



2024

# Impact Report

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**“spudWORKS is such a hidden gem with a wonderful ethos”**

**“A beautiful place to go, so relaxing and peaceful”**

**“I love how spudWORKS has evolved over the years with beautiful new buildings, landscaped gardens and so many creative opportunities.”**





**“Dad lights up when he comes to these sessions and I love connecting to him through our mutual appreciation of art. It’s so friendly here.”**

**Participant**

**‘Even small actions can spark lasting joy and positive change.’**

SPUD has been working creatively with communities across south central England since it was founded in 2012.



# Year in Review

## Foreword from the Chair of Trustees

I am very pleased to introduce the 2024 Annual Report for a year that has been award winning and seen new projects and partnerships reaching more people. A particular highlight is winning the New Forest Brilliance in Business Award for Health and Wellbeing. SPUD achieves impact through the energy, collaboration and creativity of the artists, creatives, young people and the wider community with whom we work. My thanks to the staff, Trustees, the SPUD creative community, and volunteers for working to make SPUD more creative and resilient. Thanks also to our funders, sponsors, partners, and tenants for their continuing support and enabling new projects to develop.

Finally, I will be stepping down as Chair in Spring 2025 and following an open recruitment process, I am delighted to welcome SPUD's new Chair Deborah Owen-Ellis.

Victoria Pirie  
Chair of Trustees





## Review from the Director

2024 has been another incredibly busy period at SPUD, with exciting new collaborations and opportunities emerging throughout the year including with New Forest Heritage Centre and African Activities. Our drive for sustainability and legacy in all that we do, ensures we are building a robust and forward thinking organisation.

Our exhibition programme is now planning 12 months ahead and this allows us to develop strong relationships and effective engagement work with artists, partner organisations and community groups. It also enables us to be more ambitious in our programming and involve some of our groups directly in the planning and curation of the exhibitions.

Our weekly workshops with people living with dementia and the teenage LGBTQIA group are real highlights, where we are providing a safe and creative space and making a genuine difference to peoples lives.

This feedback from a workshop participant encapsulates better than anything why we do what we do and how important our work is to so many people:

*“The empathetic embrace of the class feels like being held— understood and supported. The small group setting fosters warm, familiar relationships, which is so important for our emotional well-being. It is a space where expectations fade away, and genuine connections flourish. Thank you for providing us with this unique opportunity to come together, share love, and explore creativity in such a safe and nurturing environment. It truly makes a difference in our lives.”*

Looking ahead to 2025 feels very positive as we build upon the strong foundations we have created. Our approach of *thinking small, reaching further* continues to underpin our work and ensure managed growth and sustainability, but always with ambitious ideas and actions.

A handwritten signature in blue ink, consisting of a series of loops and a long, sweeping horizontal stroke at the end.

Mark Drury  
Director

# Our Purpose is

to support the well-being and ambition of communities through creativity and collaboration in arts, architecture and education.

## About Us

SPUD is a charity focused on arts, architecture, and education committed to creating experiences that foster confidence, support career development and strengthen communities.

Our approach is collaborative, meaningful and ambitious. We champion the voices of individuals and underrepresented groups, ensuring they are heard within our communities and partnerships.

Driven by a focus on success, SPUD takes a professional approach to deliver impactful projects.

We empower people to create, connect, and share, recognising that even small actions can spark lasting joy and positive change.

## Who we are

### Team Members

Mark Drury FRSA -  
Director/Co-founder

Tom Sofikitis -  
Operations Manager

Suna Imre - Associate  
Outreach & Engagement

Tom Hall - Associate  
Programme Coordinator & Curator

### Trustees

Victoria Pirie - Chair  
Alison Ward - Treasurer  
Mia Delve  
Collette Raine  
Paul Clegg  
Channa Vithana  
Matthew Lawson  
Maddison Collymore  
Inigo Ormeroid







## Who are we here for?

Inclusive and diverse audiences through participation in creative activities. Being inspirational and creating joy. In particular, young people looking to be involved in their community through a range of creative opportunities.

Older People through participation in creative activities, providing support, friendship, confidence and building community.

Underrepresented Groups giving agency to hidden voices in our community and providing bespoke support.

## Our Strategic Aims

1. Deliver collaborative, creative projects where communities take the lead.
2. Provide space, support and opportunities for artists and other creative professionals to develop their practice and business opportunities.
3. Develop projects focusing on place, environment and well-being.
4. Generate self-funded income to support our core work.
5. Secure grants to support research, development and projects.
6. Secure strategic funding that provides long-term stability and growth for the organisation.

Artists and Creative Professionals through collaboration, mentorship and professional development and business opportunity. Ensuring creatives feel empowered to take a lead on initiatives.

Partner Organisations promoting collaboration and being an instigator of opportunities.

Community and Place through placemaking, the rural and built environment and public consultation.

Our Team, because everyone matters including staff and volunteers.

We work in and around the New Forest as well as regionally, nationally and internationally.

## Our impact

Over the past 12 months

5442

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Active Participants

94

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Artists Supported

22

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Collaborations

‘Our approach is collaborative, meaningful and ambitious. We champion the voices of individuals and underrepresented groups, ensuring they are heard within our communities and partnerships.’

Mark Drury, Director and Co-Founder



# Our impact



3516 GALLERY VISITORS



855 WORKSHOPS



14 EXHIBITIONS



6 GRADUATES



4 MAJOR COMMUNITY OUTREACH EVENTS



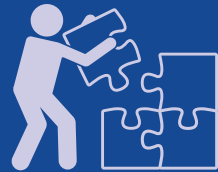
5 COMMUNITY GROUPS



3 AWARDS



5442 ACTIVE PARTICIPANTS



1 BUILD PROJECT



22 PARTNERSHIPS



13 VOLUNTEERS  
(INCLUDING 9 TRUSTEES)



94 ARTISTS  
(11 RESIDENCIES)



4300 SOCIAL MEDIA FOLLOWERS



8 CORPORATE SPONSORS



9 MICRO BUSINESSES



## Our Approach

We believe small, high-quality actions and interventions begin to have a cumulative effect and become more sustainable and impactful over the long term.

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We strive to empower people to take the lead through support, collaboration and a genuine openness to engage. This generates a real sense of ownership and makes SPUD much more than the sum of its parts.

*“Dropping one pebble into a pond causes ripples, dropping multiple pebbles creates a cascade of ripples with unknown intersections and cross-over - it’s here where things get exciting.”*

*Mark Drury, Director*



## Young People

Young people are fundamental to all our programmes, whether that be through art clubs, curatorial opportunities, work experience or as Youth Trustees.

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SPUD currently offers three thriving art clubs for different age groups, an architecture youth group, an LGBTQIA teenage group, along with regular workshops for neurodivergent young people. We also involve young people in all of our major collaborative projects. Young people have been directly involved with curating two exhibitions in the past year, as well as interviewing and appointing artists for a new exhibition.

**“The Together group has made such a big difference to me, I love it a lot!”**  
**Participant**







**“We love the student led classes that are adapted to everyone’s creative ideas.”**  
**Participant**

## Older People

We’ve created a safe and welcoming space for everyone at spudWORKS. This is particularly evident with our older participants and artists, where they have found a real sense of community and friendship.

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Our dementia friendly weekly workshops, which are also open for carers and relatives, are warm, friendly and fun. Based in the new Living Room space, with wheel chair access. It has been designed specifically to host small groups so people feel safe and comfortable in a familiar environment and surrounded by a beautiful sensory garden.

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## Artist and Creatives

SPUD has worked with and supported 94 artists in the past year (11 of them residencies) and curated 14 exhibitions. We are also home to 11 studio artists and graduates based at spudWORKS.

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Our fluid and experimental exhibition programme allows artists to take a less traditional approach to working in a gallery space. This leads to greater collaboration and often unforeseen opportunities. spudWORKS continues to grow as a vibrant place of exchange and ideas generation for artists at all stages of their careers. Our partnership with New Forest National Park Authority has developed an internationally recognised residency programme, attracting an increasingly diverse and high calibre number of artists to respond to the special qualities of the New Forest and its communities.

A woman with long brown hair stands in a field of tall, dry grass and shrubs. She is wearing a black long-sleeved shirt, a tan burlap apron with a red smiley face, and black leggings. She is holding a red flower to her forehead with her right hand. The background shows a flat landscape with some trees under a cloudy sky.

**“It’s so special to  
be part of a  
creative  
community of  
artists at  
spudWORKS and it  
feels like home.”  
Studio Artist**



## Community and Place

SPUD has always had a strong emphasis on placemaking, whether that be creating new structures or consulting with local communities.

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In the last 12 months we have worked alongside Sway Parish Council and the local community to explore ideas for a new youth centre; worked with young people in Ringwood to explore the history of the railway there and possible new artwork and interpretation. We continue to work with the New Forest National Park Authority on our internationally recognised residency programme, attracting high quality artists to come and live, work and respond to the special qualities of the New Forest.





“We were very taken with the genesis of this project which originated from ideas and sketches by local teenagers with no formal design training.” SDNPA Judges



## Awards



SPUD is a multi-award winning charity, continually striving for excellence in all that we do.

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In the past 12 months SPUD has won the following awards:

- New Forest Business Partnership - Winner - Health and Well-being
- South Downs National Park - Design Awards Winner - Handlebar Cafe
- New Forest National Park - Buildings Awards - Winner - The Living Room



spudWORKS was visited by HRH The Duke of Gloucester in September, in recognition of the award-winning work we have been undertaking in the New Forest and in particular the new Living Room space. The Duke spent some time looking around the facilities and meeting the team and participants. At one point he happily joined in with a jewellery making workshop. He was clearly delighted with his visit.



**“I love being part of a dynamic, collaborative environment where every voice is heard and valued.” Tom Sofikitis, Operations Manager**



# Financial Information

2024 continued to be a financially challenging period for the arts sector and charities generally, however SPUD has positioned itself carefully to remain resilient through a combination of earned income streams and collaborative partnerships. SPUD was able to end the year in a positive position financially with a net increase in total funds of £41,000.

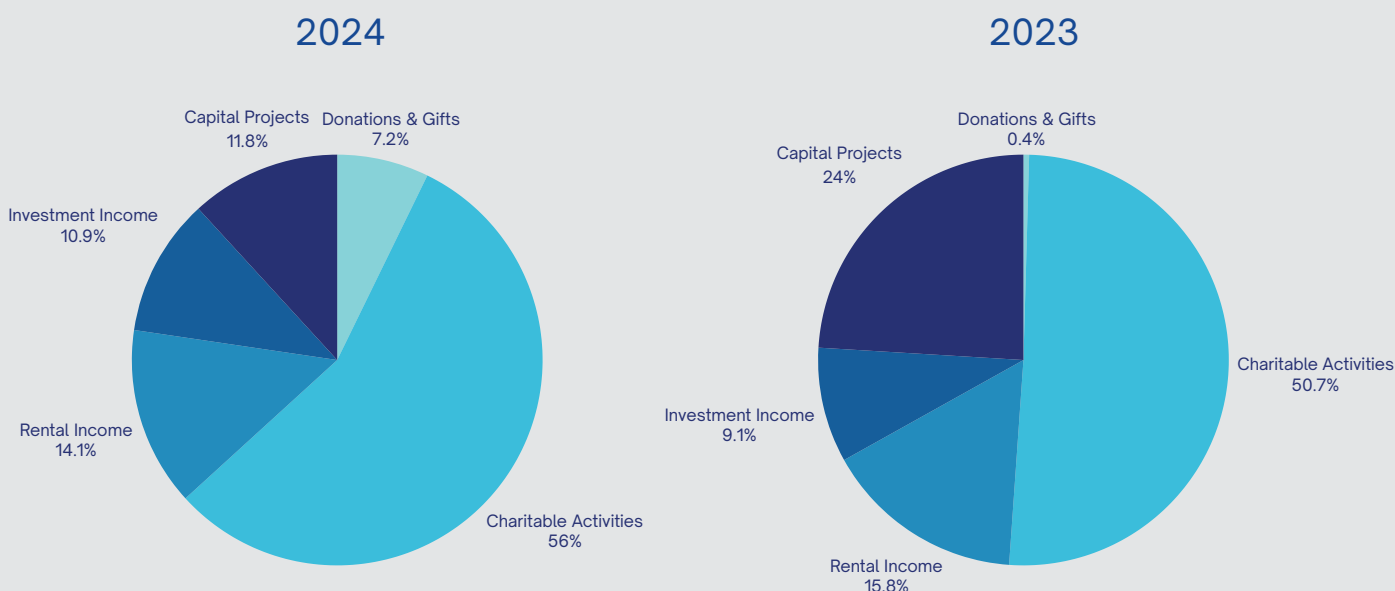
The key financial highlights are noted in the table and commentary below with further detail on income, expenditure and the Charity's balance sheet provided in the Annual Accounts.

	2024	2023
<b>Total Income</b>	<b>270,000</b>	<b>279,000</b>
Unrestricted Income	127,000	90,000
Restricted Income	143,000	189,000
<b>Total Expenditure</b>	<b>270,000</b>	<b>238,000</b>
<b>Total Reserves/Funds</b>	<b>796,000</b>	<b>796,000</b>
Unrestricted	84,000	50,000
Restricted	448,000	476,000
Endowment	264,000	270,000

Key grants within Restricted Income this year came from the continued funding provided by the Arts Council of England for the ‘Thinking Small Reaching Further’ programme and the New Forest National Park Authority funding our internationally recognised Artists Residency programme. In addition, during 2024 the New Forest District Council provided £24k in capital grants to enable SPUD to install an air source heat pump.

The main components within Unrestricted Income were from the successful renting of creative spaces at spudWORKS generating £38k and from our tenants in the HandleBar Café generating £29k, our investment property in Winchester.

## Sources of Income



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## Reserves Policy and end of year position

The trustees’ policy is that the balance of reserves held by SPUD should be equal to three months of the charity’s running costs. The reserve amount is reviewed annually by the trustees. The trustees believe this level of reserves will provide short term funding stability and allow time to secure alternative sources of income, in the event of a significant drop in income. In 2024 running costs before project expenditure and depreciation were on average £11.5k per month and the balance in unrestricted reserves at the end of 2024 was £84k.

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## Our Supporters

Without the incredible support from so many partners SPUD would not be able to deliver the work it does.



### Funders

Arts Council England  
New Forest National Park Authority  
New Forest District Council  
Hampshire County Council  
Forest Arts (HCT)  
Artswork  
Culture in Common  
Burry Trust  
James Cowper Kreston Foundation  
Sway Parish Council  
Ringwood Society  
SWAG  
Hedley Foundation  
Charles Burnett III Foundation (HIWCF)  
Olivia Inspires  
Allegras Ambition  
O'Sullivan Family Trust  
Private Donations

### Corporate Support

Wessex Internet  
Forest Camping  
Everton Nurseries  
Arts University Bournemouth

### Partners and Collaborators

New Forest Heritage Centre  
St Barbe Museum and Gallery  
CODA  
Folio  
New Forest Pride  
Breakout Youth  
SCARF  
New Forest Business Partnership  
National Motor Museum, Beaulieu  
African Activities  
Arts University Bournemouth  
New Forest National Park Authority

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**Grants 2024**     £142,846

**Donations 2024**     £19,546



spud



spud  <sup>TM</sup>  
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# Join the Adventure...



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[www.spud.org.uk](http://www.spud.org.uk)