

ANNUAL REPORT 2019



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CHAIR'S REPORT

Such a lot has been happening at HEART this year, we have produced, for the first time, our own Annual Report as a supplement to HDT's. In January 2021, amazing as it sounds, HEART will celebrate its 10th Anniversary. Our story since January 2011 has been one of steadily improving results, growing confidence, and the tireless support of many people – you, our patrons and champions; our staff; our volunteers – without whom HEART's ambitions to be a beacon of community business would be undeliverable. The story continues: in 2019 HEART made a surplus for the third year running, with an impressive increase in income from our Assembly Bar and Kitchen, where takings were up £25,000 on 2018. More facts and figures: we estimate we had over 80,000 visitors during 2019. In the Customer Survey we carried out, 92% of those who responded rated us at 4 or 5 (out of 5!) on overall experience. 70% said community events were the most important thing about HEART. Tuesday Night Live brought in 1,000 people over the year. We served over 41,000 customers in the café. Our third Wonder Day engaged over 100 children in a wide range of activities.

But while the numbers are important, they only show half the picture. Little of what we do would be possible without the commitment of HDT. In another "first", 2019 was the first full year of HEART's re-financing following the loan from the Headingley Investment Fund (HIF), HDT's community shares offer and itself a shining example of local innovation. Re-financing has helped give HEART greater certainty in terms of budgeting. This visible and tangible demonstration of local people's trust, though, has meant we are ever more focused on doing the right things as a community asset, and doing them right. As a Board we are looking harder at our impact, and there is more about this further on in the report. We also know we should do more to extend our "reach" into different parts of the community. We are acutely conscious, too, of our environmental footprint and want to be a model of good practice. And we are determined as well to be an exemplar workplace, for paid staff and for volunteers.

None of this comes easy. For all our successes this year there is no room for complacency. HEART remains "grant-free" and self-sufficient. We have to carry on earning the support and commitment of everyone who works for us, volunteers with us, and visits us, which means constantly reviewing the quality, diversity and richness of what we provide. We approach our second decade with huge excitement. Thank you for accompanying us so far. Long may you continue to do so.

Richard Norton, Chair, HEART



▲ Performer at one of HEART's Tuesday Night Live sessions

MEASURING WHAT WE DO

Being able to measure social impact is crucial for HEART. Together, the Board, staff and volunteers have agreed we should concentrate on four key themes where we can make a difference:

- To the local economy.
- To community health and wellbeing.
- To individual health and wellbeing.
- To the environment.

We hope the areas we have selected to test ourselves against are the ones that matter most to you, but if we have got it wrong, please tell us. They include:

- Reducing waste and increasing recycling.
- Encouraging the use of public transport or cycling/walking.
- Increasing the volume of spend circulating in the local economy by championing local spending.
- Broadening the portfolio of activities on offer that contribute to good mental and physical health and tackling social isolation.

CENTRE MANAGER'S REPORT

None of the success we have seen over the past year would be possible if we didn't attract a wide range of people to the building.

We estimate we had over 80,000 visitors during the year. We are a 'safe space' and have various individuals who come to us because of the environment that is fostered here.

Our staff team has grown to include a Deputy Manager for the first time and a new café supervisor to replace our longstanding manager who left in April after 6 years with us.

All the staff work incredibly hard to make HEART a vibrant and welcoming place and we simply couldn't operate without our wonderful volunteers whose commitment and enthusiasm underpins everything we do.

Economically we have had a good year and, from an environmental perspective, we have begun to change our lighting to LED and have made increased efforts to recycle and re-use. During the year, we phased out plastic takeaway containers and all takeaway cups; offered free coffee grounds to users rather than putting them in landfill and began the process of sourcing food more locally.

Looking forward we have every confidence that HEART will continue to respond to the needs of our community and provide a vibrant and happy place for all our users.

Over the coming year we will be planning towards our 10th anniversary in January 2021. We look forward to input and feedback on all that we plan, as well as all that we continue to do.

TREASURER'S REPORT

Income and expenditure account

HEART has made a surplus of £28,577, the third year in succession that HEART has achieved a surplus.

Turnover has increased in all business areas and in total by £44,000 to £460,000. This increase is mainly due to increases in cafe income of £28,000, room hire of £10,000 and Pulse £3,000.

The profit on the cafe increased by £4,000 to £22,000.

Wages increased by £2,000 reflecting wage increases for all staff and increased pension contributions.

Overhead costs increased by £1,000 mainly because of increased bank charges.

Finance costs have reduced by £3,000 reflecting the reduced costs of the loan arrangement with HDT.

Balance Sheet

Fixed assets include the building value of nearly £1m which is the subject of a long-term lease with Leeds City Council.

Creditors due after more than one year include the two loans from HDT totalling £333,000 and the deferred grants of £726,000 relating to grants received for the costs of building HEART; these are written down.

ARTS AT HEART

We support the work of local artists by giving free exhibition space in four different parts of the building.

- We held 30 exhibitions.
- We estimate over 700 art works were on display during the year.
- Amongst our exhibitors were our Café Manager, Sofia; Brush & Palette, one of our weekly groups; and Richard Locket who even created an exclusive print featuring HEART. (These are still available to buy!)
- We take a small commission on art works that are sold during exhibitions. This year that total was nearly £1,000.

SOME HIGHLIGHTS OF THE YEAR

- **Headingley Social attracted over 300 people.**
- **Rose's Tea Bar had over 1,300 visitors over the year.**
- **HEART took approximately 5,000 room bookings. This was the strongest room hire performance since HEART opened.**
- **Humans of HEART showcased individuals who work or volunteer here.**
- **Feast of Falstaff, combining opera, food and film was a superb collaboration with Northern Opera.**
- **The Craft Fair in November saw the former Headteacher of Bennett Road School re-visiting the building for the first time. She was delighted to see what HEART has achieved.**



▲ Former Headteacher Barbara Robinson visiting HEART

EVENTS AT HEART

Events went from strength to strength with weekly Tuesday Night Live gigs and the Headingley Social proving particularly popular.

- Over 150 events throughout the year.
- Over 1,000 people came to Tuesday Night Live throughout the year.
- We sold nearly 2,000 tickets for our gigs alongside the many PAYF events.
- A comment from one of the artists: *"Just wanted to drop you a quick note to say thank you so, so much for helping us put on our concert. We were so happy with it and I love Heart so much as a venue."*

PULSE AT HEART

Pulse is the shared workspace open to everyone who is looking for a flexible, spacious and friendly shared office to work, meet and play in Leeds.

- During the year more than 50 business or individuals used Pulse as their base.
- These users include OWLS, Irish Arts, Cycle North and Royal Kew Gardens.
- Comments from some of our Pulse users: *"Being a remote worker in a team of one, having a social office/ community space to go to (rather than 100% home working) has been extremely valuable for my wellbeing and keeping me connected to the world!"*

"It's given us a community-based meeting space for meeting partners and potential beneficiaries which feels more accessible and friendly than if we were in a city centre/more corporate office space."

ASSEMBLY BAR AND KITCHEN

Our café was renamed Assembly Bar + Kitchen at the end of 2017 so this is the first full year trading as that. The idea of the name change was to try and put a greater emphasis on the fact that we served food and were licensed. This seems to have the required effect as our takings in 2018-19 were an amazing £25,000 above previous year.

Assembly has become well established as an additional place to hire with various parties held in there.

SUNDAY OPENING AT HEART

In April 2019 HEART began regular Sunday opening hours of 10-4pm. In the short time since, Sunday activities have included a pottery workshop, yoga classes, clothes swaps, boot sales and craft fairs, spiritual events, meetings and numerous parties.

It took a little time for people to become aware of the new opening hours but by summer the Assembly Bar & Kitchen's Sunday Brunch offering was proving very popular and green fingered locals took full advantage of the extra day to buy plants at the Green Yard. With the car park closed, there is plenty of space for childrens' outdoor games when the weather is nice and for dreary days colouring and board games are always available indoors so the whole family can enjoy Sundays at HEART.

During 2020 the aim is to develop a more regular programme for Sundays. A weekly yoga class is already established, and HEART's monthly Classical Platform concerts will move from a midweek evening to become a Sunday afternoon treat from March 2020.

- We estimate over 1,500 people came along on Sundays from April until October.
- Over £10,000 taken in Assembly and from Room Hire in the same period.
- The Feast of Falstaff was a Northern Opera event which drew a full house.



headingley enterprise and arts centre

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i @assemblybarandkitchen

Headingley Enterprise and Arts Centre Ltd is registered as a Company Limited by Guarantee no.6848581.

HEART board

Tim Goodall, Alison Haskins, Isobel Mills, Janet Matthews (Treasurer), Richard Norton (Chair), Liz Westmorland

Our supporters



HEART FOR ALL

HEART is a Mindful as well as a Disability Confident Employer. We are passionate about being a safe and welcoming space for all our users. Here are just a few examples of how we try to make that vision a reality:

- We are a Child Friendly Leeds Ambassador and partner with Child Friendly Headingley on our annual Wonder Day.
- We are breast feeding friendly.
- OWLS – Older Wiser Local Seniors – are based in our Pulse space and we have partnered together to help Rose's Tea Bar develop.
- As part of Rose's Tea Bar, and in conjunction with Hyde Park Picture House we continue our Memory Matinees. These are dementia friendly film screenings.
- We were fortunate to be one of Co-op's good causes over the last year and this raised over £3,000 to enable us to continue funding Rose's Tea Bar.
- ASPIRE continue to be tenants with us and we were delighted to be able to partner with them to install a new floor in the room they use.
- Tiny Boo provides a great space for the youngest HEART users to enjoy.
- We are a designated Safe Place

HEART staff

Carol Barber, Mike Bird (Centre Manager), Joe Boylan, Lorna Briggs (from April), Tighearnan Casey-Moore, George England (until February), Sofia Fozzard (until April), Isaac Hatch (until September), Megan Haworth (from February), Anne Romano, Clara Stella (until June), Owen Trattles, Casey Ward (from June)

HEART regular weekly volunteers

Anne Beaumont, Mike Elliker, Kate Evans, Gill Eastabrook, Pauline Fleck, Annie-Rose Goddard, Pippa Jones, Jim Kieran, Noush Kulikowski, Adrian Luke, Lesly Mackay-Cook, Marion McGowan, Steve Mannix, Aisha Mostafa, Ruth Overy, Gill Redfearn, Iain Smith, Richard Watkins, Liz Westmorland, Jane Williams, Michael Williams

Events Volunteers: Lesly Best, Laura Conroy, Paul Kaiserman, Jackie Parsons, Martin Zukor

Arts Volunteers: Michael Williams, Jan Dominey