



rowan

*Creating art, Improving lives*



## **Annual Review**

**September 2013 – August 2014**

# Vision

Rowan seeks to raise the abilities, confidence, self-esteem and well-being of learning-disabled people and to foster their participation as active and equal citizens, both economically and socially, providing the vital ingredients for greater independence.



# Mission

Using the medium of art, Rowan provides a safe, creative and unique environment where learning-disabled adults, under the direction of artists and craftspeople, can thrive and grow artistically as well as in their abilities, confidence and self esteem. We endeavour to provide a purpose; making life interesting, fulfilling and enjoyable.



# Chairman's Report

Dear Supporters,

It is with pleasure and a sense of pride that I invite you into the pages of Rowan's Annual Review for 2013-2014: pleasure because it is a delightful way of reminding ourselves what we achieved during the year; pride because our students achieved so much.

It was again a year of growth in all directions. The staff and students' participation in events and activities around Cambridge increased yet again; we gained generous and understanding sponsors of Rowan in Marshalls Aerospace and Cambridge Silicon Radio (CSR); Anglesey Abbey continued to engage with us and grew its commissions; arts charities and organisations opened their doors and pockets to Rowan; and here at Rowan we decided to expand our premises to enable our older students to remain with us longer, while still being able to welcome new students into our community.

As ever, the staff worked with amazing energy and imagination with the students to bring about the collective effort that makes Rowan what it is. Our studio work achieved new levels of excellence and variety and our order book grew accordingly. Our determination to support ourselves financially as much as possible continued and continues.

There are no half measures at Rowan. It begins with relishing life and its activities to the fullest degree and spreads throughout everything that we do as individuals and as a community. Students, staff, volunteers, trustees, sponsors, visitors are all caught up in a concerted effort to give of their best.

All this does not happen by itself and I should like to thank most warmly everyone who is part of Rowan. This year I should like to thank, in particular, Judith Jones for the outstanding way in which she has developed and grown Rowan's presence within Cambridge to the benefit of the students. Judith has worked tirelessly for Rowan, and her commitment is immensely appreciated.

When you put down this Annual Review, I hope that you will think, as I do, that Rowan continues to be a very special place.

**Margaret Phillips, Chairman**





# A year in our studios

We use the arts and crafts as a way for our students to meet together within a safe creative environment where they can learn and hone practical art and craft skills as well as living skills. Students are equal partners at Rowan, contributing ideas for trips, projects and Rowan's development. They are encouraged to articulate their aspirations and desires, and meet with each other, maintaining friendships.



# Our artwork

Much of our work is made to gallery standard and is sold as a means of generating income for Rowan. We are always delighted to take on commissions for both public and private works of art. Students also make art purely to enjoy the creative process.







# Engaging with our local Community

We invite our community into Rowan through our open studio events and we take part in events and activities away from Rowan too.

1. Rowan bought a minibus and our students enjoyed going out on trips. Local MP Julian Huppert joined us to cut the ribbon and send our students off on new adventures.
2. Rowan's Cambridge Open Studio weekend was very successful with our best sales ever.
3. The table commission for Anglesey Abbey being installed.
4. A musical instrument commission for Wimpole Estate.
5. Students exhibited work alongside professional artists in White House Arts charity exhibition.
6. Our reindeer welcomed a record number of visitors to our Winter Warmer.
7. Students exhibited work and provided the winning entry for the 'Love your Local Market' Art Competition.
8. We took part in local community art project, Mitcham's Models. We decorated a mannequin that was exhibited on Mitcham's Corner in Cambridge.
9. At Marshall's Family Fun Day, we ran a workshop decorating an aeroplane.



# Director of Operations Annual Report

## Introduction

Rowan continues to thrive by embracing the challenges presented to us with Rowan's aims and mission at the forefront of our development. This year was characterised by expansion and the continuing development of Rowan in a number of areas.

## Focus on students

A new textiles area means Rowan now has five studios, giving our students more choice and opportunities. We also continue to develop our service delivery, ensuring that students receive outstanding personal service, choice and a continued drive towards excellence.

## Partnerships with businesses and professional bodies

We are grateful for the ongoing relationships with CSR, White House Arts and Marshall's Aerospace whose financial support enabled us to purchase our minibus. Partnership events this year included:

- CSR held a BBQ at Rowan for our students, staff and volunteers
- White House Arts held a charity exhibition that our students took part in
- We also took part in Chesterton Festival with White House Arts and are grateful for all their support
- At Marshall's Family and Friends Day, we invited visitors to help decorate a 4-metre long cardboard aeroplane. Our students also enjoyed a visit to Marshall's hangars

- We continued to enjoy and benefit from our links with the Community Engagement team at Cambridge University and local National Trust properties
- Cambridge Drawing Society provided workshops to our students and displayed our work at exhibitions
- We exhibited our students' work at Addenbrookes Hospital

## Volunteers

Without the support of our volunteers, we would be unable to achieve our work. We have a wonderful group of volunteers who continue to provide one-to-one support for Rowan students, and help our staff in the studios and at events. Rowan's Board of Trustees support Rowan giving a great amount of voluntary time, providing support and guidance. We'd also like to thank a group of volunteers from Price Waterhouse Cooper who transformed our garden for the winter.

## Commissions

We saw an increase in commissions again this year. Our partnership with Anglesey Abbey continued with a commission of a table for the Domestic Wing and signage projects for the community areas of the site. We also worked with a new National Trust partner, Wimpole Estate, who commissioned an interactive garden sculpture. Our finger labyrinths have become well known and we are producing these to supply Addenbrookes Hospital and wellbeing practitioners nationwide. Both the ceramics and wood studios have produced various figurative and decorative commissions for private collectors of our work.

## Fundraising

We had increased sales of artwork during Open Studios and Winter Warmer events and received funding from grant

applications, local giving, donations and commissions.

Students and staff were again involved in raising funds for Rowan through our annual 'Walk for Rowan'. Over the year we received financial support from Cambridgeshire Community Foundation, Chivers Foundation, Pye Foundation and Cambridge RAG as well as from individual donors. Cambridge City Council gave the last part of a two-year grant. We would like to thank the Council for 30 years of support both in kind and financially. We were very grateful for the support of The Rowan Foundation, who granted £35,000 towards the running of the organisation.

## Marketing

Over the last year we have been developing ways in which we market Rowan including launching a new website and have increased the use of social media.

## Plans for the Coming Year

Change within the voluntary sector and social care has been constant in recent years and we have seen a real step change in competition for resources and patronage. Rowan endeavours to remain ahead of trends and changes, to anticipate, adapt and plan to ensure Rowan continues to thrive.

In the coming year we will continue with our plans for development and growth and celebrating our 30th Anniversary. As part of this we will be increasing the physical space Rowan occupies by leasing more of the building. This will enable us to diversify our activity and increase service provision through establishing two new art studios and by enhancing our facilities for our students with greater care needs.

## Des Trollip, Director of Operations

# Income and Expenditure

	2014	2013
<b>Incoming Resources</b>		
Donations & Grants	£58,074	£63,451
Investment Income	£7	£9
Sales	£211,731	£197,627
TOTAL Incoming Resources	£269,812	£261,087
<b>Resources Expended</b>		
Fundraising	£15,958	£15,023
Charitable Activities	£25,105	£12,778
Staff Costs	£204,339	£191,759
Premises Costs	£18,905	£29,244
Governance	£8,642	£8,328
TOTAL Resources Expended	£272,949	£257,132
<b>Net Income</b>	<b>-£3,137</b>	<b>£3,955</b>

2013 to 2014 was a challenging year with a changing market and a further reduction in real terms of funding from local government.

We saw a growth of 7% in income from service provision due to the expanding scope of Rowan's activities however, we also saw a 69% reduction in grants income.

Anticipating changes in the sector we introduced a strategy in 2010 to work towards a sustainable, 100% self-funding, future for Rowan through:

- Increased funding from other sources including an increase in income from donations
- Increased income from trade and the sale of artwork, which has doubled in the last year.
- Diversifying to give our students greater choice and opportunities.
- Greater community and local business engagement.

Voluntary income, 21% of Rowan's total income, remains important to the survival and growth of Rowan in the medium term and we value the continued help in kind and financially from all our supporters.

# Support Rowan

By donating to Rowan you can help raise funds to support our programme of activity.

Donations can be made by cheque (payable to Rowan Humberstone) or cash delivered in person. You can donate online through our website or *via* text message To donate £2, £5 or £10 text RWNH30 to 70070 followed by the amount you want to donate.

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:

- Signing up to our mailing list to receive information about our activities and newsletters. We can send you information by email or by post. Follow us on Instagram, Facebook and Twitter
- Advocating our work by letting other people know about us
- Volunteering. Please contact us if you are interested
- Buying Rowan's 'Commission Your Own Artwork' gift vouchers. See our website or contact us for details of the kinds of art works you can buy for £12, £20, £35 or £50

## We are always delighted to take on commissions of public and private works of art. Our service offers:

- A complete package from initial assessment of the site to final installation, taking full account of your individual needs from first brief to final design
- Unique designs with a quality finish, providing an exceptional talking point to enhance your chosen environment

Visitors are welcome to our studios and gallery but please do contact us beforehand to check availability of staff to show you around

# Contact Details

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## Trustees and Directors

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