome friends from different cultures and backgrounds. If there is one thing I would never have acquired without this course, it is loving and valuing art.' (St Augustine's Centre participant). Mentoring, as part of LANDMARKS, allowed for participants to develop their artistic practice, gain a deeper and realistic understanding of the practices and career path of a working and successful artist.

Our continued development and work this year has been supported by: Arts Council England, Calderdale Metropolitan Borough Council, Hebden Royd Town Council, The Art Fund and National Lottery Community Fund.

Following 3 years of exceptional leadership and dedication through a significant period of change for the organisation, Patricia Weller and Amanda Dalton stepped down as Co-Chairs. They will continue to be on the board as trustees. In their place, Jessica Burroughs and Rachel Jones were appointed in October 2022. The recruitment of four new trustees to the board ensures that we have a suitable mix of skills and expertise to guide the organisation.

STRUCTURE, GOVERNANCE AND MANAGEMENT:

Board of Trustees and Directors of the Company

Jessica Burroughs	Co-Chair	Elected 2021-Elected as Chair October 2022
Rachel Jones	Co-Chair	Elected 2020-Elected as Chair October 2022
Amanda Dalton	Trustee	Elected 2019-Resigned as Chair October 2022
Patricia Weller	Trustee	Elected 2019-Resigned as Chair October 2022
Georgina Jessop	Trustee	Elected 2021
Tom Snape	Trustee	Elected 2021
Hannah Kay	Trustee	Elected 2021
Joelle McNichol	Trustee	Elected October 2022

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Scarlet Cranham	Trustee	Elected October 2022
Rachel Coleman	Trustee	Elected October 2022
Duncan Stuart	Trustee	Elected November 2022
Eric Broug	Trustee	Resigned from Board November 2022
Libby Molloy	Trustee	Resigned from Board August 2022

Governing Document

The charity is controlled by its governing documents: the memorandum and articles of association, and constitutes a company limited by guarantee, as defined by the Companies Act 2006.

At our Extraordinary General Meeting in November, we resolved to make two minor changes to our governing document; in order to change the quorum required for general meetings to occur and to increase the maximum number of board members, in order to maximise the skill mix and the diversity of our board.

Recruitment and Appointment of Management Committee

The directors of the company are also charity trustees for the purposes of charity law and under the company's Articles are known as members of the Management Committee. Under the requirements of the Memorandum and Articles of Association the members of the Management Committee are required to stand down every three years but they can be re-elected at the Annual General Meeting should they wish. Trustees do not receive remuneration for their services.

Risk Management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. A detailed risk matrix is subject to regular review.

Strategic and Governance development

- Strategic plan: 4-year vision documents, including an outline strategic plan 2021-24, are in place. We continue to review these at our Board creative meetings.
- Roles: All freelancers are issued with contracts.
- Composition: We have recruited four new board members, have conducted a skills audit of all current trustees and are targeting future trustee recruitment to address identified skills gaps.
- Planning: All sub-committees work to a timeline that feeds into an action plan.
- Capacity: The Board cover considerable operational areas as well as fulfilling their strategic role.
- Meetings: Our board meetings are well attended. The agenda is tethered to the activity schedule and business plan, and outputs and outcomes are checked and measured. We have also introduced a bi-annual creative meeting, which enables board members to offer input into the creative content and direction of projects and the creative direction of the organisation.
- Strategic partnerships. This is an area we are excelling in; in addition to forging partnerships with local groups working with communities on the ground, we are building strong links with other arts, cultural, heritage and environmental organisations in Calderdale.

Objectives and Aims

The objects of the Company as set out in our Memorandum of Association are:

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The advancement of public education by fostering and promoting for the benefit of the public the improvement and development of artistic knowledge, taste, understanding and application of the arts, and in particular but not exclusively to promote and run an annual arts festival.

Our mission statement

Hebden Bridge Arts offers a year-round programme of arts activity focused on and curated with local people, most of whom have not previously connected with any formal cultural offers. Our mission is to bring together artists, communities and visitors to enjoy a diverse programme of arts and culture and to create exciting work in response to the most urgent matters affecting the Calder Valley.

HBA Partners

HBA has a diverse network of partners within a wide variety of organisations. It has developed both one-off and ongoing relationships and aims to add new partnerships and develop existing ones year on year.

These include: Hebden Bridge Community Association, Hebden Bridge Hostel, Hebden Bridge Picture House, The Trades Club, Hebden Bridge Film Festival, The Arvon Foundation at Lumb Bank, Pennine Heritage, Open Studios, Hebden Royd Town Council, The National Trust at Hardcastle Crags, Square Chapel, Handmade Parade, Northern BroadSides, IOU Theatre, Artworks, Hebden Bridge Literary and Scientific Society, Hebden Bridge Natural History Society, Hebden Bridge Camera Club, the Canal and River Trust, Wainsgate Dances, Wainsgate Chapel, The Egg Factory, Happy Valley Pride, St Augustine's Centre Halifax, Healthy Minds, Time Out, Todmorden Children's Centre, Halifax Opportunities Trust, Rastrick High School, Calder Community Cares, Community Rights Of Way Society, Hebden Bridge Walkers Action Group and Walkers are Welcome.

Meetings Attendance in 2022

Members of our team have attended Calderdale Creates meetings, Cultural Strategy for Calderdale re-branding sessions, Calderdale Tourism Meetings, Valley Wellbeing Network sessions, Calderdale Creativity for Wellbeing Network meetings at Artworks, the annual Hebden Bridge Community Association Partnership meeting, and Environmental Agency flood alleviation scheme meetings.

Finance and Sustainability

The company recognises that we need to be creative in our approach to diversifying our income strands.

Funding was derived from the following sources:

- **Private Sponsorship.** We are delighted to report that Cresswells continue to support us in kind and Little Valley Brewery supported us with a donation.

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- **Donors.** We received Local Giving donations from three monthly donors, and cash donations at our events. We have also signed up to receive donations from Easyfundraising and Amazon Smile, but in 2022 these have not yielded any payments
- **Grants (awarded during 2022):** CMBC Cultural Fund award, Platinum Jubilee fund award, National Lottery Awards for All funding of Volunteer Coordinator role, CMBC Gainshare award, HRTC Community Funding Award,
- **Grants (awarded prior to 2022 with some income received in 2022):** Arts Council England Engaging Neighbourhoods project, Art Fund award for Engaging Neighbourhoods project, CMBC Engaging Neighbourhoods Funding.

Reserves policy

In the Trustees' view, not less than £7000 of reserves will provide the charity with adequate financial stability and the means for it to meet its charitable objectives for the foreseeable future. The trustees propose to maintain the charity's reserves at a level which is at least equivalent to six months operational expenditure and have done so having regards to its manner of operation of likely funding streams.

Our Team and Volunteers

We have been supported during 2022 by freelance Creative Producer Rebekah Fozard, who started in January 2022; freelance Project Manager Clare Danon (until June); freelance Administrator/Company Secretary Lisa Graham, who is now also our freelance Volunteer Coordinator; and freelance Project Manager, Alison Darnborough, who joined us in November 2022.

36 volunteering sessions were offered by our volunteers, who supported our events and exhibition openings. On 1 December we launched our new recruitment campaign for volunteers, identifying six distinct volunteering role opportunities.

MARKETING AND COMMUNICATION

Rebranding

This year, with brand design led by board member Tom Snape, we refreshed our branding to better reflect our new direction. We are now trading as 'Hebden Bridge Arts', with a new logo and house-design-style and have a tagline that captures what we do: connect | create | present.

Promotion

At the end of 2022 we can report the following:

Social Media impact:

Twitter 6812 followers

Facebook 5281 likes / follows

Instagram 2164 followers

LinkedIn 32 followers

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Website use:

The site received 7800 visits and 15211 page views in 2022.

The home page, project sections and volunteering and our team webpages have been updated regularly.

Mailing list:

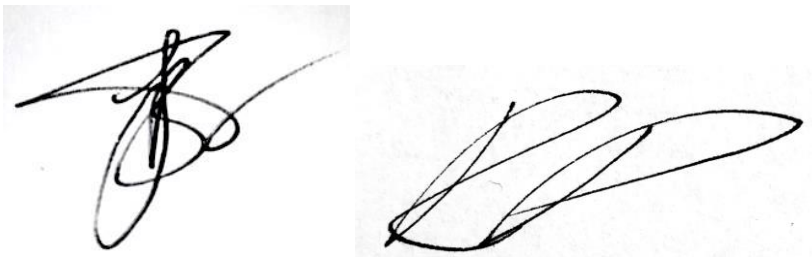
We have an e-mailing list of 1504 people (via Mailchimp). 14 e-newsletters were sent, received as 19,600 emails with an open rate of 60%.

Print:

Both flyers for Crossings and Landmarks were designed by local artist Amy Mellis and printed in Hebden Bridge at The Print Bureau. Other design work was undertaken by Rebekah Fozard and Lisa Graham, and printing completed by Leaflet Frog and Vistaprint.

Press and Media:

All public project communications in 2022 were done via free advertising and editorials. Whilst most of the Chair, Trustee and Project Management recruitment was advertised and shared via free listing sites, social media and team members' networks, we used paid for advertising for those three rounds of recruitment solely on the main community website, hebdenbridge.org, where we receive regular free editorial and listings and ongoing support year-round. Notably, we received editorial coverage in Valley Life Magazine (June 2022) for Crossings and in Living North (Yorkshire) magazine for Open Space 70, and on HebWeb on several occasions.

The image shows two distinct handwritten signatures in black ink on a white background. The signature on the left is more compact and stylized, while the one on the right is more elongated and fluid.

Signed on the board's behalf by:

Jessica Burroughs and Rachel Jones, Co-Chairs.

January 2023