



# rowan

*Creating art, Improving lives*



# Annual Review

*September 2015 - August 2016*



# Helping people with learning disabilities thrive

Using the arts, we provide a safe, supportive and enriching environment where people with learning disabilities can grow in skills, confidence and self-esteem. We believe these to be vital ingredients for independent living, health and wellbeing.

## Our Values

- Approaching life as an adventure, with humour, passion, optimism and fun.
- Sharing our passion for bringing art and people together.
- Fairness and equal opportunities based on respect for all people.
- Doing good for the whole – our students, staff, volunteers, community and society.
- Providing a safe, nurturing, inspiring and creative environment.
- Championing personal choice, development, innovation and excellence.
- Encouraging friendship and a sense of belonging.
- Sustainability and acting in an environmentally friendly and ethical way.
- A social enterprise model that produces financial returns and social impact.



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# Chairman's Foreword

Dear Supporters of Rowan,

This year's Review traces the passage of a decisive period in Rowan's history. Des Trollip in his report describes what, for a small charity, was a momentous undertaking: completely to restructure the internal layout of the ground floor of the building, including incorporating the rooms at the front, to make Rowan fit for purpose for the foreseeable future.

This same year also saw another kind of restructuring, when Rowan Foundation merged with Rowan Humberstone, a move that has streamlined operations and cut out duplication of administration. For several months the trustees signed endless documents presented to us by capable solicitors to fulfil the requisite obligations to the law and to the Charity Commission. Completed at last, we could turn our attention to the building.

The trustees' decision to make such an investment in the building rested in their determination to ensure that the needs of the students in the future could be met in terms of space and their welfare. Space: to move around unhindered by narrow corridors and doorways; to enlarge the studios; to create 'social' spaces and to enable the addition of classes in music, dance and drama further to enrich the students' experience at Rowan. Welfare included upgrading the care facilities, such as toileting, to meet future needs of older students.



Of course all this had to be paid for and here, Rowan's long-held determination to be responsible for its own financial future as far as possible, came into its own. The trustees, having weighed financial risk against future need, took the risk, promising to commit Rowan funds in the event of any shortfall, and the fundraising began.

It is hard to single out individuals and their contribution to the huge effort everyone undertook to deliver the new building. Trustees, staff, volunteers and the students all were caught up in the activity, playing their own parts. Three members of the team, however, stand out: Ken Neale, the trustee who led on the design, planning and overall management of the project; Des Trollip who daily was on site with a clear vision of where we were going; and Bridget Cusack, whose tireless efforts and energies went into the fundraising to such exceptional effect. To all of you, thank you so much. Rowan is indebted to you.

Margaret Phillips

Chairman



# Director of Operations Report

People with learning disabilities are some of the most marginalised within the community. Rowan's core aim is to improve the lives of people with learning disabilities through the provision of creative activities. We utilise arts and crafts as a way of enhancing lives and providing opportunities for self-expression, personal development and socialisation.

We seek to raise the abilities of people with learning disabilities, and foster their participation as active and equal citizens both economically and socially, providing the vital ingredients for greater independence.

We provide 120 weekly placements to 70 people with learning disabilities, delivering art workshops in each of our 5 studios – print, textiles, mixed media, wood and ceramics.

We are open Monday to Friday, 50 weeks of the year. Students come from Cambridge and the surrounding towns and villages within a radius of around 20 miles of Rowan on a part time basis from half a day up to 3 days per week. Rowan's users are adults with learning disabilities, which includes autism, and who often have other needs including physical disabilities and mental health issues. Ages vary from 19 to 65, with equal numbers of men and women.

During 2015 – 2016 we have made a number of significant changes at Rowan that will benefit students now and for many years to come:

- To establish a place for music, movement & drama at Rowan. We have put this in place and this development, which was student driven, has greatly benefitted our students by offering them a wider choice of activities and supporting their artistic and personal development.
- During this period we planned to reconfigure and upgrade our premises because the layout and existing facilities at Rowan were not able to support those with more profound physical disabilities. We have achieved this goal. The upgrade and remodelling of the studios has created better social spaces, enabling us to expand opportunities for learning disabled people and provide for people with more severe disabilities.



- We proceeded with plans to make our premises available for hire by the community and arts and wellbeing groups, creating opportunities for the whole community.
- We achieved our aim to merge with The Rowan Foundation on the 21 January 2016.
- We created a mechanism and framework to evaluate and evidence how Rowan is improving the lives of learning disabled people.



The motivation was to develop a stronger evidence base that helps make a compelling case that can be shared with potential clients, funders and partners. During 2016 we worked with a freelance consultant to devise a coherent and robust evaluation plan, which links artistic quality and social impact and can monitor creative and personal development. The evaluation program commenced in January 2017.

- We received our first grant from Heritage Lottery Funds for our students to learn about the heritage of the River Cam.

Much was achieved in 2015 - 2016 and our greatest thanks, appreciation and respect goes to the staff and volunteers who in often challenging circumstances and with great resilience, particularly with the building work over the summer, have constantly worked towards the betterment of Rowan and the well-being of the Rowan students.

Thanks also go to our Trustees who have provided oversight, guidance and direction over many years and particularly through what has been a really busy time restructuring Rowan.

# Volunteering

We believe that Volunteering contributes to a kinder, more equitable and safer society.

Rowan is a local charity with many links to our immediate community, schools and organisations. We really value the good will and generosity of our volunteers who undertake a number of tasks from providing support in the studios and befriending our students, to helping with governance, administration, fundraising, driving our minibus and supporting events.

We currently have 30 volunteers who provide in the region of 500 hours of support each month contributing an economic value to Rowan in the region of £90,000 each year.



## *Our Volunteers say:*

"I've been volunteering at Rowan for three years, I really enjoy it – talking to the students, helping out with ceramics and working one-to-one with students. I enjoy being able to give students individual attention while the tutor is busy, helping to keep them on task and trying to increase their confidence. All the staff are friendly and supportive, and this has helped me get back to working life after a stroke." Eleanor

"Rowan is a magical place where artists and craftspeople share their many talents to create wonderful things. There is great beauty both in this creative process and in the works of art produced. Rowan is also a family that cares deeply about its very individualistic members, and lovingly shares in their achievements, joys and sorrows. It is a life-enhancing privilege to be a member of this family." John





# Plans for the Future

After this time of considerable activity, growth and development at Rowan the forecast for the immediate future and certainly for the next 5 years is for a period of little or no growth within the social care sector.

The funding for care provision within Cambridgeshire is being cut in real terms by 7% annually and this is a threat and concern for the sustainability of the sector and for Rowan.

We plan to use this time for consolidation and professional development of the organisation as well as growing other income streams.

The focus will broadly be in following key areas:

1. Recruiting and reaching out to new students.

We believe there are in the region of a thousand adults with learning disabilities within Cambridgeshire who access no day provision of services. These people who are out of the 'system' have proved difficult to reach and it will require new and creative ways to reach them.

2. Community engagement and building relationships.

The various communities within Cambridge City including the arts, health, the University, museums, galleries, businesses, the voluntary sector and our immediate neighbours within Chesterton are all important partners in enhancing and supporting the work of Rowan.

3. Funder engagement and networking.

Through the ongoing work of the marketing and development department we have seen a groundswell of good will and interest in the work of Rowan. We will continue to develop and maintain these relationships.

4. Professional development of Rowan through investment in staff and volunteers.

We value the huge assets that are our staff and volunteers at Rowan. We will continue to invest in their training, creative and professional development to maximise job satisfaction, skills and effectiveness in order to maximise outcomes for the well-being of our students and to achieve the aims of the organisation.

5. Development of our offer in art, music and drama and enhancing our student experience.

6. Growth in sales, our customer base and in adult evening class provision.



# Event Diary

We place great emphasis on ensuring that people with learning disabilities have every opportunity to present their art in a variety of contexts and locations. We took part in a range of events and exhibitions between September 2015 and August 2016.

## **Mitcham's and More Festival**

6 September 2015

A family and music day at Mitcham's Corner, Chesterton. Rowan ran art and crafts activities at this vibrant festival.

## **Stuff of Life at Stapleford Granary**

14 - 15 September 2015

Whitehouse Arts extraordinary exhibition fundraiser raised over £14,000 for two charities, Practical Action and Rowan. Funds from this charity exhibition went towards the refurbishment of our studios.

## **Milton Country Park Autumn Festival**

27 September 2015

A family fun day, Rowan led art and craft activities at this very popular festival.

## **Art makes you Powerful**

19 - 23 October 2015

Presenting work in a variety of media, *Art makes you Powerful* highlighted the transforming power of the visual art. Rowan's students also showed how to use the printing press at the Museum of Archaeology and Anthropology as part of their exhibition *The Power of Paper* and part of the University of Cambridge's Festival of Ideas.

## **Rowan's Annual Winter Warmer**

2 December 2015

An extraordinary seasonal installation met guests as they entered the gallery, a festive village scene nestled in amongst mountains and works of art. Music, craft activities and gifts for purchase made this evening really special.

## **Portrait: New print works from Rowan**

25 January – 6 February 2016

This exhibition at the Michaelhouse Centre in Cambridge celebrated the power of art to develop confidence, self-esteem and wellbeing. Funded by Cambridge Community Foundation, Rowan's recently opened print studio has already produced extraordinary works of art. Rowan's students



have learnt a variety of techniques including monoprint, intaglio and relief printing. This exhibition also toured to Addenbrookes ACT Gallery from 16 June to 1 August 2016 and Milton Road Library from 3 October – 1 November 2016.

### **CCVS Photograph Competition Meeting Challenges Together**

7 - 21 February 2016

A selection of photographs were exhibited at Michaelhouse Centre, with one of our images winning the Judges Prize.

### **Museum of Cambridge Community Case Exhibition**

16 March - 10 April 2016

Exploring the history of Rowan and the lives of learning disabled people, Rowan also exhibited current art and crafts around the museum.

### **Circularart Trail A Pounce of Cats**

8 June - 8 July 2016

Rowan took part in a citywide exhibition trail organised by Circularart. Linking artists with charity shops to celebrate recycling and creativity our students created a cat theme window installation in the Cat Flap on Mill Road.

### **Chesterton Festival Community**

**Fun Day** 18 June 2016

Rowan took part in this annual festival and presented our first ever performance in St Andrews Hall, *The Princesses Castaway and other time machine stories*, produced by Acting Now.

### **Cambridge Open Studios**

16 - 17 July 2016

This was the final opportunity to see Rowan before the refurbishment of the building. A variety of art and craft activities were available for all ages, with art displayed around the building and for sale.



# Income and Expenditure

This period fundraising activity was focused on raising income for two main projects:

1. To enable the £270,000 development of Rowan. The income raised, £113,608 represents restricted funds of which £71,000 was Cambridge City Council S106 money towards phase 1 of the development.
2. To enable the development of our music program with our students and to fund the post of a Music Tutor, this commenced in August 2016. We are very grateful for the generous support from Mrs Smith & Mount Trust.

The expenditure incurred to raise income through fundraising activities was £26,349. This was up from £17,949 in the previous year and represents the

considerable increase in work undertaken by Bridget Cusack and Kirstin Bicknell working within the Marketing and Development Department. Donations and legacies income increased to £134,573 up from

£88,168 in the previous year.

Significantly, the exceptional other income of £2,053,815 represents the transfer of assets from the merger of The Rowan Foundation and Rowan Humberstone. This is primarily in the form of the property value of the premises and flats at 40 Humberstone Road.

The financial position and the immediate future of the charity, during the reporting period, was secured through Rowan now having a secure base from which to operate and, the transfer of investments enabling the establishment of a 6 months reserve as well as a £85,000 commitment towards the costs of the redevelopment.

Rowan's policy is to hold a reserve of £150,000 representing 6 months of the costs of charitable activities; this has been identified by the trustees as appropriate, given their plans for the future activities of the charity and financial safeguarding.

The primary funding source of the charity in the reporting period was from our students, through County funding for day activities. The principal risk and uncertainty facing the charity is due to the reduction of countywide support and funding for Adults with Learning disabilities.

In 2015 - 2016 the County contributed to 67% of the cost of providing a service. Rowan has over this and preceding years worked, wherever possible, with Social Care in Cambridgeshire to provide the best possible outcomes for adults with learning disabilities within limited budgets and reducing



incomes. To this end Rowan 'supplemented' the provision of services by £115,690. This represents 33% of the cost of providing services.

This factor alone is likely to slow the growth of Rowan's charitable activities and affect the financial position going forward.

Other funding towards the cost of service provision now includes rents (8.5%) from the 3 upstairs flats transferred through the merger, sales of products (6%) and fundraising (16%).



	Exceptional Items	2016	2015
<b>Incoming Resources</b>			
Donations and Legacies		£63,573	£88,168
Development: S106 Grant	£71,000		
Investment Income		£30,960	£11
Sales		£257,832	£238,584
Merger with The Rowan Foundation	£2,053,815		
<b>SUB TOTAL</b>	<b>£2,124,815</b>	<b>£352,365</b>	<b>£326,763</b>
<b>TOTAL Incoming Resources</b>		<b>£2,477,180</b>	<b>£326,763</b>
<b>Resources Expended</b>			
Fundraising		£26,349	£17,949
Investment Management		£1,237	
Charitable Activities		£73,975	£31,710
Staff Costs		£218,513	£213,687
Premises Costs		£14,025	£20,122
Governance		£15,771	£12,103
TOTAL Resources Expended		£349,870	£295,571
<b>SUB TOTAL Net Income</b>	<b>£2,124,815</b>	<b>£2,495</b>	<b>£31,192</b>
<b>Net Income before gains &amp; losses</b>		<b>£2,127,310</b>	<b>£31,192</b>
Gains on fixed asset investment		£71,463	
<b>Net Income</b>		<b>£2,198,773</b>	<b>£31,192</b>
Average number of Employees through year		20	19

# Supporting Rowan

Your donation supports our continuing vital work and helps us give learning disabled people the life of their choice. Donations can be made by cheque (payable to Rowan), cash delivered in person or you can donate online through our website. If you are a UK taxpayer and complete a Gift Aid declaration, Rowan is able to claim back 25p for every £1 donated.

## Be a supporter of Rowan by:

- Sign up to our mailing list to receive information about our activities and newsletters. We can send you information by email or post. Follow us on Facebook, Instagram, Twitter, Etsy and You Tube.
- Advocate our work by letting other people know about us.
- Volunteering for us. Please contact if you are interested.
- Buy gift vouchers.
- Commission us. We are always delighted to take on an art commission. Contact us for more information.

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