



ANNUAL REPORT

2021/22



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*



From our Chair and Director

Welcome to our Annual Report 2021/22.

The pandemic and its ongoing impacts are without doubt the biggest challenge Magic Me and our communities have faced in our 33+ year history. This report describes many ways in which, despite everything, generations have come together to face this crisis.

Magic Me usually works by bringing people together, in rooms, to meet and make art, sharing skills and experiences. With meeting in person still impossible, our artists and staff have worked creatively with individual participants and partner care home and school staff, discovering together what *was* possible. The new approaches they developed inspired singing, photography, storytelling, adventures in colour, light and touch. Activity Organisers and other care professionals, who have given so much for two years, were excited to experiment with fresh ideas, reconnecting with older people isolated too long in their bedrooms. Read more on page 8.

“Magic Me was the magnet that brought everyone together.” Care home staff

In July 2021 our first regular group met again, for the *Generation Rebellion* project at Magic Me’s new home base in Pott Street, Bethnal Green. In September these older

women joined Mulberry School for Girls students exploring intergenerational activism, determined to get their voices heard on climate change. On page 10 read how they inspired audiences at COP26, Glasgow, then locally in Poplar.

In our *Arts & Ages* project, schools celebrated their partnerships with local older people, nurtured through lockdown, and shared their learning from this 3 Year Programme. See what they made on page 6.

At our October AGM, sadly online again, we welcomed five new Trustees, making our Board more representative of those we serve. David Russell, elected Chair of Trustees, took the baton from Alison Harvie. We thank her for six years of great leadership and service to Magic Me.

As 2022 began we knew we needed to take stock, listen and design a new strategic plan to best respond as we emerged from the pandemic. Our process is described overleaf. Our new plans grow out of learning from our lockdown experiments, building on decades of intergenerational arts expertise. This Report reflects that continuity, grouping last year’s achievements under our five new strategic objectives.

We are very grateful to our many funders and supporters who, without exception, have trusted us to spend their grants and donations in new ways, to best support our communities. Your flexibility and partnership approach has enabled us to move quickly and with confidence during ever changing times.

Thank you to everyone who has been part of Magic Me this year. We know the coming 12 months will be tough. We look forward to our continued work together.

David Russell, Chair of Trustees
Susan Langford MBE, Founder/Director



A new way forward



The pandemic has brought huge change and learning, in our work and organisation.

From April 2020 Magic Me reworked many project activities under the banner *At Home Together*, 'new ways to meet, to make and to party.' By phone, post and with our printed Magic Monthly newsletter we reached people of all ages with no digital access and many more online.

"Being able to talk to people has picked me up and kept me connected to the community" Older participant

Covid both increased and highlighted longstanding issues within the east London communities we serve. The virus and restrictions particularly impacted people from racially marginalized communities, those most likely to be living with long-term poor physical and mental health and in overcrowded housing. 1 in 2 children and 1 in 3 older people in Tower Hamlets already live in poverty, exacerbating social isolation and loneliness; growing inflation brings real hardship.

From January to March 2022, keen to explore where Magic Me might make the biggest difference, trustees and staff consulted with our freelance artists, current and potential partners, regular participants, funders and supporters. Together we wrote a four year Strategic Plan to run from April 2022, with five key objectives:

- 1 Improving Wellbeing
- 2 Depth and Inclusion
- 3 Increased Reach
- 4 Activism
- 5 Leadership

In the following pages we describe Magic Me's work and impact during 2021/22, grouping these project stories under the same five headings.

1 in 2 children and 1 in 3 older people in Tower Hamlets live in poverty

2

Depth and inclusion

Intergenerational arts projects linking children and young people with older adults have always been core to Magic Me's work.

Building partnerships and weaving intergenerational approaches into organisations' plans and priorities takes time. In recent years, with schools, older peoples' venues and community organisations, we have developed new models that grow the skills and confidence of participants and staff longterm.

"...brings joy to our community; older and younger people together bring a different energy." Community Centre Manager

Highlights in 2021/22 included:

Arts & Ages

Our ambitious programme nurturing joint working between eight primary schools and eight older people's groups completed its final year. Three partnerships continued throughout covid, supported by teachers and staff at their partner venues: a community centre and two extra-care schemes.

"Working together on this final project has proved we can do so in the future. I feel very confident about that." Assistant Headteacher

Magic Me artists facilitated celebratory arts projects. With meeting indoors still restricted, the generations worked separately but together, exchanging artworks each week, building joint creations, reflecting timely themes: writing new lyrics for the song *Lovely Day*, creating 'dream home' collages, making a banner map of local landmarks and favourite places to visit.



"Before, we didn't really meet with other people, we only met with people our age. Now we have discovered older people are really kind and fun." Pupil

Bancroft Estate mural

After lockdown, Bancroft Estate Tenant Management Co-operative invited us to join them in creating opportunities for people of all ages to 'come together'. We jointly raised funds and recruited a mural artist to lead community events to co-design and create a beautiful artwork over summer 2022, and nurture a longer partnership.

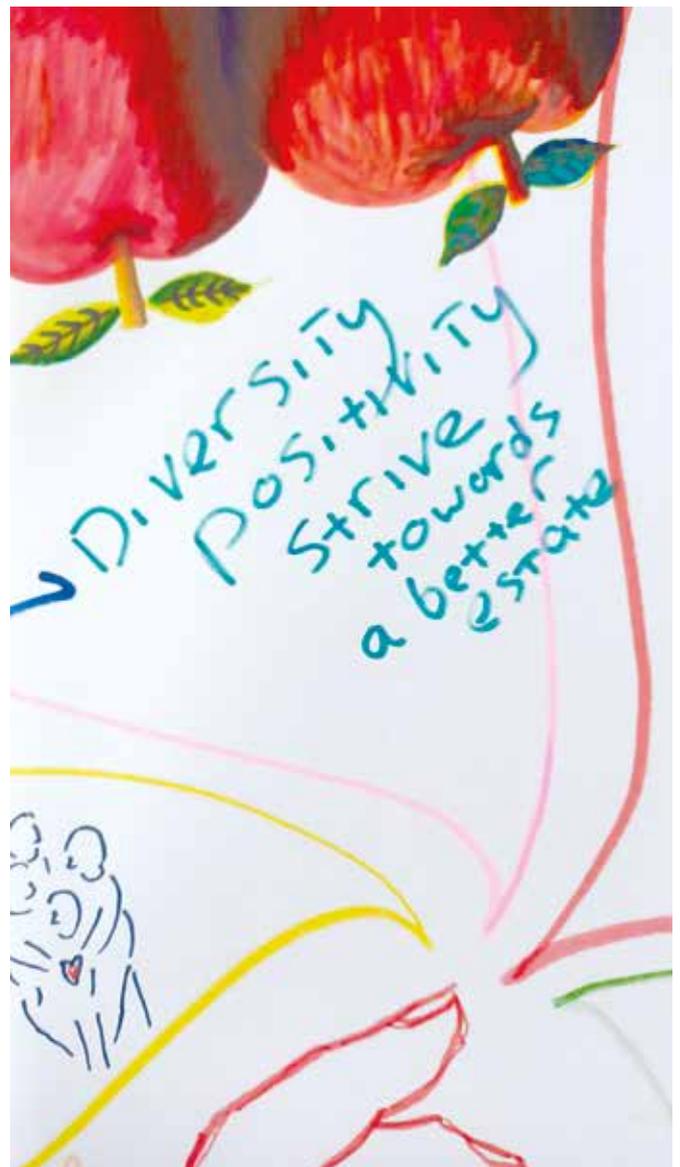


Artworks

Launched in 2019, our *Artworks* trainee scheme supports under-represented young people from ethnic minority and working class backgrounds in Tower Hamlets into arts careers. After a lockdown pause, with local partners, we recruited three new *Artworks* trainees, with us until October 2022, followed by a new cohort in Spring 2023.

“...I truly felt a sense of direction, albeit an older people’s care home wasn’t exactly a place I thought I’d look” *Artworks* Trainee about her first workshop visit

Artworks is a key strand in our Anti-Racism Action Plan, published in October 2021, to ensure Magic Me is truly inclusive and challenging embedded racism. In 2022/23 we will continue to work on increasing the diversity of our own team and deepening local partnerships to reach underserved



2

Increasing our Reach

With lockdown ongoing for care homes life was tough for older residents, often isolated in their rooms, with no visitors allowed inside.

How could Magic Me offer inspiring arts activities from outside, when zoom and digital just did not work for so many?

Inside Out

Through *Inside Out* in Spring and Summer 2021 we partnered artists with care staff in three London Borough of Waltham Forest homes. They worked together to identify each home's unique challenges, developing creative activities and interventions to benefit the residents and bring back sense of community. These included: a carnival-inspired activity trolley, touring bespoke creative activities room to room; an Activities Arcade of recording equipment, with which staff and residents created a Sound Library of songs and stories; collaging scrapbooks to inspire conversations in the garden visiting 'pods', a way to reconnect with family and friends.



With artists on the outside, staff took the lead on running activities inside the homes and reported a huge boost in their own confidence to initiate one-to-one interactions.

"Brought out some creative side that I did not know that I had.....The more I did, the more I wanted to put in."

Care staff

"For me, the most important thing was quality time and giving that quality time to those residents."

Care staff

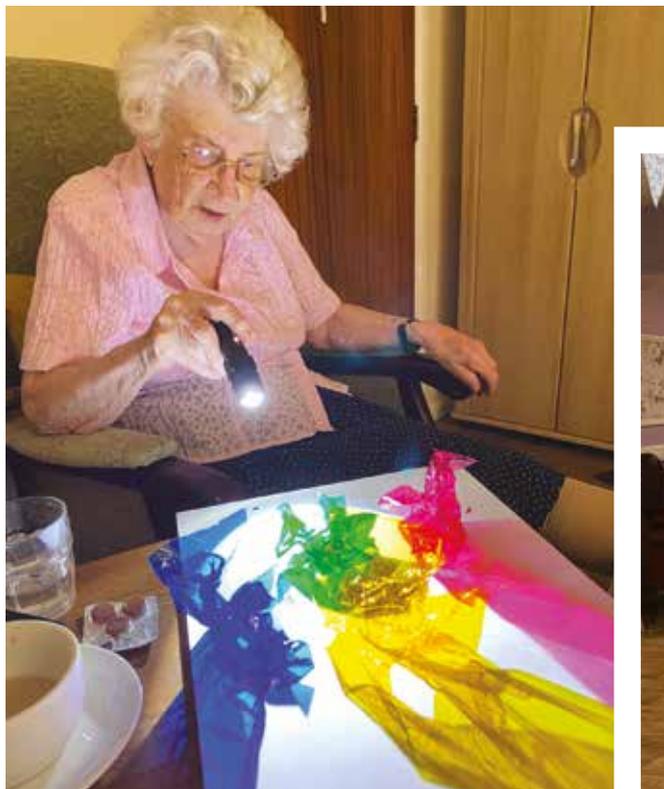
Magic Moments

Commissioned by Essex County Council to reduce isolation of older people through arts activities, *Magic Moments* developed a new remote working model. In Tendring, north Essex, two artists delivered weekly creative sessions in two pilot care homes, working with staff to trial sensory activities focused on light, colour, touch, experimental film-making and mindfulness. After the isolation and exhaustion of dealing with covid, people were more than ready for new input and support. A wider group of staff from six more homes, met monthly on zoom to test and further develop the activities with their residents, an opportunity to share expertise and get fresh creative ideas.

"I never thought I'd do this again. You've brought me to life today."

Older participant

From this experimentation the Magic Moments Activity Resource was honed and published online. Activities are suitable for residents with a wide range of needs including those who are unable to or prefer not to leave their rooms, people always in bed, and those with later stage dementia. They can be easily replicated in care settings anywhere using everyday materials and resources.



“Gets people putting their brains together. It’s refreshing and people talk about it after.” Older participant

Staff and residents reported many benefits from arts participation including improved wellbeing, dexterity, social engagement and increased communication and creative skills.

“We look at things differently now and try to be more creative with the way we do things. You have helped us be braver in our choices.” Care staff

Growing demand

In Spring 2022 the project artists ran more *Magic Moments* online sessions with extra-care schemes in Tower Hamlets and Bromley. In 2021/22 they thus partnered staff in 16 care settings, directly reaching 240+ residents, with many more benefitting over time.

There is growing interest in this innovative model. The Rights Made Real campaign in Scotland invited us to trial *Magic Moments* at a distance. Our third cohort of Scottish care homes is now underway.

We believe this inclusive model has much to offer. In 2022/23 we are exploring how we can best scale up *Magic Moments* to reach even the most geographically isolated care homes and older people, country-wide.

“When you work with other people you learn things.” Resident

“Mr M hasn’t stopped drawing since yesterday!” Care staff



4

Activism

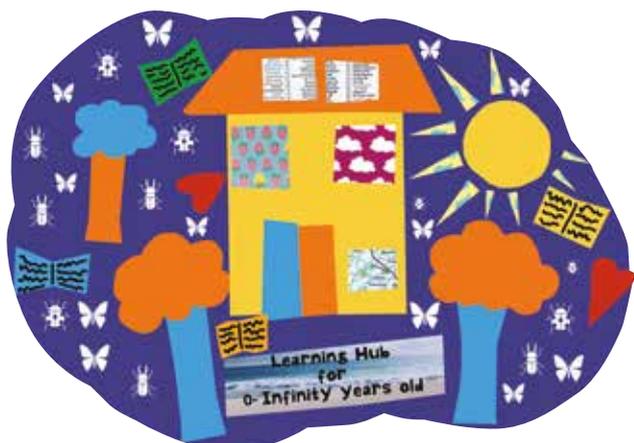
Ageism undermines people at all stages of their lives, but it impacts the youngest and oldest most. Intergenerational arts practice can broker new understanding and collaboration, explode prejudice.

Challenging ageism is fundamental to Magic Me's vision and practice. More people than ever before are living to 80, 90, 100+, inventing for humanity what that means. Our work challenges ageist structures and low expectations that turn growing older into a problem. At the same time we champion the skills and talents of younger people, too often marginalised when decisions are made that impact their lives.

Generation Rebellion

In the 2020's the Earth seems to be shouting at us about climate change. Global warming threatens the future of our world. What can younger and older people do together to combat this, the biggest intergenerational injustice?

Over two years, our *Generation Rebellion* project brought together older women from east London with students from Mulberry Schools for Girls. Working with artists and activists they used art, writing and voicework to explore how to be a rebel, in quiet and noisy ways.



During lockdown they published a zine, honing their views on the climate emergency. And as it became possible to meet again, they regrouped to get their voices heard.

“It's been empowering learning from each other” Participant

Over Summer 2021 the older women met online with local Hackney MP Diane Abbott to learn from her experience of political power and successful campaigns. From the Autumn, back at Mulberry School, two intergenerational groups focused on Global and Local Activism, creating placards, songs and films.

In November one group hosted a film screening and virtual Q&A at COP26 Glasgow, the UN Climate Change Conference. The women demonstrated the power of intergenerational activism, showing audiences in the room and online how to come together to take action.



“That was the best thing I've been to since I came here... Those women, young and old – inspirational!”
Audience member COP26



Through Spring 2022 the focus was on local activism. The women explored what is already happening in Tower Hamlets and found ways to motivate others to get involved. For International Women’s month they hosted their own event for local audiences in Poplar, with film and song, challenging the audience to pledge change in their own lives.

Intergenerational Activism

In 2022/23 we will harness the power of intergenerational activism to fight ageism and bring positive, lasting change. We will explore how ageist assumptions intersect with those around race, gender, disability and class.

“I will drive less and walk more”

Audience member Poplar

“Extremely engaging and inspiring. Loved the film, art and music! Very thought-provoking.” Audience Member

Through our arts practice we challenge and inspire change for individuals, communities and systems. We can only do this through partnerships locally, nationally and beyond, and learning from others. Contact us if you are interested in working with Magic Me to fight ageism.



“It is because of people like you that communities are stronger and people are more confident and less lonely. Thank you.” Older participant

5

Leadership

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 will remain pioneering, inventing fresh approaches to emerging situations and dynamics.

During 2021/22 we worked in partnership with others to champion the role of the arts and culture within care and other services. With Kids in Museums we delivered training in intergenerational work for museum professionals in England and Wales.

People over 75 are one of the most marginalized groups in terms of arts participation. 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. We are committed to changing that.

Artists' Residencies in Care Homes

Magic Me is supporting four leading arts companies to work with staff and residents of four care homes across Essex as co-creators and collaborators. Artists' Residencies, a four year programme from Sept 2019, was interrupted by covid and now runs until March 2024.

New Adventures, *Fevered Sleep*, *curious directive* and *Gecko* had just partnered up with four Excelcare homes when covid hit. In this second year of restrictions arts partners experimented with different ways to build their relationships and support hard-pressed



care home staff. Zoom workshops co-led with care home staff 'in the room', beautiful printed pamphlets to inspire mindfulness, 'door-step duets' by professional dancers were offered. *Gecko* built a dance studio in a marquee in the home's garden, to great enjoyment.

Regular visits by artists inside homes were only possible from April 2022. A final year of residencies is now underway, still negotiating around covid outbreaks and staff shortages. Our evaluation partners Anglia Ruskin University have tracked the project throughout. Their Report, due in late 2023 will highlight learning and best practice in building relationships between arts organisations, artists and care staff: a vital foundation for future innovative arts practice.

"Care homes are the butt of jokes or feared places of last resort, not people's homes. I passionately believe that just because someone lives in a care home they don't stop being entitled to extraordinary arts and culture, or to a participative experience that is more than just something to pass the time." Susan Langford, Founder/Director, Magic Me

4K | Ultra-Bright



REAL WORLD

Projects 2021/22

ARTS & AGES

Artists: Mia Harris, Freya Wynn-Jones

Partnerships: Halley Primary School and Coopers Court; Christ Church Primary School and Toynbee Hall Wellbeing Centre; Lansbury Lawrence Primary School and Duncan Court

Funders: Aldgate and Allhallows Foundation, Allen & Overy, Lucas Tooth Trust, The Mercers' Company, The Haberdashers' Company, Gateway Housing Association, Woodroffe Benton Foundation



ARTWORKS

Funder: London Borough Tower Hamlets

GENERATION REBELLION

Artist: Sue Mayo

Creative Activist:

Maz Morris

Designer: Ben Connors

Film makers: Colloquial Collective

Partners: Mulberry School for Girls, Poplar Union

Funders: Arts Council England, Foundation for Future London, Garfield Weston Foundation, Mulberry School for Girls



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 Specialist: Sally Knocker

Partners: Anglia Ruskin University, Excelcare UK, Essex County Council

Funders: Excelcare UK, Paul Hamlyn Foundation





INSIDE OUT

Partnerships:

Sandra and Agnes at Alliston House, Walthamstow with Georgia Akbar, artist;

Maxine with the involvement of many of her colleagues at George Mason Lodge, Leytonstone with Chuck Blue Lowry and Paula Varjack, artists;

Cathy and Linda at Mapleton Road, Chingford with Ishwari Bhalerao and Leonie Rousham, artists (known collectively as Kneed)

Funders: Players of the People's Postcode Lottery, The Rayne Foundation, Wates Foundation, Woodroffe Benton Foundation

MAGIC MOMENTS

Artists: Georgia Akbar, Lily Ash Sakula

Care Home Partners in Tendring, Essex: Edensor, Glengariff, The Haven, Kingsgate, Lime Court, Marmora, The Oaks, Quenby

Care Home Partners in London: Coopers Court, Sue Starkey House, Duncan Court, Shipton House, Donnybrook Court, Sutherland Court, Regency Court, Apsley Court

Partners: Essex Wellbeing Service, Creative Support

Funders: Essex County Council, The Charity of Sir Richard Whittington



Thank You

Grants and donations in 2021/22

Allen & Overy
Anonymous
Arts Council England
Bank of England
Culture Recovery Fund
Essex County Council
London Borough Tower Hamlets
Masonic Charitable Foundation
Mulberry School for Girls
Paul Hamlyn Foundation
Sir Jules Thorn Charitable Trust
Southern Co-op via Neighbourly
The Charity of Sir Richard Whittington
The Goldsmiths' Company

Earlier grants supporting work in 2021/22

Aldgate & Allhallows Foundation
French Huguenot Church of London Charitable Trust
Garfield Weston Foundation
Lucas Tooth Trust
Players of People's Postcode Lottery
Rayne Foundation
The Haberdashers' Company
The Mercers' Company
Wates Foundation
Woodroffe Benton Foundation

And thank you to over 139 donors who gave one-off or regular donations

ALLEN & OVERY



Aldgate and Allhallows Foundation



Thank you for In Kind support

Louise Kellaway and Allen & Overy for support with our new lease
34SP for website hosting

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 or contact Magic Me on info@magicme.co.uk

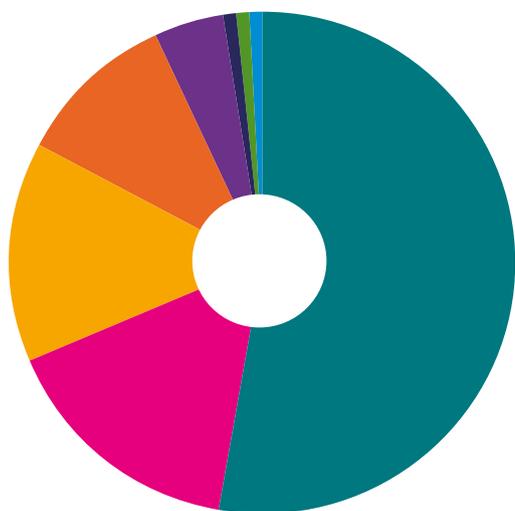
Income during the year 2021/22 was £372,897. As you can see from the pie charts, the majority of our expenditure of £425,636 is on people – staff and freelance artists who make our programmes possible – plus arts materials, venues and other activity costs.

The generosity of our donors and the ongoing support of our funders has enabled us to keep our finances stable during another challenging pandemic year. We are extremely grateful to all of you.

Very little of our income is year on year core funding. 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. Thanks to a major Cultural Recovery grant from DCMS /Arts Council England, we were able to increase this reserve, even after such a tough year.

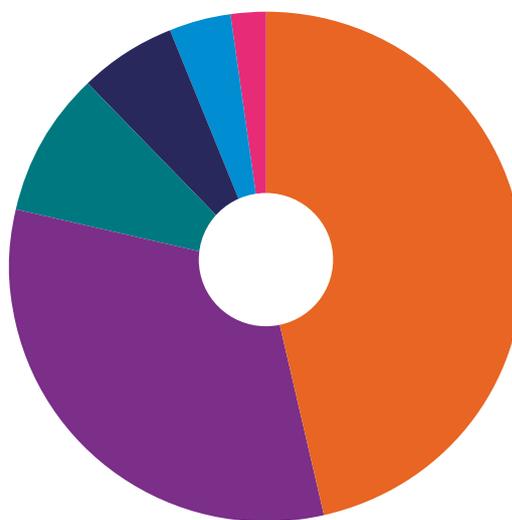
If you'd like to be part of the Magic, whether it's through financial support, in-kind donations of materials or expertise or fundraising for us, then please contact Tham at thamhuynh@magicme.co.uk

Income 2021/22



Culture Recovery Fund	37%
Trusts and Foundations	21%
Livery Companies	19%
Local Authority and other Public money	14%
Donations from Individuals	6%
Arts Council England: National Lottery	1%
Business Donations	1%
Project Partners	1%

Expenditure 2021/22



Staff Salaries and costs	46%
Artists' and Arts Partners' fees	32%
Rent, Office and Communications	9%
Fundraising	6%
Materials, Venues, Transports, Volunteer costs	4%
Governance including Accountancy	2%

Our People

Associate Artists 2021/22

Georgia Akbar
Lily Ash Sakula
Polly Beestone
Ishwari Bhalerao
Ben Connors
Liane Harris
Mia Harris
Chuck Blue Lowry
Shepherd Manyika
Amanda Mascarenhas
Sue Mayo
Maz Morris
Leonie Rousham
Pooja Sitpura
Julian West
Freya Wynn-Jones
Paula Varjack
Hassan Vawda

Current Staff

Hamida Begum Artworks Trainee
Shazna Begum Artworks Trainee
Jan Biedrzycki Artworks Trainee
Emily Bird Project Manager
Catherine Connell Senior Project Manager
Chloe Davies Head of Operations
Kate Hodson Programme Director
Tham Huynh Fundraising Coordinator
Susan Langford Director

Former Staff during 2021/22

Nanette Daniels Director of Finance & Operations
Deborah Mason Communications Manager
Sarah Watson Inside Out Project Manager
Nazifa Yazmin Artworks Trainee

Trustees in 2021/22

Yaa Adansi-Pipim
Afsana Begum
Harriet Cheng
Caroline Gellatly
Max Glazer-Munck Treasurer
Hazel Gould
Damian Hebron Secretary
Louisa Joseph
Jimena Meza Mitcher
Dominique Moore
David Russell Chair

Trustees who stood down Oct 2021

Alison Harvie
Aimee O'Malley

Thank you to

Our good neighbours and landlord at Bethnal Green Meeting House, Pott Street

D.R. ink

Photo credits: Georgia Akbar, Lily Ash Sakula, Samia Meah, Tham Huynh, Rich Rusk for Gecko, Knead Collective, Partner Staff

Front Cover image: Colloquial Collective

Artworks credits: Alison Williams, Generational Rebellion participants with Ben Connors, Arts & Ages participants, Pott Street & St Hilda's East Community Centre participants

We remember

Magic Me participants who passed away in 2021 and
2022 including

Barbara Beasley

Brian Nightingale

Stanley Carr

All the thousands of care home residents and staff who
have been lost to the Covid 19 virus

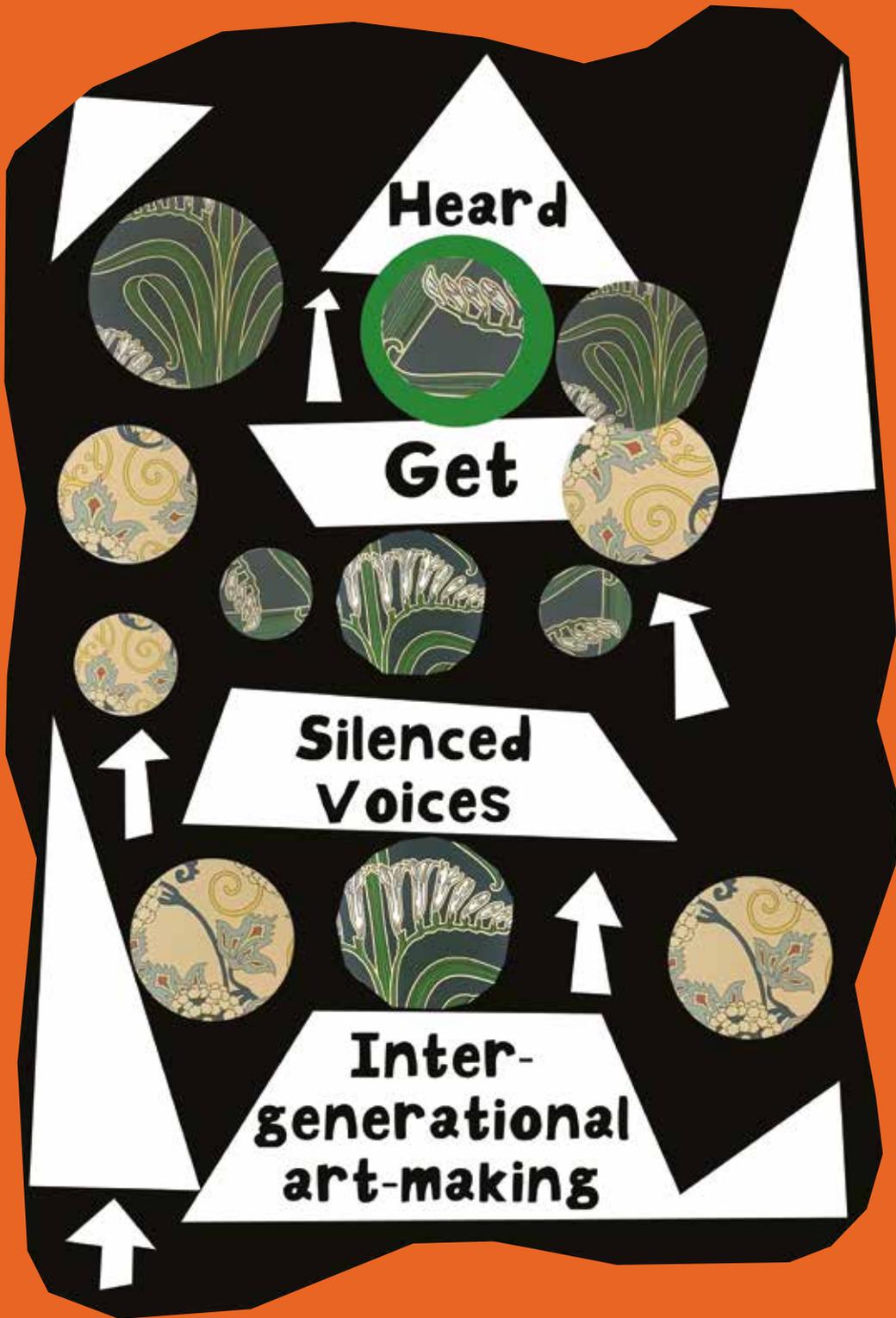
Safe

***"Magic Me makes
me feel I can walk and
tumble and get up, walk
and tumble and get up –
and that I should not feel
afraid of walking
and tumbling because
I am safe"***

Older participant



as capes



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www.magicme.co.uk

Registered Charity No. 328331

Thanks to Allen & Overy LLP for printing this report

ALLEN & OVERY

Company no. 02394189
Charity no. 328331

Magic Me
Report and Unaudited Financial
Statements
31 March 2022

Magic Me

Reference and administrative details

For the year ended 31 March 2022

Company number	02394189
Charity number	328331
Registered office and operational address	26 Pott Street London E2 0EF
Trustees	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 (appointed 12 October 2021) Afsana Begum Harriet Cheng (appointed 12 October 2021) Caroline Gellatly Max Glazer-Munck Hazel Gould Alison Harvie (resigned 12 October 2021) Damian Hebron Louisa Joseph (appointed 12 October 2021) Jimena Meza Mitcher (appointed 12 October 2021) Dominique Moore (appointed 12 October 2021) David Russell
Company secretary	Susan Langford Nanette Daniels (resigned 20 June 2021)
Bankers	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
Independent examiners	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 2022

The Trustees present their report along with the financial statements of the charity for the year ended 31 March 2022.

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"*.

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 will live to be a 100.

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 population. 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.

During the covid pandemic and lockdowns Magic Me served individual participants and our partner groups in new ways: keeping people connected and combatting isolation and loneliness; providing creative activities and projects which offered pleasurable challenge, fun and sense of achievement; supporting partner schools and older people's organisations to maintain their relationships and foster intergenerational exchanges of artworks, messages and hope.

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.

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 (e.g. staff in care homes) gain new insights and form deeper and more rewarding relationships with those for whom they care; artists and creative practitioners develop new skills and expertise; and our volunteers gain skills in communicating with older people and form wider connections and social links within their communities.

Magic Me

Report of the trustees

For the year ended 31 March 2022

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 2021/22 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 benefitted 371 older people and 55 children and younger people; supported 128 staff and 29 family and friends in care home communities and housing schemes, 10 teachers and school staff. Many more benefitted indirectly, though data was not recorded;
- Served people in 3 London Boroughs: Tower Hamlets, Waltham Forest and Bromley;
- Continued to support four leading arts organisations - Matthew Bourne's *New Adventures*, *curious directive*, *Gecko* and *Fevered Sleep* - to maintain relationships with their partner care home communities across Essex, in Colchester, Maldon, Tendring and Epping, as covid disrupted our Artists Residencies in Care Homes programme. Partners created on-line activities, beautiful artworks and some live sessions: Gecko pitched a marquee in the care home garden with a dance floor and inspirational lighting and effects. *Anglia Ruskin University* researchers continued to capture learning on how artists can best work with care home staff to benefit older residents; and
- Designed new ways of working at a distance and shared learning about these through: publishing reports and resources on our website; presenting at on-line conferences for UK arts and community professionals; facilitating training for museum professionals in Wales and England, with Kids in Museums.

Challenges and new ways of working during the pandemic

The Covid-19 pandemic and its ongoing impact through 2021/22 and beyond is without doubt the biggest challenge Magic Me and our communities have faced in our 33+ year history. Covid-19 has impacted people of all ages, directly through infection, death and bereavement, indirectly through the effects of restrictions. In east London, people from Black, Asian and other minoritised communities living in poverty and poor housing, or with existing health conditions, have been disproportionately affected by covid.

Lockdowns and the need for shielding continued to reduce access to education, everyday community activities and services, and greatly increased social isolation and loneliness. The impact of covid on care homes for older people has been particularly hard. Residents have 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. Many care homes initially lacked wifi or digital equipment; Magic Me raised funds to buy mobile phones, tablets and data packages so that staff could more easily communicate with our project artists and staff and to link older people into conversations, online resources and activities on zoom.

Throughout the pandemic Magic Me has continued to deliver on our mission as much as possible, working closely with our partners and regular participants to design new ways to keep meeting and being creative in safe ways, often at a distance. Unable to go into classrooms or care homes artists have led activities from the outside – posted activity parcels, phone calls, zoom workshops – with teachers and activities organisers co-leading inside the room with pupils or residents.

Magic Me

Report of the trustees

For the year ended 31 March 2022

Innovation in London, Essex and beyond

From Summer 2021, as meeting in groups with our artists became more possible, some projects restarted. Our three year *Arts & Ages* project partners - primary schools and older people's groups - were able to celebrate their relationships through joint activities and exchanges of songs and artworks. *Generation Rebellion* restarted bringing together younger and older women to explore the climate emergency and the power of intergenerational activism. The women secured a slot at COP26 the UN Climate Change Conference in Glasgow, hosting a film screening and virtual Q&A for delegates. For International Women's Week in March 2022, the group led a special event in Poplar, Tower Hamlets, inspiring a local audience to pledge actions they would personally take to combat climate change.

Despite the many frustrations of remote working, we have developed new levels of trust and co-operation with our partners, enabling us to invent new approaches which we continue to develop in order to serve a wider audience. *Inside Out*, with three care homes across Waltham Forest, East London, partnered artists with care home staff, to co-create arts activities and interventions, designed to meet specific needs ideas identified by the homes. In one home, to bring a sense of occasion to older people who never leave their rooms or even their beds, our artist built a bespoke, carnival-inspired activity trolley, inspiring fresh conversations and one-to-one activities between residents and staff.

Magic Moments, commissioned by Essex County Council to combat isolation amongst older people, served a cohort of 8 care homes in Tendring. Magic Me artists paired with care professionals creating connections and creative experiences for residents less likely to join group activities. Through workshops in homes and monthly zoom network sessions the group trialled and honed a series of sensory activities using light, colour and touch, published in a booklet shared online for all Essex homes. A second series of *Magic Moments* with 8 extra-care schemes in Tower Hamlets and Bromley, again proved successful in building staff's confidence and capacity to initiate creative and one-to-one activities. A third series in Scotland in Spring 2022 cultivated our new relationship with Rights Made Real, a campaigning organisation for residents' rights. More cohorts are planned.

After being on pause for a year, our *Artworks* Community Arts Training programme restarted in Spring 2022, supporting talented young people living in Tower Hamlets, from Black, Asian, working class and other communities under-represented in the arts. The new cohort of three trainees will gain knowledge, skills and confidence through workshops, mentoring and delivering their own intergenerational arts event in summer 2022.

Artworks is key strand of our Anti-Racism Action Plan, written by Dr Nadena Doharty after consultation with diverse Magic Me stakeholders, published in Autumn 2021. Other recommendations were identified across: recruitment and retention, policy and practice, racial literacy and organisational culture, governance and safe spaces. The Plan is available on our website, with the first progress update published in summer 2022.

Magic Me

Report of the trustees

For the year ended 31 March 2022

Future strategy

After consultation with a wide range of stakeholders during January to March 2022, staff and Trustees wrote a new 4 Year Strategy for Magic Me. It draws on learning from our 30+ year track record of intergenerational work and during the past two years of the pandemic. The Strategy responds to the much changed context of our work and current priorities: rebuilding communities and supporting care homes post-covid, growing racial justice and inclusion, and the growing impact of inflation and poverty on well-being.

Our five Strategic Objectives are:

- Leadership: To be a pioneer and leader in both intergenerational arts and arts activity with care home communities;
- Increased Reach: To bring Magic Me's lifelong creativity approach to as many care homes as possible;
- Well-being: To demonstrably improve the wellbeing of individuals and communities;
- Depth & Inclusion: To grow long-term partnerships and offer fresh approaches that serve the needs of east London communities; and
- Activism: To harness the power of intergenerational activism to fight ageism and bring positive, lasting change.

In Spring 2021 Magic Me moved to new premises, part of Bethnal Green Meeting House, in Pott Street, E2. This gives us accessible spaces to hire for events and activities, with direct street access near the high street, with great transport links. During 2022/23, through our programme of projects and pilot activities, we continue to consult with current and potential partners and participants about the way forward.

More details of our activities and their impact are given within our Annual Report 2021/22.

This will be available on-line at www.magicme.co.uk following our AGM in October 2022 and in printed format on request from our office, 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.

In the 2020/21 Accounts, some restricted grant income was shown as deferred in the balance sheet. The accountants have now restated last year's figures to recognise restricted grant income upon receipt. An explanation of this is given in Note 16, Page 26 below.

Income during the year 2021/22 was £372,897, compared to £453,578 in 2020/21. Total expenditure in 2021/22 was £425,636 similar to £433,321 in the previous year.

We are indebted to our many funders and supporters who, without exception, have 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

Report of the trustees

For the year ended 31 March 2022

From April 2021 we were particularly grateful to Arts Council England and DCMS for a Cultural Recovery Fund grant of £136,099 for staff salaries, artists' fees, consultancy, overheads and IT. This grant not only vitally sustained and underpinned Magic Me at a time when continuing uncertainty and change through the winter had made project fundraising very difficult, it also enabled us to invest in new remote models of delivery and the anti-racism consultancy described above.

The Cultural Recovery Fund grant included £31,603 specifically to build Magic Me's reserves, increasing sustainability longer-term. The surplus in unrestricted funds in the year reflects this, and also reduced staffing costs in the second half of the year when we were unfortunately unable to recruit to key posts. Colleagues covered elements of these roles until a new Head of Operations joined us in April 2022. Communications tasks remain shared amongst the staff team.

Magic Me receives no core public subsidy and we are 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 2021/22 included: the first of three annual grants of £50,000 from The Charity of Sir Richard Whittington, of which the Mercers' Company is a Trustee; the third of three grants of £20,000 from the Goldsmiths' Company; ongoing support from Paul Hamlyn Foundation for Artists' Residencies in Care Homes; plus grants from the Masonic Charitable Foundation, Jules Thorn Trust and a number of anonymous donors. Local Authority support came from London Borough Tower Hamlets and Essex County Council. Regular and one-off donations from individuals totalled £18,732 including our Big Give Christmas Challenge 2021.

Details of grants are given in the Notes below and in our separate Annual Report.

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. Additionally, the balance sheet remains strong, with a healthy cash position at 31 March 2022, with £216,562 cash at the bank and total net assets of £211,689, which includes £106,721 of unrestricted general and designated funds (slightly below the reserves target of £113,000).

There are many current uncertainties due to the ongoing context, caused by national and international economic difficulties and the growing 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 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.

Magic Me

Report of the trustees

For the year ended 31 March 2022

Risk review and management

The Trustees have reviewed during the year the major risks to which the charity is exposed. They have looked at existing risk and further control measures required and the process by which Trustees are kept up to date about these risks. These risks have been classified under the headings set out below, with some of the key actions taken to mitigate them:

Governance Risk. To continue to ensure that the Trustees have the relevant skills, commitment and capacity to govern Magic Me to enable the charity to be the best that it can be, steadfastly focused on achieving its vision, mission and purpose, so as to transform the lives of the beneficiaries whom we serve.

Operational Risk. To continue to ensure that: Policies and Procedures including those for Safeguarding of Children and Vulnerable Adults, Health and Safety, and Equality, Diversity and Inclusion are in line with current best practice and implemented; appropriate systems for contracting, managing, supporting and supervising all staff and freelance artists and workers, and for working with volunteers are in operation; clear written agreements of roles and responsibilities are negotiated and signed with project partners.

Financial Risk. To continue to ensure: good forward financial planning, fundraising and cashflow awareness; appropriate levels of up to date financial information for budget holders, managers and the Board to ensure good decision making; the maintaining of a suitable reserves policy aiming to build up a reserve of at least three months' running costs.

Regulatory and Compliance Risk. To continue to ensure: best practice is followed regarding employment practices and the policies noted under operational risk; compliance with relevant legislation regarding charities and companies including GDPR; to remain alert to the changing context within the many sectors in which Magic Me operates.

External and Reputational Risk. To continue to build on the charity's reputation for best practice and to develop good working relationships with partners for example schools, care providers, funders.

Commitment to Anti-Racism. In 2021 the Trustees and Director publicly recognised that Magic Me is a majority white organisation, in terms of Trustees, staff and artists, working with many Black, Asian and other racially minoritised people in east London communities. Not addressing this situation would be wrong. It also brings regulatory, operational and reputational risks, not least the risk of being no longer relevant to our local communities. We are committed to becoming an anti-racist organisation and continue to work to implement our Anti-Racism Action Plan, published Autumn 2021, and develop future actions.

Covid-19. Since March 2020 risks relating to Covid-19 and its impact have been added to our Risk Register with plans made to mitigate these as far as possible. Guidelines for staff, freelancers and volunteers have been put in place and are regularly reviewed and updated in relation to changing government advice or legislation, partner venue requirements and emerging best practice.

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).

Magic Me

Report of the trustees

For the year ended 31 March 2022

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.

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 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 28 September 2022 and signed on their behalf by

David Russell - Trustee

Independent examiner's report

To the trustees of

Magic Me

I report to the trustees on my examination of the accounts of Magic Me (the charitable company) for the year ended 31 March 2022, which are set out on pages 11 to 26.

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

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.

Date: 28 September 2022

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 2022

	Note	Restricted £	Unrestricted £	2022 Total £	Restated 2021 Total £
Income from:					
Donations	3	5,000	62,295	67,295	127,907
Charitable activities	4	272,042	31,608	303,650	324,175
Other trading activities		-	64	64	31
Investments		-	38	38	104
Other		500	1,350	1,850	1,361
Total income		<u>277,542</u>	<u>95,355</u>	<u>372,897</u>	<u>453,578</u>
Expenditure on:					
Raising funds		-	35,316	35,316	25,465
Charitable activities		387,865	2,455	390,320	407,856
Total expenditure	6	<u>387,865</u>	<u>37,771</u>	<u>425,636</u>	<u>433,321</u>
Net income / (expenditure) and net movement in funds	7	<u>(110,323)</u>	<u>57,584</u>	<u>(52,739)</u>	<u>20,257</u>
Reconciliation of funds:					
Total funds brought forward		<u>215,291</u>	<u>49,137</u>	<u>264,428</u>	<u>244,171</u>
Total funds carried forward		<u>104,968</u>	<u>106,721</u>	<u>211,689</u>	<u>264,428</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.

Prior period income has been reclassified to reflect the requirements of the Charities SORP (FRS 102) and to be comparable with the current year. The restatements effect the net income / (expenditure) position at the prior year end, as shown in note 16 to the accounts.

Magic Me

Balance sheet

As at 31 March 2022

	Note	£	2022 £	Restated 2021 £
Fixed assets				
Tangible assets	10		<u>3,362</u>	<u>2,234</u>
			3,362	2,234
Current assets				
Debtors	11	3,308		44,859
Cash at bank and in hand		<u>216,562</u>		<u>224,499</u>
		219,870		269,358
Liabilities				
Creditors: amounts falling due within 1 year	12	<u>(11,543)</u>		<u>(7,164)</u>
Net current assets			<u>208,327</u>	<u>262,194</u>
Net assets	13		<u><u>211,689</u></u>	<u><u>264,428</u></u>
Funds	14			
Restricted funds			104,968	215,291
Unrestricted funds				
Designated funds			47,820	16,217
General funds			<u>58,901</u>	<u>32,920</u>
Total charity funds			<u><u>211,689</u></u>	<u><u>264,428</u></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 2022

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 28 September 2022 and signed on their behalf by

David Russell - Trustee

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

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 general reserves of £58,901 and cash at the bank balance of £216,562. 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.

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

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 2022

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	Restated 2021 Total
	£	£	£
Income from:			
Donations	55,857	72,050	127,907
Charitable activities	322,593	1,582	324,175
Other trading activities	-	31	31
Investments	-	104	104
Other	-	1,361	1,361
Total income	378,450	75,128	453,578
Expenditure on:			
Raising funds	-	25,465	25,465
Charitable activities	355,428	52,428	407,856
Total expenditure	355,428	77,893	433,321
Net income / (expenditure) and net movement in funds	23,022	(2,765)	20,257

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

3. Income from donations

	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
Total income from donations	5,000	62,295	67,295
Prior period comparative:			Restated 2021 Total £
	Restricted £	Unrestricted £	£
Grants and donations > £1,000			
London and Quadrant Housing Trust	30,500	-	30,500
Aurum Charitable Trust	20,000	-	20,000
The Goldsmiths' Company Charity	-	20,000	20,000
Coronavirus Job Retention Scheme	-	15,327	15,327
Anonymous	-	10,000	10,000
Anonymous	-	10,000	10,000
The Big Give	-	4,514	4,514
Allen and Overy	3,000	-	3,000
Anonymous	-	2,000	2,000
Foundation for Future London	1,868	-	1,868
Individual donations, grants and donations < £1,000	489	9,614	10,103
Gift aid	-	595	595
Total income from donations	55,857	72,050	127,907

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

4. Income from charitable activities

	Restricted £	Unrestricted £	2022 Total £
Grants > £,1000			
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	-	5	5
Total income from charitable activities	272,042	31,608	303,650

Prior period comparative:

	Restricted £	Unrestricted £	Restated 2021 Total £
Grants > £1,000			
Paul Hamlyn Foundation	102,000	-	102,000
Arts Council England	79,550	-	79,550
London Borough of Tower Hamlets	27,596	-	27,596
Mercers' Company	25,000	-	25,000
Aldgate and Allhallows Foundation	20,000	-	20,000
The Rayne Foundation	20,000	-	20,000
Players of People's Postcode Lottery	20,000	-	20,000
Wates Foundation	8,636	-	8,636
London Community Foundation	6,381	-	6,381
French Huguenot Church of London Charitable Trust	5,000	-	5,000
Haberdashers' Company	5,000	-	5,000
Woodroffe Benton Foundation	3,000	-	3,000
Grants < £1,000	430	1,570	2,000
Membership fees	-	12	12
Total income from charitable activities	322,593	1,582	324,175

5. Government grants

The charitable company receives government grants, defined as funding from the Coronavirus Job Retention Scheme, 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 2022 was £194,906 (2021: £142,473). There are no unfulfilled conditions or contingencies attaching to these grants in 2021/22.

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

6. Total expenditure

	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
Sub-total	35,316	271,358	118,962	425,636
Allocation of support and governance costs	-	118,962	(118,962)	-
Total expenditure	35,316	390,320	-	425,636

Total governance costs were £3,567 (2021: £2,222).

Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2021 Total £
Staff costs (note 8)	25,465	183,655	23,078	232,198
Depreciation	-	2,227	-	2,227
Artists' fees, materials and other direct project costs	-	159,275	-	159,275
Premises and insurance costs	-	-	16,751	16,751
Administrative expenses	-	-	20,648	20,648
Accountancy expenses	-	-	1,008	1,008
Annual report and AGM	-	-	1,214	1,214
Sub-total	25,465	345,157	62,699	433,321
Allocation of support and governance costs	-	62,699	(62,699)	-
Total expenditure	25,465	407,856	-	433,321

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

7. Net movement in funds

This is stated after charging:

	2022	2021
	£	£
Depreciation	3,324	2,227
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Independent examiner's remuneration:		
▪ Independent examination (including VAT)	2,340	1,008
▪ Other services	5,592	-
	<u>5,592</u>	<u>-</u>

8. Staff costs and numbers

Staff costs were as follows:

	2022	2021
	£	£
Salaries and wages	185,470	212,122
Social security costs	14,069	15,278
Pension costs	4,405	4,798
	<u>203,944</u>	<u>232,198</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 General Manager. The total employee benefits of the key management personnel were £104,847 (2021: £97,293).

	2022	2021
	No.	No.
Average head count	<u>6</u>	<u>9</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 2022

10. Tangible fixed assets

	Fixtures, fittings & equipment £	IT equipment and website £	Total £
Cost			
At 1 April 2021	1,173	15,731	16,904
Additions in year	-	4,452	4,452
Disposals	-	(1,729)	(1,729)
	<u>1,173</u>	<u>18,454</u>	<u>19,627</u>
At 31 March 2022	1,173	18,454	19,627
Depreciation			
At 1 April 2021	1,173	13,497	14,670
Charge for the year	-	3,324	3,324
Disposals	-	(1,729)	(1,729)
	<u>1,173</u>	<u>15,092</u>	<u>16,265</u>
At 31 March 2022	1,173	15,092	16,265
Net book value			
At 31 March 2022	<u>-</u>	<u>3,362</u>	<u>3,362</u>
At 31 March 2021	<u>-</u>	<u>2,234</u>	<u>2,234</u>

11. Debtors

	2022 £	2021 £
Prepayments	2,178	5,726
Other debtors	1,130	1,383
Trade debtors	-	30,500
Accrued income	-	7,250
	<u>3,308</u>	<u>44,859</u>

12. Creditors : amounts due within 1 year

	2022 £	Restated 2021 £
Trade and other creditors	7,559	3,600
Accruals	3,984	3,564
	<u>11,543</u>	<u>7,164</u>

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

13. Analysis of net assets between funds

	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	-	-	(11,543)	(11,543)
Net assets at 31 March 2022	<u>104,968</u>	<u>47,820</u>	<u>58,901</u>	<u>211,689</u>
Prior period comparative				
	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	2,234	2,234
Current assets	215,291	16,217	37,850	269,358
Current liabilities	-	-	(7,164)	(7,164)
Net assets at 31 March 2021	<u>215,291</u>	<u>16,217</u>	<u>32,920</u>	<u>264,428</u>

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

14. Movements in funds

	At 1 April 2021 £	Income £	Expenditure £	At 31 March 2022 £
Restricted funds				
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
Total restricted funds	215,291	277,542	(387,865)	104,968
Unrestricted funds				
<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>	16,217	31,603	-	47,820
General funds	32,920	63,752	(37,771)	58,901
Total unrestricted funds	49,137	95,355	(37,771)	106,721
Total funds	264,428	372,897	(425,636)	211,689

Purposes of restricted funds

ACE Cultural Recovery Fund

One-off grant to support organisational sustainability and development during the pandemic, including contribution to unrestricted reserves.

Artists Residencies

Project which pairs four leading arts companies to work with four care homes across Essex, introducing dance, virtual reality, immersive theatre and other forms, challenging the arts and care sectors to raise expectations of what older people will enjoy and understand.

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

14. Movements in funds (continued)

Purposes of restricted funds

Arts & Ages

A three-year intergenerational arts programme nurturing partnerships between 8 primary schools and 8 groups of older people in Tower Hamlets, completed Autumn 2021.

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

Essex

To support Magic Me's work in care homes across Essex.

Generation Rebellion

A two-year project with younger and older women exploring the role of the arts and intergenerational activism in relation to the Climate Emergency, completed Spring 2022.

Inside Out

Inside Out paired three care homes with artists, working together to design, explore and experiment with new creative activities and approaches around a central question that would benefit each care home, completed Summer 2021.

Magic Moments

Programme of arts activity to combat isolation of older people living in 8 care homes in Tendring, north Essex, delivered by Magic Me artists working in partnership with care home staff in person and remotely, completed Autumn 2021.

Mercers' Company

Range of arts projects and development of future work, with and for older people in London.

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.

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.

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

14. Movements in funds (continued)

Purposes of designated funds

Training

Additional training for staff, artists or trustees, e.g. following changes in legislation, new kinds of activity, urgent identified need for training.

Prior period comparative

	At 1 April 2020 £	Income £	Expenditure £	At 31 March 2021 £
Restricted funds				
Artists Residencies	125,221	102,000	(121,166)	106,055
Arts & Ages	1,628	61,000	(44,483)	18,145
Artworks	6,913	27,597	(21,623)	12,887
At Home Together	-	41,381	(41,381)	-
Cocktails in Care Homes	21,720	20,918	(42,638)	-
Essex	5,000	-	-	5,000
Generation Rebellion	18,000	46,418	(20,863)	43,555
Inside Out	-	38,636	(8,987)	29,649
Players of the People's Postcode Lottery	-	10,000	(10,000)	-
Quality Street	10,382	30,500	(40,882)	-
Youth Projects	3,405	-	(3,405)	-
Total restricted funds	192,269	378,450	(355,428)	215,291
Unrestricted funds				
<i>Designated funds:</i>				
Equipment	1,000	-	-	1,000
Office renovations	4,000	-	(1,478)	2,522
Staff cover	8,000	-	-	8,000
Safeguarding	2,000	-	-	2,000
Training	2,695	-	-	2,695
<i>Total designated funds</i>	<i>17,695</i>	<i>-</i>	<i>(1,478)</i>	<i>16,217</i>
General funds	34,207	75,128	(76,415)	32,920
Total unrestricted funds	51,902	75,128	(77,893)	49,137
Total funds	244,171	453,578	(433,321)	264,428

15. Related party transactions

There were no related party transactions in the current year (2021: £1,500). 2021 related party transactions relate to a fee paid to the husband of Susan Langford for financial consultancy work. This was at arms length with trustee approval having been gained in advance of the work being completed.

Magic Me

Notes to the financial statements

For the year ended 31 March 2022

16. Prior period restatement

The prior period comparatives have been restated to recognise grant income upon receipt. Rather than deferring grant income in line with expenditure and activity, grant income is now recognised either when the cash is physically received, or in advance of payment when income recognition is deemed to be met - whichever comes earlier.

This has impacted prior period restricted income, prior period deferred income and total funds brought forward to 1 April 2021 as follows:

Deferred income	2021
	£
Total deferred income per original accounts:	102,000
Recognition of grant income in periods prior to 2021:	<u>(102,000)</u>
Total deferred income after restatement:	<u><u>-</u></u>

Restricted funds brought / carried forward

Due to the reversal of deferred income balances in periods prior to 2021, the carried forward restricted fund balances have also been restated, as follows:

	2021	2020
	£	£
Total restricted funds carried forward per original accounts:	113,291	64,269
Reversals of deferrals in periods prior to 2021:	-	130,000
Further miscellaneous income deferral prior to 2021:	-	(2,000)
Net effect of reversal of deferred income in 2021:	<u>102,000</u>	<u>-</u>
Total restricted funds carried forward after restatement:	<u><u>215,291</u></u>	<u><u>192,269</u></u>

Income

Total income recognised in 2021 has therefore been affected as follows:

	2021
	£
Income recognised per original accounts:	479,578
Reversals of deferrals in periods prior to 2021:	(130,000)
Immaterial miscellaneous income deferral prior to 2021:	2,000
Net effect of reversal of deferred income in 2021:	<u>102,000</u>
Restated income:	<u><u>453,578</u></u>