# FINE CELL WORK

## Annual Report 2021

´6WLWFKLQJ ZLWK )&: KDV KHOSHG PH NHHS
DQG KHDG EXV\ ZKLOH FRPLQJ WR WHUPV ZLWK D
KDV LPSURYHG P\ PHQWDO KHDOWK D ORW HVSH
VWLWFKHU 6LQFH , KDYH EHHQ VWLWFKLQJ , KDY
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ORQJHU KDYH WKH GUHDGHG IHDU WKDW WKH\ ZRX
FDOO IURP WKH SULVRQ ZLWK EDG QHZV µ

Stitcher, Fine Cell Work

´$V , VXIIHU ZLWK ELSRODU DQG FKURQLF GHS
on stitching keeps my mind from wandering down some very
GDUN SDWKV 6HHLQJ WKH GHVLJQV DSSHDU DQG
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Stitcher, Fine Cell Work

´6HZLQJ KDV EHHQ D KXJH KHOS RYHU WKH OI
ZKHQ , YH VSHQW VR PXFK WLPH LQ P\ FHOO KDY
helped keep me in a positive happier mood and not get too
GRZQ DQG ZRUU\ DERXW P\ KHDOWK DQG WKH

Stitcher, Fine Cell Work

´)RU ÀYH WR VL[ KRXUV HYHU\ GD\ , GRQ W K
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Stitcher, Fine Cell Work

´6LQFH -DQXDU\ DQ LQFUHGLEOH NLWV KDYH
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commission or made to order pieces, which have taken a
VWDJJHULQJ WRWDO RI KRXUV WR VWLWFK
... KDV EHHQ SDLG WR \RX DOO VR IDU WKLV
WKH JRRG ZRUN :H DUH YHU\ H[FLWHG WKDW JUP
EHJLQQLQJ WR UHRSHQ LQ SULVRQV DQG ZH NQRZ
LWFKLQJ WR JHW EDFN WR ZRUNLQJ ZLWK RXU W

FCW Member of Staff to FCW Stitchers

# Sales Update

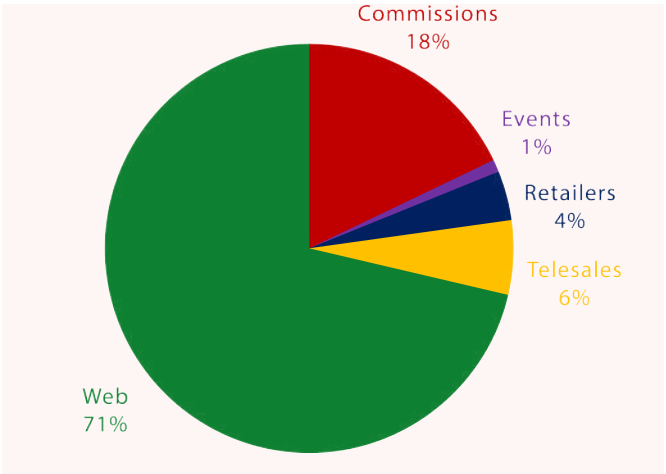
We continued to put energy and focus into our marketing, particularly with our most effective marketing tool, the fortnightly e-newsletter. Using professional lifestyle photography and targeted ranges for marketing opportunities during the year meant the e-newsletter better showcased our beautiful products. Our initiative of producing limited runs of new designs not only gave a wider range of work to our stitchers but also provided variety and interest for our existing followers. For our website, we updated our main imagery on the homepage fortnightly in line with the email newsletters going out.

The high level of sales achieved in 2020 from the e-newsletter was maintained with sales in 2021 up 75% on sales from e-newsletters in 2019. We also continued showcasing customer reviews on the homepage to build on our reputation. The number of reviews doubled to 600 with the majority of reviews awarding our products and service with 5 stars.

To support processing of increased levels of orders, the dispatch area was transformed, improving the RYHUDOO ZRUNÁRZ DQG LQYROYHPHQW RI DSSUHQWLFHV EHC opportunity for apprentices to work in a professional despatch area.

With our trading income at £252,224, online sales were at an all-time record of £177,050, up nearly 10% on the impressive growth achieved in online sales in 2020. Online sales were 75% higher than in 2019.
Income from sales at events, at £11,907, was more than 200% up on 2020 as we were once more able to host our annual Christmas sale this year. But event sales were down 80% on from 2019.

,Q WKHUH ZHUH D WRWDO RI ÀYH QHZ FXVKLRQ GHVLJQ O H[LVWLQJ UDQJHV 7KH )LQH &HOO :RUN ÀJ GHVLJQ UDQJH RI was our most successful range launch. Our most successful design partnership, with The William Morris Society of two cushion designs, giftware and Christmas cards raised £7,700. An exclusive Studio Ashby limited edition cushion range in three colourways was launched successfully and we are working on a larger collaboration with this esteemed design studio for launch in 2022. New ranges launched in 2021 raised a total of £24,466, 10% of our income from trading .




Dispatched to 15 different countries

Sent 1,305 orders

Sold over 2,500 products to 1,057 customers

# Customer Reviews

, WKRXJKW DERXW EX\LQJ WKLV IRU D ORQJ WLPH DQG Z
my expectations. I could not be more happy with it. The quotation is from one of my mum's favourite books and every time I look at it I think of her. The stitching is excellent and I know that I will have years of pleasure from it. The care and dedication that has gone into this cushion is outstanding and knowing that I am helping someone gives it an added pleasure.

Visually VWXQQLQJ beautifully stitched, great materials and colours. Really love it. It's a work of art. Thank you.

The decoration was beautifully sewn and clearly patiently worked. A really lovely piece and good value given the number of stitching hours involved.

A beautiful stylish piece of creative artwork that makes me smile whenever I look at it, obviously done with great love and care.

I love the cushion! As someone who sews tapestry kits myself, I can admire the excellent workmanship that has gone into this cushion.

The blue vermicelli cushion looks great on the chair it was bought for and has received lots of admiring comments. I love it for it's provenance and the skill with which it was stitched - I'm sure it will give me pleasure for years. I'm waiting the return of a sofa which is being recovered before I purchase at least one of the other cushions.

Lovely to live with. This looks like a simple design, but has big impact. More than I expected. It really lifted the room and gave it a modern, comfortable feel. As always it's well made and I'm JUDW\HG with the skill and patience of the person who made it.

The hanging heart is ideal as a gift for a wedding. A reminder that things of EHDXW\ can be produced in WKH PRVW GLIÀFXOW RI FLUFXPV

%HDXWLIXOO\ PDGH HYHU\ VWLWFK LV LPPDFXODWH DQ
It's pretty and made to a very high standard. This item was a Christmas gift to a member of my family and I was proud to be giving such an elegant, handsewn item. Thank you from both the giver and the recipient!

I had just returned home from surgery when my package arrived. When I opened the box and found a lavender sachet and hands cushion that were even lovelier than I had expected, it brightened my day and really my whole recovery. The quality is exceptional and I would recommend Fine Cell Work to everyone. I smile each time I look at these items.

I am so amazed by the craftsmanship of these cushions. I bought two and they are lovely. Please thank the embroiderer for their patient neat work. I cannot imagine how many hours it must have taken, my mother embroidered a cushion once and it took six months!

Fine Cell work Hollyhocks cards are really special, just lovely. They touched my heart. My friends and family were so touched too by the design, the embroidery and most importantly by the heart of the maker. Thank you so much to all the makers, these cards are SUHFLRXV treasures.

# Commissions

&RPPLVVLRQV EHJLQ LQ WKH RIÀFH ZKHUH WKH\ DUH SODQ
worked on in collaboration between the stitcher and the volunteer planning the execution of the project and identifying any new skills required. Without the fortnightly interaction and teaching with the volunteers in cell group classes, some stitchers, even the most experienced, ORVW WKH FRQÀGHQFH WR WDNH RQ PRUH FRPSOH[ FRPPL
completed incorrectly or to a poor standard, which meant we had to start again.

There were also commission highlights during the year. We completed and delivered a large church set which involved many techniques. With a large proportion of hand embroidery, including goldwork, undertaken in prison, the machine embroidery and machine stitching were undertaken in the Clothworkers Studio where the commissioned pieces were assembled. The set for St Mary's Church, Welwyn, comprised of a high altar frontal, super frontal, nave frontal, lectern fall and chasuble and stole with white-work embroidered altar cloths.

The collaborative stitching technique on the panels of the altar frontal, was free machine embroidery. The original design was created by our in house team and the technical aspects of machine stitching the commission together were managed by the staff in the Clothworkers Studio with help from the apprentices.

In addition we have continued to work with the artist Carolina Mazzolari and in the last few months we have delivered eleven pieces of complex embroidery to her which will form the basis of her artworks.

+DYLQJ ZRUNHG RQ WKH FRPPLVVLRQ IRU WKUHH \HDUV ZH kneelers for the private chapel at Knole which looks stunning. The colour and design followed the existing colour scheme in the chapel and the stitched motifs integrated the carved decoration of the wooden panelling within the chapel.

# Museum of the Home

Our Cell Quilt is currently on display at the newly rebranded Museum of the Home in East London and we are thrilled to be showcasing the quilt to a brand new audience.

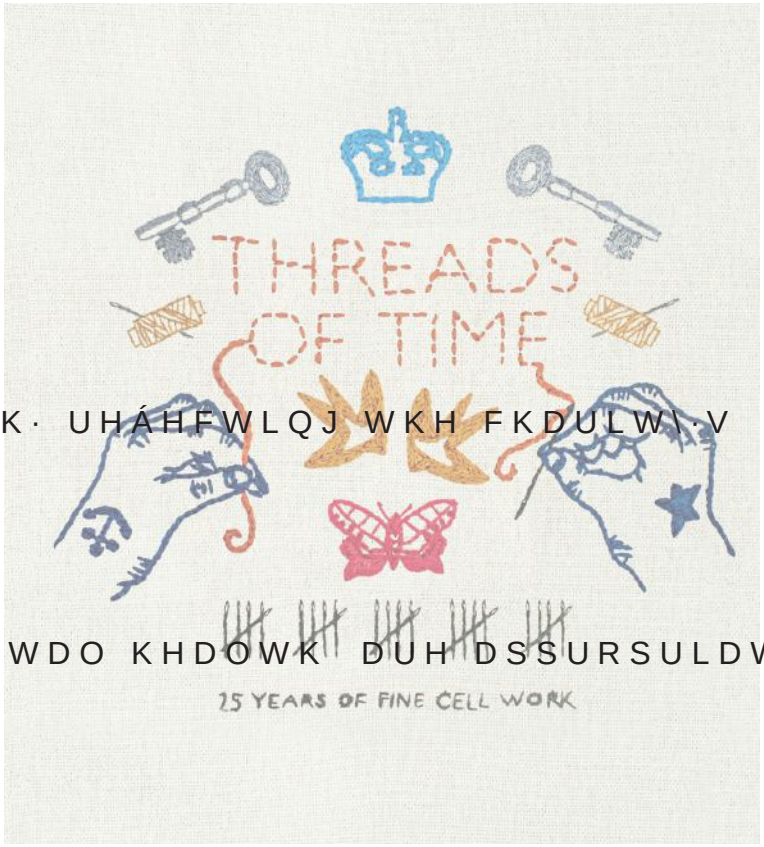
The Museum of the Home explores the many meanings of 'home', from the buildings we live in, to a IHHOLQJ WKDW KRPH JRHV EH\RQG D VSHFLÀF SODFH 7KH\ Z that people inhabit. It provoked thought and conversation about what this means to people experiencing incarceration.

The Cell Quilt is one of our most iconic commissions. The concept was dreamt up by a FCW prison volunteer, Marianne, who observed that many Fine Cell Work sales events take place in beautiful private houses or historic buildings; a stark contrast to the prison cells where most of the stitching takes place. To help customers have a better understanding of the reality of prison life and the provenance of our products, Marianne suggested to her group that a life-sized quilt of a cell should be made, giving a bird's eye view of life behind bars.

The quilt was on display at the museum until the end of the March 2022 and features in one of the chapters of our 25th anniversary book, Threads of Time.

# Threads of Time

In 2022, Fine Cell Work celebrates its 25-year anniversary. To commemorate this milestone, a special book, *The Threads of Time*, created in collaboration with the writers' group '26' includes 25 stories about the creation of 25 Fine Cell Work products or commissions. The book is a wonderful opportunity to acknowledge successes of the past.




With restrictions in prisons predicted to last for much of the year, it was decided that 2022 would EH WKH \HDU RI ¶UHJURZWK· UHÁHFWLQJ WKH FKDULW\·V focus for 2022 of rebuilding our in-prison programmes. It will also centre around gardens. After nearly two years of restrictions, we feel that the freedom and space of the outdoors, with the beauty of gardens in particular, matched with the EHQHÀWV RI ERWK WR PHQWDO KHDOWK DUH DSSURSULDWH ways to celebrate.

A crowdfunder to fund publishing the book was set up in May 2021 and exceeded its fundraising target by more than 100%, raising over £26,000.

# Keep the Sewing Going

The Appeal, Keep the Sewing Going, a phrase sent to us by one of our stitchers during the pandemic, raised £127,000 to support rebuilding our work in prison. The UHVSRQVH ZDV KHDUWHQLQJ DQG SURYLGHG ZHOFRPH charity.

The Emergency Appeal, as we referred to it, provided the opportunity to re-engage with individuals and Trusts who hadn't supported us for a long time. The urgency of our ask meant they were able to make a one-off donation. Other who give small donations annually, gave larger amounts. Gratifyingly, including the Appeal in our newsletter to our customers, who historically support the charity by buying rather than donating, raised over £23,000.

# Open The Gates Highlights

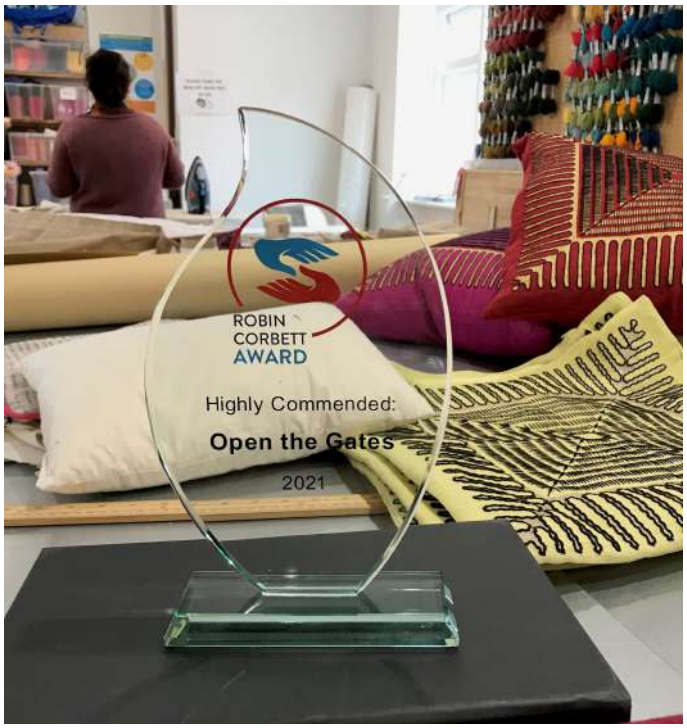
## The Coat of Hopes

We were approached to be involved in a creative project called 'Coat of Hopes', which involved producing a number of small patches (to be later attached to a coat) stitched with hopes and ideas around climate change and our local landscapes.

The coat was made up of around 300 patches created by groups or individuals along its journey route and beyond.

Our fortnightly Craft Club at the Hub was the perfect chance for Apprentices and staff to create patches and get involved.

## Robin Corbett Award




This year Fine Cell Work's Open the Gates programme was honoured with the Highly Commended Robin Corbett Award for our work reintegrating prisoners into the community. This is a proud moment for Fine Cell Work, and most of all for apprentices and staff working at the Clothworkers Studio. Here the Robin Corbett plaque will sit to remind us of what a special and hopeful place we have together created.

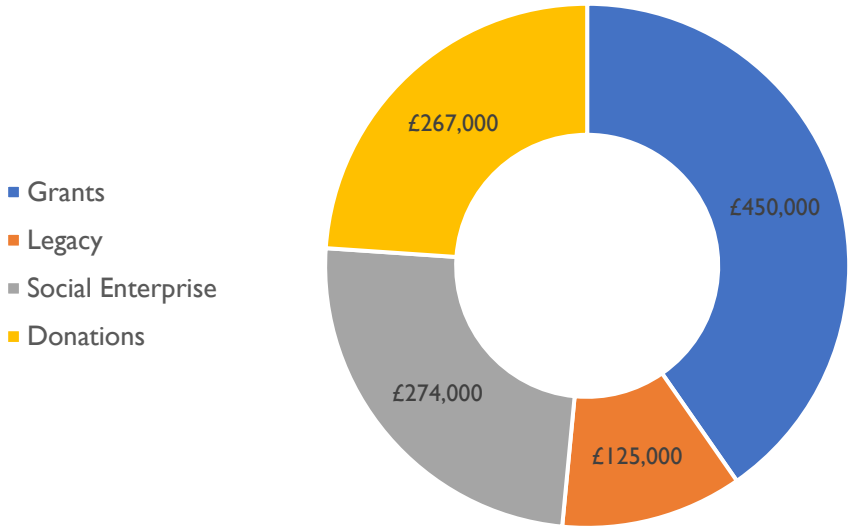
The award will enable us to deliver a brand-new series of 28 workshops for 30 apprentices at the Clothworkers Studio. It will fund six workshops on CV development, with information and guidance on disclosure of an offending background; six workshops on safeguarding and self-care; four workshops introducing the mentoring relationship; and twelve upholstery, mounting and framing workshops.

# Financial Review

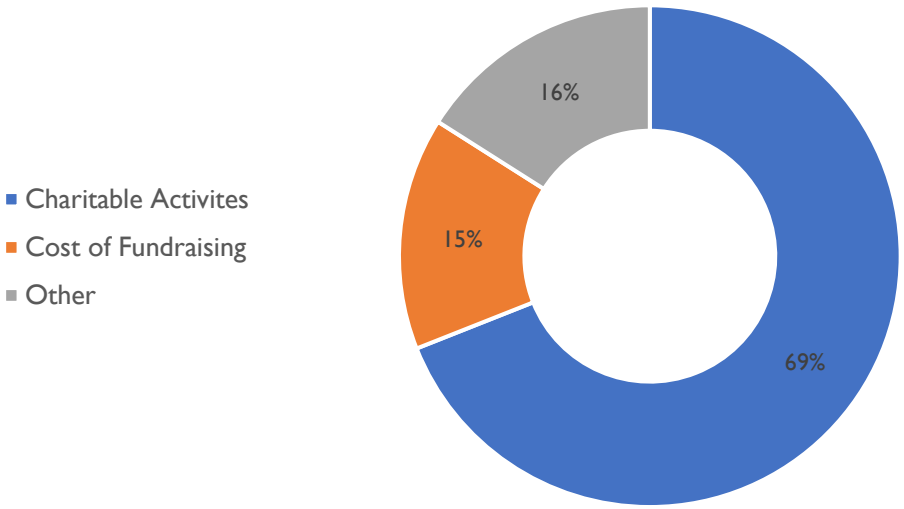
In 2021 Fine Cell Work received £428,977 from grants from Trusts and Foundations.

Major, multi-year grants were received from the Porticus Trust, the Rayne Foundation, the Bromley Trust, the Coltstaple Trust, the Garfield Weston Foundation, the John Lewis Foundation, the de Laszlo Foundation, the Philip King Trust, the Adrian Swire Trust and the Weinstock Trust. The Broderers Livery Company supported us for the thirteenth year running and the Aldo Trust, the Scouloudi Trust, the Tanner Trust, the Valentine Trust, the Ancaster Trust, the Michael Varah Memorial Fund, the Gilander Trust, the Hiscox Foundation, Lord Barnbys Trust, the Statham Family Trust, the Dalby Trust, the Cedars Trust and the James Roll Trust also renewed grant awards. New funders included the Madison Foundation, the Hodge Trust and the Leigh Trust.

## 2021 Financial Summary




## 2021 Expenditure



STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2021

| | Unrestricted Funds | Restricted Funds | Designated Funds | Total 2021 | Total 2020 |
|---|---|---|---|---|---|
| **Income from:** | £ | £ | £ | £ | £ |
| Donations and grants | **277,090** | **431,461** | **127,317** | **835,868** | 668,400 |
| Charitable activities | **280,524** | | | **280,524** | 460,937 |
| Investment income | **41** | | | **41** | 862 |
| **Total income** | **557,655** | **431,461** | **127,317** | **1,116,433** | 1,130,199 |
| **Expenditure on:** | | | | | |
| Cost of Raising Funds | **172,528** | | | **172,528** | 229,136 |
| **Charitable activities** | | | | | |
| Prisoner Training & Support | **392,248** | **385,236** | **-** | **777,484** | 831,119 |
| **Total expenditure** | **564,776** | **385,236** | **-** | **950,012** | 1,060,255 |
| **Net income/(expenditure)** | **(7,121)** | **46,225** | **127,317** | **166,421** | 69,944 |
| Transfer between funds | **(58,242)** | | **58,242** | - | - |
| Fund balances at 1 January 2021 | **666,295** | **11,810** | - | **678,105** | 608,161 |
| **Fund balances at 31 December 2021** | **600,932** | **58,035** | **185,559** | **844,526** | 678,105 |

All activities of the charity are classified as continuing. There are no other recognised gains or losses other than those reported on the Statement of Financial Activities.

## 2XU ÀYH \HDU SODQ

7KH ODVW ÀYH \HDU EXVLQHVV SODQQLQJ HQGHG LQ +RZ working in prison, the restrictions in the wider community impacting on our ability to deliver our post-UHOHDVH WUDLQLQJ SURJUDPPH 2SHQ WKH *DWHV DQG WKH HYHQWV LW ZDV GHFLGHG WR PDNH D \HDU RI FRQVROLG plan running from 2022 – 2026.

Before we can expand our work, we will need to rebuild after the pandemic. While we were one of the IHZ SULVRQ FKDULWLHV ZKRVH SURJUDPPHV ZHUH DEOH WR F QXPEHU RI EHQHÀFLDULHV ZH HQJDJHG ZLWK LQ SULVRQ IHO

7R SURYLGH D VROLG IRXQGDWLRQ IRU JURZWK LQ WKH ÀUVW classes across our network to return capacity to pre-pandemic levels, re-open our prison textile workshop, and will re-launch our accredited training programmes to incentivise learning and participation further. As we regrow our programmes, we will review our work with minority groups and make appropriate changes to our programmes to remove any barriers to engagement.

# Our Funders

AB Trust
Adrian Swire Trust
Aldo Trust
Alice Cooper Dean Charitable Foundation
Ancaster Trust
ASK Trust
Bromley Trust
Charles Burrell and Isabella Tree
Esther and Jamie Cayzer Colvin
CHK Foundation
City Bridge Trust
The Clothworkers Company
Dalby Trust
De Laszlo Foundation
Michael and Clara Freeman Trust
*DUÀHOG :HVWRQ )RXQGDWLRQ
Gilander Trust
Hiscox Trust
John Lewis Foundation
The Leathersellers Company
Lloyds TSB Foundation
Masonic Charitable Foundation
The Mercers Company
Michael Varah Memorial Fund
National Lottery Community Fund
+HQU\ 2GÀHOG 7UXVW
Permira Foundation
Peter Stebbings Trust
Philip King Trust
Ratcliffe Trust
Rathbone Trust
The Rayne Foundation
Seymour Strang Trust
Sharegift
The Sir James Roll Charitable Trust
Sommer Family Trust
Statham Family Trust
Stedkare Family Trust
Tanner Trust
Taurus Trust
Valentine Charitable Trust
Violet and Milo Cripps Trust
Weinstock Fund
Westminster Foundation
The Worshipful Company of Broderers
The Worshipful Company of Drapers
The Worshipful Company of Goldsmiths
The Worshipful Company of Haberdashers
The Worshipful Company of Needlemakers
The Worshipful Company of Upholders

The Worshipful Company of Broderers

The Haberdashers Company

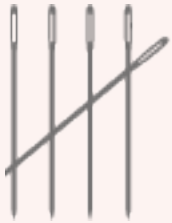
Philip
King
Charitable
Trust

The Worshipful Company of Needlemakers

The Worshipful Company of Upholders

The Drapers Company

The
Valentine
Charitable
Trust



# FINE CELL WORK

## Contact

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