



# ANNUAL REPORT 2022/23



## **MAGIC ME'S VISION**

*A world without ageism, where everyone can enjoy their unique creativity and full potential.*

## **MAGIC ME'S MISSION**

*To inspire change, for individuals, communities and systems, through extraordinary art, sparking magic between generations.*





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***“I’m lost for words,  
it’s fantastic.  
It’s such a good  
idea, all coming  
together as one.”***

Older participant



# Message from Chair and Director

**Welcome to our Annual Report 2022/23.  
The past year has been one of fresh  
beginnings and exploration.**

It has been wonderful to have Magic Me groups meeting in person again! To see our younger and older participants making and laughing together with our artists. To witness their pride in sharing their photographs, prints and poetry with audiences live, as well as online. This Report is all about their achievements and stories, and the lasting benefits of these creative gatherings.

During lockdown we all experienced sometimes what it feels like to be isolated. But for too many older and younger people in east London, loneliness and isolation were the everyday reality before covid, and continue to be so today. A tough, cold winter made that harder.

So, more than ever, our activities this year have been designed to bring people together. Whether people living on the same estate, or down a corridor in a nursing home, creative moments have sparked new connections and rekindled those lost in lockdown. The arts have the power to transport us to new places and imagined possibilities. And as one older lady put it, working on a group artwork offers space and time “to forget for a while about Bills! Bills! Bills!”

***“We all managed to come together. Community is about you, me, everyone, bright colours not darkness.”***

Older participant

Throughout the pandemic, with meeting impossible, our artists and staff worked closely with our partner care home and school staff to invent and test new creative approaches. Our plans and projects this year have grown out of that lockdown learning, building on decades of intergenerational arts expertise.

In February 2023 we reviewed and refreshed our Strategic Plan, honing in on three vital strands of work. The Report groups last year’s achievements under those new headings. Underpinning our project plans, the past year has also been about establishing ourselves in our ‘new’ office (we moved in early 2021) regrowing our staff and artists team and securing the funds to move forward with confidence.

We are very grateful to the many funders and supporters who have again made our work possible this year, and their continuing understanding and flexibility during tough times. We are thrilled that Arts Council England invited us to become a National Portfolio Organisation from 1st April 2023.

Thank you to everyone who has been part of Magic Me through this year. We look forward to our continuing work together.

**David Russell**  
Chair of Trustees

**Susan Langford MBE**  
Founder/Director

# Introduction

**At the start of the year our East London communities were still adjusting to post-pandemic life with many remaining anxious about mixing in public after so long in isolation. The subsequent cost of living crisis with soaring inflation, fuel poverty and food insecurity further compounded hardships affecting these communities. 1 in 2 children are living in poverty and 1 in 3 older people are living in income deprived households. These conditions exacerbate social isolation and loneliness and as always, Magic Me was driven to respond and help make a difference.**

Consultation with our regular participants and local on-the-ground organisations told us that, as lockdown eased, many people felt more disconnected than ever, affecting their physical and mental health. Locally accessible services for older people, including the arts, have been cut due to Covid-19 and tightening budgets. Older people yearned for a sense of community, access to the arts,

and the comfort and stimulation they bring, but remained fearful of infection, and after two years of isolation, felt less confident to venture out.

In order to meet these needs, through 2022/23 we successfully grew a series of new creative arts projects, with intergenerational groups, reconnecting with older individuals and local partners. The positive response and our learning from these has inspired current and future activities.

In the following pages we describe Magic Me's work and impact during this time, grouping project stories under two main categories: *Depth & Inclusion* and *Increased Reach*.

Read on to find out about how we harnessed the power of the arts to bring about improved well being to our diverse local communities and residents in care homes, all the while using intergenerational activism to fight ageism and grow mutual understanding across generations.





# DEPTH & INCLUSION

Tower Hamlets has the ninth highest proportion of residents born outside the UK with more than two thirds of the population coming from racially minoritised backgrounds. Considering our local population, we ensure our work welcomes and includes people with diverse lived experience, This includes typically underserved communities and people who may be socially isolated or excluded. Using co-design we bring arts opportunities to where people are, such as community centres, housing estates and care homes. Our programmes generate a deep and meaningful exchange of ideas and perspectives and support a celebration of difference in diverse intersectional communities across different ages, cultures, races and beliefs.

***“A warm space in terms of heating and warm in how it makes you feel!”***

Younger adult, winter project

## Highlights in 2022/23 included

### Creative Get Togethers

From July to October, 31 older people joined artist-led creative sessions, designed to rebuild peoples’ confidence to mix with others and combat social isolation in a friendly, safe environment. The group also co-designed future activities at Pott Street Meeting House. These activities looked forward to future programming that best met local needs. We collectively identified the need for intergenerational sessions which led to a second winter phase of creative workshops for younger and older adults. This resulted in a photography exhibition and celebratory event, which we called *Searching for Community*. In evaluation we found that 94% of our older participants overwhelmingly agreed that attending the workshops increased their sense of community with neighbours with 88% agreeing that they felt more confident in meeting new people. Many reported that they were eager for the ‘Get-Togethers’ to continue but also wanted an intergenerational component. This informed our plans to grow and maintain a regular programme of intergenerational events at Pott Street and neighbouring venues from Autumn 2023.

***“Community is never finished. It is always evolving. Community is all about communication, negotiation. These representations show what ‘Searching for Community’ means.”*** – Younger participant



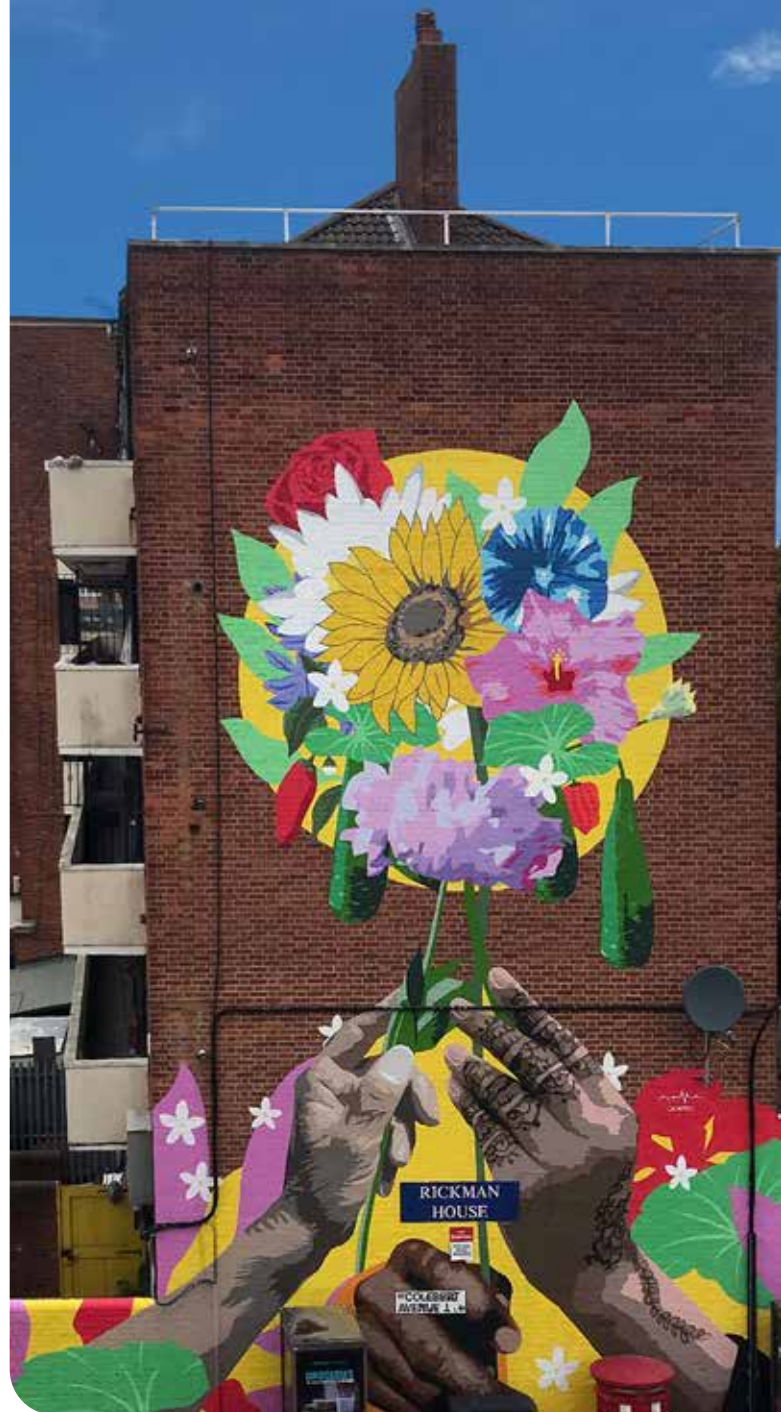
***“A project highlight for me has been other committee members taking more of an active role talking to the community as well as taking ownership of the issues that were important to residents – I would highly encourage all members to be part of future projects.”***

## **Bancroft Estate Mural**

Bancroft Tenant Management Co-Operative (BTMC) reached out to Magic Me to support the creation of a community mural on the estate after receiving feedback from residents that they wanted to see a reduction in anti-social behaviour and more opportunities to come together as a community.

Led by artist ATMA and using Magic Me’s intergenerational expertise, consultations welcomed people of all ages and encouraged conversations between different generations. The final mural design was based on the natural world, celebrating diversity, and creating a positive impact.

Once completed, the mural was revealed at Bancroft’s Annual Fun Day in August 2022 which was attended by 300 residents. Following the installation, BTMC observed a marked reduction in anti-social behaviour, with attitudes of both residents and neighbouring communities shifting to a more positive view of the estate with many reporting a new sense of pride in their home area. There were also unexpected outcomes such as increased resident engagement with other aspects of the estate including recycling management and the formation of a youth sports club.



***“The mural gives a very welcoming & positive feel as you enter the estate now from Globe Road.”*** – Resident, Bancroft Estate

***“It’s giving joy to a lot of people”***

***“The design has enabled everyone to relate to it, and the artist managed to pull together so many elements that mean so much on different levels.”*** – Resident, Bancroft Estate

***“A project highlight for me has been talking to and connecting with people on the estate we would never have met.”***







***“I have gained skills here, the range of jobs I can apply for is much much wider now.”***

## **Artworks** .....

Inequality and lack of diversity are an ongoing issue in the arts sector with racialised people and those from working class backgrounds facing the biggest barriers to employment and career development. In an effort to make the sector fairer, we ran our paid community arts trainee programme for the third year. Designed to support young people in Tower Hamlets from ethnically diverse working class backgrounds, we supported a total of six trainees in two cohorts in 2023.

Artworks provided practical work experience, mentoring and skills development workshops to trainees who were able to gain knowledge

of the theory behind participatory arts practice. Trainees also had opportunities to deliver their own intergenerational community arts event, with support from Magic Me. We received positive feedback from the trainees regarding the programme structure, content and management as well as reports on improved self confidence and prospects for the future. After completing the programme, one trainee was hired by Magic Me to fill the role of Project Coordinator in August 2023.

***“The experience has changed the way I think about the future. When I first started I thought I wouldn’t find any way through the industry but having heard experiences from Mika and artists, plus staff here, this gave me hope and changed my perspective of me getting work in the arts.”***

***“Although you’re constantly learning, you’re progressing and thinking about next steps. I learnt the importance of self-reflection and having a greater understanding of what you want to achieve and what your own values are.”***



***“Being able to see how much their work impacts a lot of people in the community, makes the work extra rewarding.”***

### **Coopers Court** .....

After so much lockdown, older people living at Coopers Court extra-care scheme in Mile End were keen to re-establish relationships with their local community and see fresh faces. Three of our *Artworks* trainees recruited local younger adult neighbours to join with

residents. Working with Magic Me artists, the intergenerational group met weekly to create poetry, artworks and lino prints on the theme of ‘Welcome’. These artworks were then combined into one piece, to permanently decorate a wooden arch in the communal garden. The project successfully connected and facilitated relationships between the resident and visiting adults, growing sense of community and improving the mental and emotional well-being of the residents.

***“I have a rare condition, and my memory is increasingly failing. This will be my last hurrah, so I’m especially thrilled to have been part of it. This experience has been very precious to me.”*** – Resident



# INCREASED REACH

Drawing on Magic Me's specialist knowledge of bringing arts into care homes we are able to connect meaningfully with residents, particularly those living with dementia. Our creative activities offer new experiences for people living in care homes, improving their day-to-day quality of life while also helping build positive relationships between residents and staff.

## Highlights in 2022/23 included

### Magic Moments

Magic Moments was initially commissioned by Essex County Council to combat loneliness amongst older care home residents during

*"The activities created a new dynamic, they unlocked so much."*

Care Professional

lockdown. In 2022/23 we focused on work with care homes and Rights Made Real in Scotland. Working with 27 care home staff across Scotland, we developed ways of supporting creative activities remotely, which showed us the value of working in this way with care staff across a wide geographical area.







Residents and staff observed increased well being and more meaningful connections between care staff and residents, which led to improved positive perception and understanding of one another. Residents and care staff also reported an increased appreciation of the value of creativity in care homes and expressed desire to see and participate in more in the future.

During 2023/24 our artists and staff are continuing to develop this innovative, distance learning model, aiming to roll it out wider in the future. This year 18 care homes will participate, across Waltham Forest, Tendring in Essex and wider London.

***“What you think you’re gonna get is not always what you’re gonna get from the box and it’s nice to see their reactions, the element of surprise”*** – Care Professional

## **Artists’ Residences in Care Homes** .....

Over the past four years our Artists’ Residencies in Care Homes programme has teamed up high profile arts companies with Excelcare homes across Essex. Supported by Magic Me, the arts organisations and care homes have delivered innovative participatory arts experiences for residents and staff, even through the disruptions of the pandemic.

From April 2022 our arts partners, New Adventures, Fevered Sleep, curious directive and Gecko, were again able to visit in person their four partner care homes. They worked with residents and staff through a wide variety of mediums from movement and dance, to weaving and science-based arts. The different partnerships created films, artworks, photographs, installations and so much more.

***“We can do the basic stuff... But what I’ve found with this... was the impact it has had on everybody... It was art to another level.”*** Care home post-residency



Researchers from Anglia Ruskin University tracked and evaluated the work over the four years around the question: "How can artists and care home staff build great working relationships to best serve older residents through the arts?"

Their Evaluation Report, Dare to Imagine, will be launched with a showcase event at the University on 27 September 2023 and features information on best practice within the care and arts sector. During the current legacy phase of the project a resource pack of activity ideas and successful approaches will be shared throughout Excelcare, and then more broadly across Essex care homes and online.

***"I passionately believe that just because someone lives in a care home they don't stop being entitled to high quality arts and culture, or to a participative experience that is more than just something to pass the time."***

Susan Langford, Magic Me Director





# LEADERSHIP & ACTIVISM

For 35 years Magic Me has pioneered intergenerational arts in the UK. Our success and growing national recognition of the value of this work, in building community, combatting isolation and improving wellbeing, means others have taken up the approach. As society continues to age and change, Magic Me remains pioneering, inventing fresh approaches and bringing intergenerational thinking to emerging situations and dynamics.

Younger and older people will be at the forefront in that. All too often they are overlooked, or seen as problems to be solved, when actually they have the insider knowledge, experience and ideas to create change.



And ageism still colours the way older arts audiences are viewed: as less important, not open to new work and even, not 'on brand' by some arts organisations. Statistics show people aged 75+ are some of the most marginalised in terms of arts participation. We are committed to challenging and changing that.

During 2022/23, working with 36 partner organisations, we championed the role of the arts, challenging and supporting care homes, arts and community partners to be adventurous in their offerings. In the coming years we will continue to hone our practice, publish and share our learning.



# Projects

## Artists' Residencies in Care Homes

**Partnerships:** curious directive and Longfield, Maldon; Fevered Sleep and Sherrell House, Chigwell; Gecko and Lime Court, Harwich; New Adventures and St Fillans, Colchester.

**Dementia Specialists:** Sally Knocker and Mike Phillips

**Partners:** Anglia Ruskin University, Excelcare UK

**Funders:** Paul Hamlyn Foundation, Excelcare UK

## Artworks

**Artworks Trainees:** Hamida Begum, Shazna Begum, Jan Biedrzycki; Maryam Deria, Chloe Latchford, Isobel Lehr

**Freelance trainer:** Lewis Greener,

**Funders:** London Borough of Tower Hamlets; Westfield East Bank Creative Futures Fund, supported by Westfield Stratford City and Foundation for Future London

## Bancroft Estate Mural

**Artists:** ATMA

**Partners:** Bancroft Tenant Management Co-Operative (BTMC)

**Volunteers:** Dina Chehrazi

**Funders:** National Lottery Community Fund



## Coopers Court project

**Artists:** Sue Mayo, Mia Harris

**Artworks trainees project managing:** Hamida Begum, Shazna Begum, Jan Biedrzycki

**Partners:** Coopers Court, Sanctuary Care; Allen & Overy (volunteers)

**Funders:** Artworks funders

## Creative Get Togethers / Searching for Community

**Artists:** Chuck Blue Lowry, Amanda Mascarenhas, Sue Mayo, Anita McKenzie

**Artworks trainees project managing:** Chloe Latchford, Isobel Lehr, Maryam Deria (Searching for Community)

**Partners:** St Hilda's East Community Centre, Bank of England (volunteers)

**Volunteers:** Pat O'Leary

**Funders:** The Charity of Sir Richard Whittington, London Community Foundation, French Huguenot Church of London Charitable Trust, Sir Jules Thorn Charitable Trust, M&S

## Magic Moments

**Artists:** Georgia Akbar, Lily Ash Sakula

**Partnerships:** Rights Made Real in Care Homes

**Funders:** My Home Life, our Big Give Christmas Challenge donors





# Thank you

## Grants & donations in 2023

Argo Global  
ARUP  
Bancroft Tenant Management Co-operative  
Bank Of England  
The Charity of Sir Richard Whittington  
Edward Gostling Foundation  
Excelcare  
The ExPat Foundation  
Foundation for Future London  
French Huguenot Church of London  
Charitable Trust  
Garfield Weston Foundation  
London Borough Tower Hamlets  
London Community Foundation  
M&S  
My Home Life  
Paul Hamlyn Foundation  
Sir Jules Thorn Charitable Trust  
The Tudor Trust

Our sincere thanks also to all the individuals who generously supported our work in 2022/23. Your many named and anonymous one-off and regular gifts are greatly appreciated.

## Thank you for in-kind support

34SP for website hosting  
Project volunteers from Allen & Overy and Bank of England  
Alex Deane, Jacqui Christian and Alison Harvie for volunteer professional expertise

ALLEN & OVERY



# We Remember

Magic Me participants who passed away in 2022 and 2023 including:

Tony Leen of Coopers Court

# Our Finances

This summary is taken from Magic Me’s full, independently examined accounts. If you would like a copy, please visit our website [www.magicme.co.uk](http://www.magicme.co.uk) or contact Magic Me on [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064

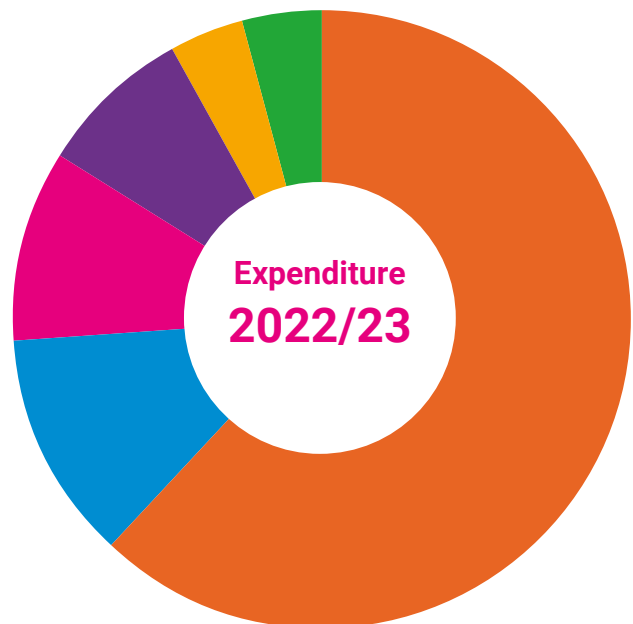
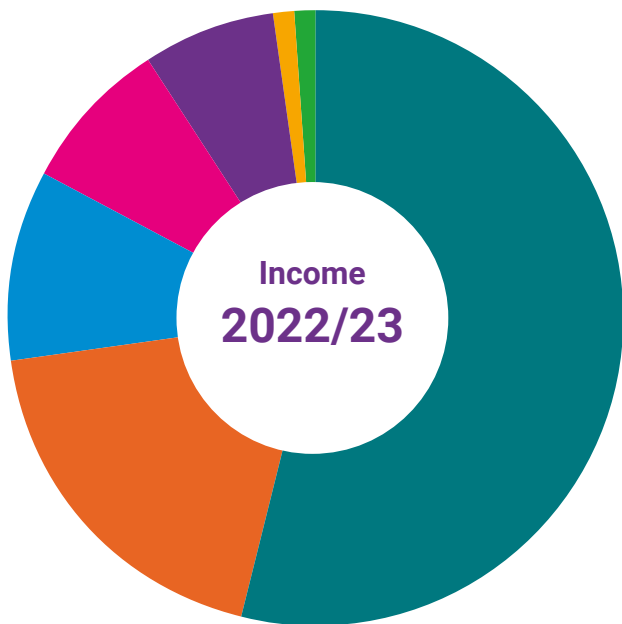
Income during the year 2022/23 was £272,092, with £211,689 carried forward from the previous year. As you can see from the pie charts, the majority of our expenditure of £372,897 is on people – staff and freelance artists who make our programmes possible – plus arts materials, venues and other activity costs.

The generosity of our donors and the ongoing support of our funders has enabled us to keep

our finances stable during a challenging year of rising prices and increasing demand for charitable funds. We are extremely grateful to all of you.

Fundraising is ongoing throughout the year to ensure that our income stream matches our plans for the future. We hold a certain amount of money, in reserve, to ensure that we can cover unexpected expenses.

If you’d like to be part of the Magic, whether it’s through financial support, in-kind donations of materials or expertise, or you want to fundraise for us, please contact Veena on [veenajosephmcbride@magicme.co.uk](mailto:veenajosephmcbride@magicme.co.uk)



<span style="color: #008080;">■</span> Trust & Foundations	54%
<span style="color: #FF8C00;">■</span> Livery Companies	19%
<span style="color: #00B0F0;">■</span> Local Authority, Government and Other Public	10%
<span style="color: #FF0080;">■</span> Individual Donations	8%
<span style="color: #800080;">■</span> Project Partners and Other	7%
<span style="color: #FFD700;">■</span> Earned Income	1%
<span style="color: #008000;">■</span> Business Donations	1%

<span style="color: #FF8C00;">■</span> Staff Salaries and Costs	62%
<span style="color: #00B0F0;">■</span> Fundraising	12%
<span style="color: #FF0080;">■</span> Artists Fees, Arts and other Project Partner Fees	10%
<span style="color: #800080;">■</span> Rent, Office and Communications	8%
<span style="color: #FFD700;">■</span> Materials, Venues, Production, Transport, Volunteer costs	4%
<span style="color: #008000;">■</span> Governance inc: Accountancy, Anti-Racism Action Plan	4%



# Our People

## Associate Artists

Georgia Akbar  
Lily Ash Sakula  
Chuck Blue Lowry  
Mia Harris  
Amanda Mascarenhas  
Sue Mayo  
Anita McKenzie

## Current Staff

Audrey Aidoo-Davies - Project Manager  
Emily Bird - Project Manager  
Chloe Davies - Head of Operations  
Kate Hodson - Programme Director  
Asma Istwani - Communications Officer  
Veena Joseph-McBride - Fundraising & Development Manager  
Susan Langford MBE - Director  
Chloe Latchford - Project Coordinator

## Former Staff during 2022/23

Catherine Connell - Senior Project Manager  
Tham Huynh - Fundraising Coordinator

## Trustees during 2022/23

Yaa Adansi-Pipim  
Afsana Begum  
Hugh Blacklock - Treasurer  
Harriet Cheng  
Hazel Gould  
Damian Hebron - Secretary  
Louisa Joseph  
Jimena Meza Mitcher  
Dominique Moore  
Thomas Nowacki  
David Russell - Chair

## Trustees who stood down during the year

Caroline Gellatly  
Max Glazer-Munck - Treasurer

## Thank you to

Our good neighbours and landlord at Bethnal Green Meeting House, Pott Street  
D.R. ink

## Photo credits:

Georgia Akbar, Anita McKenzie, ATMA, Emily Bird, Dina Chehrazi, Catherine Connell, Stephen Daly, Chloe Latchford, Rich Rusk, Lily Ash Sakula  
Front cover: Anita McKenzie with *Searching for Community* project group



# Get Involved

We hope that our mission resonates and inspires you to get involved with our important work.

If you would like to support us, here are some ways to get involved.

## Help raise our profile online

One of the easiest and most immediate ways you can support Magic Me is to interact with us online. If you're on Instagram, Facebook, LinkedIn or X please follow us. Share our posts and help us to spread our mission far and wide! [@MagicMeArts](#)

## Donate

Times are tough, but if you are able to, please donate to support Magic Me's vital work through 2024. Just visit [www.magicme.co.uk](http://www.magicme.co.uk) or we still take cheques, made out to Magic Me! If you donate during our Big Give Christmas Challenge, 28th November to 5th December, every pound you give will be doubled by generous supporters. Sign up on our website.

## Fundraise for us

Fundraising is a fantastic and rewarding way to get involved and support Magic Me's work.

Why not try organising a bake sale or training for a fun run? These classic activities always prove successful and no amount raised is ever too small to make a difference. Contact Veena with your ideas or questions on [veenajosephmcbride@magicme.co.uk](mailto:veenajosephmcbride@magicme.co.uk)

## Volunteer

As we grow our programme through 2024 we'll be promoting new volunteering opportunities for hands-on help at events. Keep a look out on our newsletter, website and social media. We also welcome professional or admin support behind the scenes. Contact [info@magicme.co.uk](mailto:info@magicme.co.uk) to join us.









**Launch of mural on Bancroft Estate,  
Bethnal Green E2**

Thanks to Allen & Overy LLP for printing this report

**ALLEN & OVERY**

**26 Pott Street, London E2 0EF**

Tel: 020 3222 6064

info@magicme.co.uk

**www.magicme.co.uk**

Registered Charity No. 328331

Company no. 02394189  
Charity no. 328331

**Magic Me**  
**Report and Unaudited Financial**  
**Statements**  
**31 March 2023**

## **Magic Me**

### **Reference and administrative details**

#### **For the year ended 31 March 2023**

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<b>Company number</b>	02394189
<b>Charity number</b>	328331
<b>Registered office and operational address</b>	26 Pott Street London E2 0EF
<b>Trustees</b>	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:  Yaa Adansi-Pipim Afsana Begum Hugh Blacklock Harriet Cheng Caroline Gellatly Max Glazer-Munck Hazel Gould Damian Hebron Louisa Joseph Jimena Meza Mitcher Dominique Moore Thomas Nowacki David Russell
	resigned on 21 June 2023 appointed on 11 October 2022  resigned on 3 January 2023 resigned on 27 September 2022        appointed on 11 October 2022
<b>Company secretary</b>	Susan Langford
<b>Bankers</b>	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
<b>Independent examiners</b>	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD



## Magic Me

### Report of the trustees

#### **For the year ended 31 March 2023**

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The Trustees present their report along with the financial statements of the charity for the year ended 31 March 2023.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

#### **Objectives and activities**

The charity's objects are the improvement and advancement of the education of children and adults towards a better understanding of ageing and the needs of elderly people, and methods by which those needs may best be met.

Magic Me's vision is *"A world without ageism, where everyone can enjoy their unique creativity and full potential"* We believe everyone has a past, present, future and an imagination - a wealth of stories, ideas and dreams to inspire art making.

Our mission is *"To inspire change - for individuals, communities and systems - through extraordinary art, sparking magic between generations"*

Magic Me works for the benefit of the public both now and for future generations. Research has shown that perhaps 1 in 3 children born this year in the UK will live to be a 100.

For more than 34 years we have pioneered intergenerational arts practice, sparking dialogue between generations and across cultures. We have partnered with care homes and schools in east London and practising artists to create powerful artworks and performances, which challenge how society thinks about ageing.

By bringing younger and older people together in shared creative activities, we bring enjoyment, improved wellbeing and greater mutual understanding across generations, today. Longer term we support individuals and organisations to imagine different ways of growing older and to design the future society we need to build for our ageing and changing population.

Our current three year Strategy and Programme has three Objectives and strands of work:

- **Depth & Inclusion:** widening access to the arts and community building in Tower Hamlets, combatting social isolation and loneliness;
- **Increasing Reach:** improving the quality of life for individuals in care homes in London, Essex and beyond. This second strand draws on Magic Me's specialist knowledge of bringing arts into care homes and connecting meaningfully with residents, particularly those living with dementia;
- **Leadership & Activism:** As pioneers and leaders, sharing our experience and expertise, harnessing the power of the arts and the power of intergenerational activism, to fight ageism and bring positive lasting change - for individuals, communities and systems.

Our activities, exhibitions and performances challenge both participants and audiences to reconsider ageist expectations and stereotypes, which can limit the aspirations and lives of younger and older people. All our projects are designed and facilitated by skilled, professional artists, working across the performing, visual, literary, media, combined and other artforms.

The Trustees have referred to the Charity Commission's guidance on public benefit in reviewing the charity's aims and objectives and in planning its future actions.

## Magic Me

### Report of the trustees

#### For the year ended 31 March 2023

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#### Who used and benefitted from our activities?

Magic Me benefits people of all ages at many different levels: young and older participants enjoy new opportunities, learn skills and form new friendships; our partners, for example, care home staff and teachers, gain new insights and form deeper and more rewarding relationships with those with whom they work; artists and creative practitioners develop new skills and expertise; and our volunteers gain skills and confidence in communicating with older people and form wider connections and social links within their communities.

Magic Me is based in Tower Hamlets, east London, however the activity we deliver and our influence on other people benefits people and communities much more widely.

During the year 2022 to 23 Magic Me:

- ran arts workshops, projects and events in partnership with more than 35 partner schools, care homes and housing schemes for older people, community, cultural and arts organisations;
- involved and directly benefited: 492 older adults, 23 younger adults and 2 volunteers; 59 staff in care homes and supported housing schemes, plus 20 family and friends of residents; 213 people of all ages living on Bancroft Estate; our 6 young adult Artworks trainees. Many more people benefitted indirectly, though data was not recorded;
- project events and online showcasing of artworks and films attracted total audiences of over 6,700 people;
- continued our *Artists Residencies in Care Homes* programme in Essex, supporting four leading arts organisations to maintain relationships with their partner care home communities in Colchester, Maldon, Tendring and Epping; and
- further developed and tested new ways of working with care home staff at a distance, and shared learning about these through publishing reports and resources on our website.

At the start of the year our east London communities were still emerging from the Covid-19 pandemic, which disproportionately impacted Black, Asian and other minoritised people, only to be hit by the cost of living crisis. Older and young people remained anxious about mixing, with reduced social confidence after months of isolation. Care homes were particularly hard hit by covid. Residents lived in lockdown for months at a time with no visits allowed from family and friends; visits, within tight guidelines, only started for many in April 2022.

Our activities this year have focused on inviting people to come together through the arts - purposeful, interesting, creative ways to be with other people. Though very keen to work with us, many partner care and community organisations are coping with growing demand, tight budgets and staff shortages. Projects were flexible and co-designed with local partners and regular participants, taking into account their current situations and priorities.

Key projects and highlights included:

#### Depth & Inclusion

**Get-Togethers at Pott Street** From July to October, 31 older people joined artist led creative sessions, designed to rebuild people's confidence to mix with others, combating social isolation and to co-design future activities at Pott Street Meeting House, Magic Me's base since Spring 2021. An identified need for intergenerational sessions led to a second winter phase of creative workshops for younger and older adults, resulting in an exhibition of photographs and a celebratory event, entitled *Searching for Community*. Participants reported improved wellbeing, sense of purpose and enjoyment from making something with others. Learning has informed plans to grow a regular programme of intergenerational events at Pott Street and neighbouring venues from Autumn 2023.

## Magic Me

### Report of the trustees

#### For the year ended 31 March 2023

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**Bancroft Estate Mural** Residents of Bancroft Estate, Stepney invited Magic Me to work with them in supporting people to 'come together' again after Covid-19 lockdowns and to find ways to 'brighten up' the estate. After creative consultation events with targeted groups and the wider community of all ages, a five-storey high mural was designed and painted on the end of one housing block, by experienced mural artist ATMA. Residents reported a new sense of pride in their home area and achieved a key goal - a lasting reduction in anti-social behaviour.

**Artworks** is Magic Me's paid Community Arts Trainee Programme supporting talented young people from ethnic minority and working-class backgrounds living in Tower Hamlets to gain the knowledge, skills and confidence to access careers in the arts sector. A total of six trainees in two cohorts participated this year, learning through skills development workshops, mentoring, and working with staff and artists to deliver their own intergenerational community arts event.

**Coopers Court** In Mile End, three Artworks trainees recruited local younger adult neighbours to join residents of Coopers Court extracare scheme, working with Magic Me artists in weekly creative sessions. Together the intergenerational group created poetry, artworks and lino prints, combining them as one artwork on the theme of 'Welcome' to permanently decorate a wooden arch in the communal garden.

#### Increased Reach

**Magic Moments** offers high quality, creative, sensory activities, which improve the quality of everyday life for older care home residents, delivered by care staff, trained and supported by our skilled artists. Initially commissioned by Essex County Council to combat loneliness amongst older care home residents during lockdown, our artists and staff continue to develop this innovative, distance learning model. A partnership with *Rights Made Real* enabled us to reach staff at 28 care homes across Scotland, and we also developed a further phase of work with London Borough Waltham Forest care homes, to start in May 2023.

**Artists' Residencies in Care Homes** During this, the fourth year of this much Covid interrupted project, our partner arts organisations - *Gecko*, *curious directive*, *New Adventures* and *Fevered Sleep* - undertook residencies with their partner care homes, offering creative approaches and activities including movement, dance, film, weaving, science and storytelling. *Anglia Ruskin University* researchers continued to capture learning on how artists can best work with care home staff to benefit older residents, aiming to share best practice with the care and arts sectors. Their Evaluation Report, *Dare to Imagine*, will be launched with a showcase event on 27 September 2023.

#### Looking ahead

2022/23 focused on rebuilding connections and relationships post-pandemic and reflecting on learning from that intense time, to design, pilot and fundraise for a new programme of work. The year was also one of consolidating and regrowing our staff team and organisation, establishing our new office base in Pott Street, Bethnal Green and continuing to work on our Anti-Racism Action Plan, first adopted in Autumn 2021.

In February 2023 the Board and staff reviewed and revised our Strategic Plan, to confirm the three strategic objectives described above. This future work is supported and enabled by Arts Council England's decision to invite Magic Me to become one of their National Portfolio Organisations from 1 April 2023, with a substantial three year unrestricted grant and other practical support.

**More details of our activities** and their impact are given within our Annual Report 2022/23.



## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2023**

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This will be available online at [www.magicme.co.uk](http://www.magicme.co.uk) following our AGM in October 2023 and in printed format on request from our office, [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064.

#### **Financial Review**

The financial transactions of the charity during the year and the position at the end of the year are set out in the attached accounts.

Income during the year 2022/23 was £272,092, compared with £372,897 in 2021/22. Total expenditure in 2022/23 was £342,713, down from £425,636 in the previous year.

We remain indebted to our many funders and supporters who throughout the past three pandemic-impacted years have, without exception, trusted us to spend their grants and donations, sometimes in new ways, to best support our communities. Their flexibility and partnership approach has again enabled us to move quickly and with confidence during very difficult times.

Magic Me is enormously grateful for the very generous support received from numerous trusts and foundations, livery companies, lotteries, businesses and individual supporters, without which our work would not be possible.

Income in 2022/23 included: the second of three annual grants of £50,000 from The Charity of Sir Richard Whittington, of which the Mercers' Company is a trustee; ongoing support from Paul Hamlyn Foundation for Artists' Residencies in Care Homes; and new multiple year grants from the Tudor Trust of £150,000 over four years and Garfield Weston Foundation of £30,000 over two years. One-off grants came from the Edward Gostling Foundation, Expat Foundation, French Huguenot Church of London Charitable Trust, Foundation for Future London, Sir Jules Thorn Charitable Trust, London Community Foundation, and a number of anonymous donors.

Local Authority support came from London Borough Tower Hamlets and Essex County Council. Project partners Bancroft Tenants Management Cooperative, Excelcare and My Home Life contributed a total of £17,750. Regular and one-off donations from individuals totalled £25,273 including our Big Give Christmas Challenge 2022 appeal.

Further details of grants are given in the Notes below.

#### **Reserves Policy and Position**

As is standard, the accounts have been prepared using the going concern approach, which is appropriate as there are no plans to cease Magic Me's operations or liquidate the charity. At 31 March 2023 the balance sheet showed £151,469 cash at the bank and total net assets of £141,068, which included £95,145 of unrestricted general and designated funds and £45,923 of restricted funds for ongoing projects.

While the total reserves of £141,068 are down compared to £211,689 at end March 2022, the majority of the fall is within restricted funds, down by £59,045. This reflects the fact that whilst funds for 2023/24 were secured during the year, these grants were not released until April 2023, a difference in payment pattern to past years. In order to maintain support for our hard-pressed communities, we drew down £11,576 designated reserves during winter 2022/23, given as part of a Cultural Recovery Fund grant from Arts Council England and the DCMS the previous year.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2023**

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The unrestricted reserve of £95,145 is below the current reserves target of £123,000. Our plan is to increase this figure by £30,000 in 2023 to 24, through running a surplus. We recognise that this target will grow with inflation and a growth in our programme activity and associated expenditure.

The trustees aim to keep a balance in reserves equal to at least three months' core and project expenditure. This to enable the charity to continue to operate in the short term in the event of unexpected delays in the receipt of income or unexpected expenditure and to enable a well managed wind up of the charity should that ever become necessary. The target reserve level will change over time and is reviewed quarterly by the Finance, Audit and Risk sub-Committee.

There are many current uncertainties due to the ongoing context, caused by national and international economic difficulties and the ongoing cost of living crisis. These are resulting in both increasing costs from inflation and fundraising challenges; grants and donations are at a lower level than usually expected as demand for them increases. Magic Me has successfully managed cyclical annual fundraising for many years and we will continue to do so. The fact that our activities address pressing needs within our communities again gives us confidence that funders and donors will continue to invest in our work and organisation.

The senior management team continue our regular practice, honed during Covid-19, of actively (i) modelling potential fundraising scenarios and (ii) managing cashflow, including reviewing discretionary costs and avoiding unnecessary liabilities. In order to retain a level of reserves consistent with honouring current liabilities, including to our staff and freelance artists, we continue to plan projects in such a way as to be able to pause or reschedule activity and thus reduce costs, should further grants not be secured.

#### **Risk review and Management**

During 2023 the Finance, Audit and Risk Sub-Committee (FAR) reviewed our process for measuring and mitigating risk. Magic Me has implemented a new Risk Register, with key risks (measured through likelihood and impact) within a rolling 3 year timeframe assessed with a RAG rating. Each item on the register is allocated to a named person or Sub-Committee and reviewed each quarter.

#### **Statement of responsibilities of the trustees**

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.



## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2023**

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The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

#### **Independent examiners**

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 19 September 2023 and signed on their behalf by

*David Russell*

David Russell - Trustee

## **Independent examiner's report**

### **To the trustees of**

#### **Magic Me**

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I report to the trustees on my examination of the accounts of Magic Me (the charitable company) for the year ended 31 March 2023, which are set out on pages 10 to 24.

#### **Responsibilities and basis of report**

As the trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charitable company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

#### **Independent examiner's statement**

Since the charitable company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

Godfrey Wilson Limited also provides bookkeeping services to the charitable company. I confirm that as a member of the ICAEW I am subject to the FRC's Revised Ethical Standard 2016, which I have applied with respect to this engagement.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

**Independent examiner's report**

**To the trustees of**

**Magic Me**

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I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

*Rob Wilson*

Date: 19 September 2023

**Rob Wilson FCA**

**Member of the ICAEW**

For and on behalf of:

**Godfrey Wilson Limited**

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD



## Magic Me

### Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2023

	Note	Restricted £	Unrestricted £	2023 Total £	2022 Total £
<b>Income from:</b>					
Donations	3	8,765	120,049	<b>128,814</b>	67,295
Charitable activities	4	140,253	-	<b>140,253</b>	303,650
Other trading activities		-	106	<b>106</b>	64
Investments		-	1,247	<b>1,247</b>	38
Other		-	1,672	<b>1,672</b>	1,850
<b>Total income</b>		<u>149,018</u>	<u>123,074</u>	<b><u>272,092</u></b>	<u>372,897</u>
<b>Expenditure on:</b>					
Raising funds		-	49,113	<b>49,113</b>	35,316
Charitable activities		<u>208,063</u>	<u>85,537</u>	<b><u>293,600</u></b>	<u>390,320</u>
<b>Total expenditure</b>	6	<u>208,063</u>	<u>134,650</u>	<b><u>342,713</u></b>	<u>425,636</u>
<b>Net expenditure and net movement in funds</b>	7	<u>(59,045)</u>	<u>(11,576)</u>	<b><u>(70,621)</u></b>	<u>(52,739)</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>104,968</u>	<u>106,721</u>	<b><u>211,689</u></b>	<u>264,428</u>
<b>Total funds carried forward</b>		<u>45,923</u>	<u>95,145</u>	<b><u>141,068</u></b>	<u>211,689</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.

## Magic Me

### Balance sheet

As at 31 March 2023

	Note	£	2023 £	2022 £
<b>Fixed assets</b>				
Tangible assets	10		<u>3,592</u>	<u>3,362</u>
			<b>3,592</b>	3,362
<b>Current assets</b>				
Debtors	11	5,796		3,308
Cash at bank and in hand		<u>151,469</u>		<u>216,562</u>
		<b>157,265</b>		219,870
<b>Liabilities</b>				
Creditors: amounts falling due within 1 year	12	<u>(19,789)</u>		<u>(11,543)</u>
<b>Net current assets</b>			<u><b>137,476</b></u>	<u>208,327</u>
<b>Net assets</b>	13		<u><b>141,068</b></u>	<u>211,689</u>
<b>Funds</b>	14			
Restricted funds			<b>45,923</b>	104,968
Unrestricted funds				
Designated funds			<b>18,739</b>	47,820
General funds			<u><b>76,406</b></u>	<u>58,901</u>
<b>Total charity funds</b>			<u><b>141,068</b></u>	<u>211,689</u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

**Magic Me**

**Balance sheet**

**As at 31 March 2023**

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These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 19 September 2023 and signed on their behalf by

*David Russell*

David Russell - Trustee



## **Magic Me**

### **Notes to the financial statements**

#### **For the year ended 31 March 2023**

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#### **1. Accounting policies**

##### **a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Magic Me meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

##### **b) Going concern basis of accounting**

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

##### **c) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

##### **d) Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

##### **e) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

**1. Accounting policies (continued)**

**f) Funds accounting**

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

**g) Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**h) Allocation of support and governance costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated entirely to charitable activities for the current and prior year.

**i) Tangible fixed assets**

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	4 years
Computer equipment	3 years
Website	3 years

Items of equipment are capitalised where the purchase price exceeds £500.

**j) Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**k) Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**l) Creditors**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 1. Accounting policies (continued)

##### m) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

##### n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation as described in note (i) above.

#### 2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2022 Total £
<b>Income from:</b>			
Donations	5,000	62,295	67,295
Charitable activities	272,042	31,608	303,650
Other trading activities	-	64	64
Investments	-	38	38
Other	<u>500</u>	<u>1,350</u>	<u>1,850</u>
<b>Total income</b>	<u>277,542</u>	<u>95,355</u>	<u>372,897</u>
<b>Expenditure on:</b>			
Raising funds	-	35,316	35,316
Charitable activities	<u>387,865</u>	<u>2,455</u>	<u>390,320</u>
<b>Total expenditure</b>	<u>387,865</u>	<u>37,771</u>	<u>425,636</u>
<b>Net income / (expenditure) and net movement in funds</b>	<u>(110,323)</u>	<u>57,584</u>	<u>(52,739)</u>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 3. Income from donations

	Restricted £	Unrestricted £	2023 Total £
Grants and donations > £1,000			
Tudor Trust	-	37,500	<b>37,500</b>
Expat Foundation	-	20,000	<b>20,000</b>
The Charity of Sir Richard Whittington	-	18,000	<b>18,000</b>
Garfield Weston Foundation	-	15,000	<b>15,000</b>
The Edward Gostling Foundation	-	10,000	<b>10,000</b>
Arup	-	1,200	<b>1,200</b>
Anonymous	-	1,028	<b>1,028</b>
Individual donations, grants and donations < £1,000	8,765	16,508	<b>25,273</b>
Gift aid	-	813	<b>813</b>
<b>Total income from donations</b>	<b><u>8,765</u></b>	<b><u>120,049</u></b>	<b><u>128,814</u></b>

#### Prior period comparative:

	Restricted £	Unrestricted £	2022 Total £
Grants and donations > £1,000			
The Goldsmiths' Company	-	20,000	20,000
Anonymous	-	10,000	10,000
Anonymous	-	8,000	8,000
The Big Give	-	5,350	5,350
The Masonic Charitable Foundation	-	5,000	5,000
Allen and Overy	3,000	-	3,000
Mulberry School for Girls	2,000	-	2,000
Captain Tom 100	-	1,626	1,626
Anonymous	-	1,500	1,500
The Lake House Charitable Foundation	-	1,500	1,500
Coronavirus Job Retention Scheme	-	1,261	1,261
Jules Thorn Trust	-	1,250	1,250
Individual donations, grants and donations < £1,000	-	6,510	6,510
Gift aid	-	298	298
<b>Total income from donations</b>	<b><u>5,000</u></b>	<b><u>62,295</u></b>	<b><u>67,295</u></b>



## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 4. Income from charitable activities

	2023 Total £
Grants > £,1000	
The Charity of Sir Richard Whittington	32,000
London Borough of Tower Hamlets	27,596
Paul Hamlyn Foundation	25,000
Foundation for Future London	17,942
Bancroft Tenants Management Cooperative	9,625
London Community Foundation	9,464
French Huguenot Church of London Charitable Trust	6,000
Excelcare	5,000
My Home Life	3,125
The Sir Jules Thorn Charitable Trust	2,500
Tudor Trust	2,000
	<u>140,253</u>
<b>Total income from charitable activities</b>	<b><u>140,253</u></b>

All income from charitable activities in the current year was restricted.

#### Prior period comparative:

	Restricted £	Unrestricted £	2022 Total £
Grants > £1,000			
Arts Council England	109,446	31,603	141,049
Paul Hamlyn Foundation	60,000	-	60,000
The Charity of Sir Richard Whittington	50,000	-	50,000
London Borough of Tower Hamlets	27,596	-	27,596
Essex County Council	25,000	-	25,000
Membership fees	<u>-</u>	<u>5</u>	<u>5</u>
<b>Total income from charitable activities</b>	<b><u>272,042</u></b>	<b><u>31,608</u></b>	<b><u>303,650</u></b>

#### 5. Government grants

The charitable company receives government grants, defined as funding from the London Borough of Tower Hamlets, Essex County Council and Arts Council England to fund charitable activities. The total value of such grants in the period ending 31 March 2023 was £27,596 (2022: £194,906). There are no unfulfilled conditions or contingencies attaching to these grants in 2022/23.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 6. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2023 Total £
Staff costs (note 8)	36,617	115,893	83,020	<b>235,530</b>
Other staff costs	-	4,425	-	<b>4,425</b>
Fundraising expenses	12,496	-	-	<b>12,496</b>
Depreciation	-	-	1,505	<b>1,505</b>
Artists' fees, materials and other direct project costs	-	47,006	-	<b>47,006</b>
Premises and insurance costs	-	-	17,421	<b>17,421</b>
Administrative expenses	-	-	11,849	<b>11,849</b>
Accountancy expenses	-	-	10,769	<b>10,769</b>
Trustees expenses	-	-	377	<b>377</b>
Annual report and AGM	-	-	1,335	<b>1,335</b>
<b>Sub-total</b>	<b>49,113</b>	<b>167,324</b>	<b>126,276</b>	<b>342,713</b>
Allocation of support and governance costs	-	126,276	(126,276)	-
<b>Total expenditure</b>	<b>49,113</b>	<b>293,600</b>	<b>-</b>	<b>342,713</b>

Total governance costs were £4,352 (2022: £3,567).

#### Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2022 Total £
Staff costs (note 8)	33,112	99,547	71,285	203,944
Other staff costs	-	17,807	-	17,807
Fundraising expenses	2,204	-	-	2,204
Depreciation	-	-	3,324	3,324
Artists' fees, materials and other direct project costs	-	154,004	-	154,004
Premises and insurance costs	-	-	17,555	17,555
Administrative expenses	-	-	17,077	17,077
Accountancy expenses	-	-	8,494	8,494
Trustees expenses	-	-	27	27
Annual report and AGM	-	-	1,200	1,200
<b>Sub-total</b>	<b>35,316</b>	<b>271,358</b>	<b>118,962</b>	<b>425,636</b>
Allocation of support and governance costs	-	118,962	(118,962)	-
<b>Total expenditure</b>	<b>35,316</b>	<b>390,320</b>	<b>-</b>	<b>425,636</b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 7. Net movement in funds

This is stated after charging:

	2023	2022
	£	£
Depreciation	1,505	3,324
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Independent examiner's remuneration:		
▪ Independent examination (including VAT)	2,640	2,340
▪ Other services (management accounting)	7,029	5,592
	<u>7,029</u>	<u>5,592</u>

#### 8. Staff costs and numbers

Staff costs were as follows:

	2023	2022
	£	£
Salaries and wages	214,908	185,470
Social security costs	15,763	14,069
Pension costs	4,859	4,405
	<u>235,530</u>	<u>203,944</u>

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, Director, Programme Director and Head of Operations. The total employee benefits of the key management personnel were £125,958 (2022: £104,847).

	2023	2022
	No.	No.
Average head count	<u>8</u>	<u>6</u>

#### 9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 10. Tangible fixed assets

	Fixtures, fittings & equipment £	IT equipment & website £	Total £
<b>Cost</b>			
At 1 April 2022	1,173	18,454	<b>19,627</b>
Additions in year	-	1,737	<b>1,737</b>
Disposals	-	(1,341)	<b>(1,341)</b>
<b>At 31 March 2023</b>	<b><u>1,173</u></b>	<b><u>18,850</u></b>	<b><u>20,023</u></b>
<b>Depreciation</b>			
At 1 April 2022	1,173	15,092	<b>16,265</b>
Charge for the year	-	1,505	<b>1,505</b>
Disposals	-	(1,339)	<b>(1,339)</b>
<b>At 31 March 2023</b>	<b><u>1,173</u></b>	<b><u>15,258</u></b>	<b><u>16,431</u></b>
<b>Net book value</b>			
<b>At 31 March 2023</b>	<b><u>-</u></b>	<b><u>3,592</u></b>	<b><u>3,592</u></b>
At 31 March 2022	<u>-</u>	<u>3,362</u>	<u>3,362</u>

#### 11. Debtors

	2023 £	2022 £
Prepayments	4,930	2,178
Other debtors	<u>866</u>	<u>1,130</u>
	<b><u>5,796</u></b>	<b><u>3,308</u></b>

#### 12. Creditors : amounts due within 1 year

	2023 £	2022 £
Trade and other creditors	15,941	7,559
Accruals	<u>3,848</u>	<u>3,984</u>
	<b><u>19,789</u></b>	<b><u>11,543</u></b>



## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 13. Analysis of net assets between funds

	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	3,592	<b>3,592</b>
Current assets	45,923	18,739	92,603	<b>157,265</b>
Current liabilities	-	-	<u>(19,789)</u>	<u><b>(19,789)</b></u>
<b>Net assets at 31 March 2023</b>	<u><b>45,923</b></u>	<u><b>18,739</b></u>	<u><b>76,406</b></u>	<u><b>141,068</b></u>
Prior period comparative	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	3,362	3,362
Current assets	104,968	47,820	67,082	219,870
Current liabilities	-	-	<u>(11,543)</u>	<u>(11,543)</u>
<b>Net assets at 31 March 2022</b>	<u><b>104,968</b></u>	<u><b>47,820</b></u>	<u><b>58,901</b></u>	<u><b>211,689</b></u>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 14. Movements in funds

	At 1 April 2022 £	Income £	Expenditure £	Transfers £	At 31 March 2023 £
<b>Restricted funds</b>					
Artists Residencies	47,485	30,000	(64,671)	-	<b>12,814</b>
Artworks	40,448	45,539	(64,089)	-	<b>21,898</b>
Essex	5,000	-	-	(5,000)	-
Magic Moments	-	10,890	(15,818)	5,000	<b>72</b>
Mercers' Company	12,035	-	(2,896)	-	<b>9,139</b>
Bancroft 2022	-	9,625	(9,625)	-	-
Pott Street +	-	50,964	(50,964)	-	-
Tudor Wellbeing	-	<u>2,000</u>	-	-	<u><b>2,000</b></u>
<b>Total restricted funds</b>	<u>104,968</u>	<u>149,018</u>	<u>(208,063)</u>	-	<u><b>45,923</b></u>
<b>Unrestricted funds</b>					
<i>Designated funds:</i>					
ACE Cultural Recovery Fund	31,603	-	-	(31,603)	-
Equipment	1,000	-	-	-	<b>1,000</b>
Office renovations	2,522	-	-	-	<b>2,522</b>
Staff cover	8,000	-	-	-	<b>8,000</b>
Safeguarding	2,000	500	-	-	<b>2,500</b>
Training	<u>2,695</u>	<u>2,022</u>	-	-	<u><b>4,717</b></u>
<i>Total designated funds</i>	<u>47,820</u>	<u>2,522</u>	-	<u>(31,603)</u>	<u><b>18,739</b></u>
General funds	<u>58,901</u>	<u>120,552</u>	<u>(134,650)</u>	<u>31,603</u>	<u><b>76,406</b></u>
<b>Total unrestricted fund</b>	<u>106,721</u>	<u>123,074</u>	<u>(134,650)</u>	-	<u><b>95,145</b></u>
<b>Total funds</b>	<u><u>211,689</u></u>	<u><u>272,092</u></u>	<u><u>(342,713)</u></u>	-	<u><u><b>141,068</b></u></u>

#### Purposes of restricted funds

Artists Residencies Project which paired four leading arts companies to work with four care homes across Essex, introducing dance, movement, film and other artforms, challenging the arts and care sectors to raise expectations of the arts opportunities which older people will enjoy.

Artworks A four-year project to provide placements, supporting Tower Hamlets residents to pursue careers in the arts, focused on those who currently face barriers, e.g. Black and Asian people and those from working-class backgrounds.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 14. Movements in funds (continued)

##### Purposes of restricted funds

Essex	To support Magic Me's work in care homes across Essex.
Magic Moments	Development of a programme of sensory arts activities for older people living in care homes, which increase quality of life, delivered by care home staff, with Magic Me artists providing training and support.
Mercers' Company	Range of arts projects and development of future work, with and for older people in London.
Bancroft 2022	A partnership project with Bancroft Estate in Stepney, connecting residents of all ages to create a community mural, achieving the aim of reducing anti-social behaviour.
Pott Street +	Programme of intergenerational and other arts activities at our Pott Street base, combating isolation for older people and building community cohesion.
Tudor Wellbeing	Fund provided by Tudor Trust to be used to support staff wellbeing during the four years of their unrestricted grant.

##### Purposes of designated funds

ACE Cultural Recovery Fund	One-off grant to support organisational sustainability and development during the pandemic, including contribution to unrestricted reserves. A transfer has been made to general funds this year to represent this contribution.
Equipment	For unexpected replacement or purchase of new IT or other equipment.
Office renovations	For completion of renovations at Magic Me office.
Staff cover	Additional support to cover long-term staff absence, e.g. during long-term illness.
Safeguarding	For unexpected costs relating to safeguarding of children or vulnerable adults, e.g. expert advice, additional staff or freelance artists time.
Training	Additional training for staff, artists or trustees, e.g. following changes in legislation, new kinds of activity, urgent identified need for training.

##### Restricted funds in deficit

Restricted funds in deficit represent recoverable overspends, to be recovered via further restricted income expected in 2023-24.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 14. Movements in funds (continued)

Prior period comparative	At 1 April 2021	Income	Expenditure	At 31 March 2022
	£	£	£	£
<b>Restricted funds</b>				
ACE Cultural Recovery Fund	-	104,496	(104,496)	-
Artists Residencies	106,055	60,000	(118,570)	47,485
Arts & Ages	18,145	3,000	(21,145)	-
Artworks	12,887	27,596	(35)	40,448
Essex	5,000	-	-	5,000
Generation Rebellion	43,555	6,950	(50,505)	-
Inside Out	29,649	-	(29,649)	-
Magic Moments	-	25,000	(25,000)	-
Mercers' Company	-	50,500	(38,465)	12,035
<b>Total restricted funds</b>	<u>215,291</u>	<u>277,542</u>	<u>(387,865)</u>	<u>104,968</u>
<b>Unrestricted funds</b>				
<i>Designated funds:</i>				
ACE Cultural Recovery Fund	-	31,603	-	31,603
Equipment	1,000	-	-	1,000
Office renovations	2,522	-	-	2,522
Staff cover	8,000	-	-	8,000
Safeguarding	2,000	-	-	2,000
Training	2,695	-	-	2,695
<i>Total designated funds</i>	<u>16,217</u>	<u>31,603</u>	<u>-</u>	<u>47,820</u>
General funds	<u>32,920</u>	<u>63,752</u>	<u>(37,771)</u>	<u>58,901</u>
<b>Total unrestricted funds</b>	<u>49,137</u>	<u>95,355</u>	<u>(37,771)</u>	<u>106,721</u>
<b>Total funds</b>	<u>264,428</u>	<u>372,897</u>	<u>(425,636)</u>	<u>211,689</u>

#### 15. Related party transactions

There were no related party transactions in the current or prior year.