

CHILDREN'S DISCOVERY CENTRE EAST LONDON

England & Wales · Charity number 1070468

Details

Other names	CHILDREN'S DISCOVERY CENTRE IN STRATFORD EAST LONDON, DISCOVER
Status	Registered
Legal form	Charitable company
Company number	03479284
Registered	1998-07-09
Register	View on the Charity Commission register

Contact

Address	Discover 383-387 High Street London E15 4QZ
Phone	02085365555
Email	bookings@discover.org.uk
Website	www.discover.org.uk

Activities

Objects: TO PROMOTE MAINTAIN IMPROVE AND ADVANCE PUBLIC EDUCATION IN THE ARTS SCIENCES HUMANITIES AND TECHNOLOGY IN PARTICULAR BY THE PROVISION PROMOTION AND MAINTENANCE OF FACILITIES AND AMENITIES FOR THE EDUCATION OF CHILDREN, YOUNG PERSONS AND THEIR FAMILIES AND TO RELIEVE POVERTY IN PARTICULAR BY PROVIDING OR ASSISTING IN PROVIDING RECREATIONAL OR OTHER LEISURE-TIME FACILITIES AND AMENITIES FOR CHILDREN AND YOUNG PERSONS AND THEIR FAMILIES.

Activities: Discover provides creative play and learning opportunities for children aged between 0 - 11 years old and their carers that help transform lives through stories. Discover operates a centre in Stratford, East London and delivers an extensive community and education programme targeting vulnerable and disadvantaged families. Each year Discover works with over 100,000 children and adults.

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services
- **What:** Education/training, Arts/culture/heritage/science, Environment/conservation/heritage, Economic/community Development/employment, Recreation
- **Who:** Children/young People, People With Disabilities, The General Public/mankind

Geography

- **Area of benefit:** LONDON
- Essex
- Throughout London

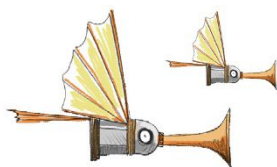
Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	-	-	£3,514,971	60
2024-03-31	£2,064,102	£2,289,950	£3,004,488	56
2023-03-31	£1,812,053	£2,199,356	£3,230,338	52
2022-03-31	£1,634,323	£2,071,948	£3,617,641	47
2021-03-31	£1,589,478	£1,548,175	£4,055,266	54
2020-03-31	£1,963,931	£2,035,295	£4,013,963	63

Trustees

Name	Role	Appointed
Alexandra Louise Marks	Chair	2021-12-01
Amit Hasmukhlal Rama		2018-07-18
Giorgia Michelle Stewart		2021-09-29
Graham John Massie		2022-11-30
Hannah Louise Duthie		2025-01-28
Helen Elizabeth Whiteman		2022-11-30
Joe Robinson		2021-01-27
Ketiwe Anjorin		2025-01-28
Lerato Krystle Marema		2025-01-28
Naseem Hossain		2024-03-27
Oghenevese Aghoghovbia		2021-09-29
Siobhan Marie Tighe		2022-11-30
Vaseem Kayani Khan		2018-07-18
Victoria Louise Dance		2021-09-29

Accounts



Children's Discovery Centre – East London

trading as Discover

Report and Financial Statements

For the Year Ended 31 March 2025

Charity number 1070468

Company number 3479284 (England and Wales)

"Such a wonderfully curated space - creative, imaginative, fun, interesting! Should serve as a blueprint for how other children's spaces are thought out. Compared to [others], Discover is miles ahead, a real cut above the rest! The staff were friendly, engaged and seemed to enjoy their jobs."

Parent comment, October 2024

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CHILDREN'S DISCOVERY CENTRE EAST LONDON

LEGAL AND ADMINISTRATIVE DETAILS

Trustees	Alexandra Marks – Chair (Re-appointed 28 January 2025) Amit Rama – Treasurer (Re-appointed 28 January 2025) Graham Massie Giorgia Stewart Hannah Duthie (Appointed 28 January 2025) Helen Whiteman Joe Robinson Ketiwe Anjorin (Appointed 28 January 2025) Lerato Marema (Appointed 28 January 2025) Naseem Hossain Oghenevese Aghoghovbia Siobhan Tighe Vaseem Khan Victoria Dance
Company Secretary	Rebekah Polding
Chief Executive	Rebekah Polding
Charity Number	1070468
Company Number	03479284
Registered Name	Children's Discovery Centre, East London
Registered Office	383 - 387 High Street, Stratford, London E15 4QZ
Telephone	020 8536 5555
Fax	020 8522 1003
Email	team@discover.org.uk
Website	www.discover.org.uk
Auditor	HaysMac LLP 10 Queen Street Place London EC4R 1AG
Solicitors	Winckworth Sherwood, Arbor, 255 Blackfriars Road, London SE1 9AX
Bankers	National Westminster Plc, 1-11 Broadway, Stratford, London E15 4DX Beverley Building Society, 57 Market Place, Beverley, East Yorkshire. HU17 8AA Cambridge and Counties Bank, Charnwood Court, 5B New Walk, Leics. LE1 6TE Nationwide Building Soc., Nationwide House, Pipers Way, Swindon, Wilts. SN38 1NW Charity Bank, Fosse House, 182 High Street, Tonbridge, Kent. TN9 1BE Redwood Bank Limited, The Nexus Building, Broadway, Letchworth Garden City, Hertfordshire. SG6 3TA Hampshire Trust Bank, PO Box 74003, London. EC2P 2QR

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Introduction

The idea for Discover came from a group of east London community leaders, educationalists, and local parents in 1997. Their ambition was to develop a world-class hands-on learning resource for children and families and purposely locate this in the heart of Newham to support a community in need as well as spur the regeneration of Stratford. 'Children's Discovery Centre East London' was registered as a charity and limited company in 1998. Supported by Arts Council England and the London Borough of Newham, the Discover Children's Story Centre opened in 2003 and was the first children's museum in the UK to focus exclusively on stories and children's literature.

Discover has evolved a unique practice that gives children aged 0-11 and their families freedom to explore our shared heritage of stories through multi-sensory, playful experiences. This includes immersive book-come-to-life exhibitions, storytelling, interactive performance, workshops on and off-site and opportunities to learn with and about authors and illustrators. Creative facilitators ("Story Builders") support engagement throughout, and we strive to provide an offer for all children, providing targeted support where needed to enable fully inclusive participation.

The Centre has grown incrementally and by its 20th anniversary in 2023 had reached one million visitors, with a site that now includes two magical Story Worlds, a Story Garden, an annual immersive exhibition, a dedicated story telling space for 0-3's, events and party rooms, a café, reception and shop and a programme of schools workshops, festivals, artist training, community-led projects and other activities including those specially for homeless families, and disabled children with their families.

Our mission, vision and principles

Our mission: Transforming lives through stories.

We create wonder.

We are the UK's first Story Centre for children aged 0 – 11 and their families, proudly rooted in Newham, East London.

We believe stories are critical to child development, that they can transform lives and shape strong and vibrant communities.

We are committed to supporting the curiosity, creativity and imagination of all children through excellent artistic, creative, play and learning experience.

Five principles run through everything we do:

- put children first
- create the extraordinary
- keep growing our accessibility and inclusivity
- play our part in protecting our planet
- ensure our organisation is well-run.
-

With these principles guiding our choices, we are working to support 1 million more children and families by 2030.

**CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025**

Our objectives

In 2024, Discover celebrated its 21st birthday.

We've welcomed over 1 million visitors so far and have evolved our support for creative literacy through numerous projects and programmes with local children at their heart.

To set out on our next 21 years we've engaged with children, families, artists, staff, trustees and strategic stakeholders and agreed five objectives for the charity:

- **Up and Out:** evolve our building to inspire the next 1 million visitors
- **Outside Over There:** reach more people in more places
- **More Storytellers Like Me:** ensure every child can find themselves in Discover
- **Play and Learn:** champion Discover's approach and learn from others
- **No Place Like Newham:** make a difference to every child in our home borough

Our annual business plans will make sure we are on track to achieve each of these targets, and we will monitor and report our activities and progress each year.

Public benefit

The Trustees confirm that they comply with their duty to have regard to the guidance on public benefit published by the Charity Commission in exercising their powers and duties as further outlined in this report.

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FOR THE YEAR ENDED 31 MARCH 2025

Chair's Summary 2024/25

I am proud and delighted to report on a pivotal year for Discover – the year we stopped using fossil fuels, invested in our future with a new fundraising strategy and installed a giant inflatable monster on our roof!

This year is the second in our strategic plan 'Stories For All' that sees us evolving our building and operations to ensure Discover can serve and inspire its next 1 million visitors. To this end, we took the significant step of closing the centre for the whole of September in order to implement the critical works of repairing our lift (vital for our accessibility), rebuilding our basement toilets and replacing our last-legs gas boilers with environmentally friendly air source heating and cooling. To complete all this in just four weeks was an extraordinary achievement, and testament to the commitment of both staff and contractors to getting Discover open again for children, schools and families. I always say Discover has a special magic, and this feat of delivery was a clear proof.

With just 11 months of operation in Discover itself, the centre nonetheless welcomed 86,456 visitors, including 166 school visits. With our externally presented programme across schools, libraries, festivals and partner venues serving an additional 4,025 people this year saw a grand total of 90,481 direct beneficiaries of our hands-on story work, 15.6% of whom experienced Discover for free. This figure – exceeding our target – is a source of great pride to me and the Board, as we continue to honour Discover's founding principle of being for everyone. That our free, artist-led club for children with special educational needs and/or disabilities and their families, 'Mighty Mega', is now in its 18th year is similarly something we celebrate as core to the identity of this organisation.

Vital projects within and beyond Discover's walls enable us to keep learning and growing our work with our community. The 'Story Sandwich' programme continues to support families facing homelessness and our partnership with the Greenwich and Docklands International Festival gave local families the opportunity to be part of world-class art experiences. Thanks to the National Lottery Heritage Fund, we were able to explore the many different storytelling traditions brought to Newham by its residents, sharing food and bedtime rituals with groups across the borough and learning that Helen Oxenbury's 'Bouncing Babies' is a favourite with everyone. The third year of our 'Story Seed' project, funded by the Paul Hamlyn Foundation, has allowed us to innovate with teachers in the teaching of climate change through arts, our schools work supported by Man Group PLC Charitable Trust continues to provide powerful creative learning experiences for over 7,000 primary pupils and our new partnership project with University of East London, London Early Years Foundation and funder The Mercers Company, trustee of the Charity of Sir Richard Whittington, sees us setting out to explore how to embed sensory storytelling in early years through work within nursery settings.

The opening of our new immersive adventure, 'Monster Funfair', celebrating the colourful, comical and empathetic work of contemporary author-illustrator Nadia Shireen was the centrepiece of our creative year – and judging from feedback, a highlight for many children and families likewise. The launch was our biggest yet, with over 30 influencers sharing beautiful bespoke content with their combined followers of over 356,000 families, with 30,525 people in just over seven months then visiting the Funfair to search for the missing candyfloss.

"I said the last one "The Box Rocket" was my favourite and tbh I wasn't sure how they would top it! Well they have in my opinion, this one is my favourite! This adventure takes you through a fantastical circus tent and into the woods, where you can play dinosaur laser maze, they have beastly fun house, mini bumble-bear bumper cars. So much thought goes into each zone the attention to detail is always amazing and like always, the staff are so engaging!" Influencer quote, July 2024

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Our hands-on storytelling for 0-5s also continued to exceed expectations, with over 11,000 people enjoying the six interactive, multi-sensory shows commissioned and produced by our in-house team. 'Luna Loves Christmas' with a script written for us by former Children's Laureate Joseph Coelho may have been my secret favourite, though each brought its own delights: the glittering underwater of 'Drop of the Ocean', actual pond for 'Duck Pond', cuddly veg of 'That's Not My Pumpkin', dastardly genius of Evil Pea in 'Supertato' or magical final reveal of 'Rajiv's Starry Feelings'.

And we continue to innovate in our creative programme: this year, we added additional sensory story experiences for Diwali and Christmas, 'Campfire Adventures' for slightly older children, an outdoor trail ('Stomp and Stamp') in partnership with our new East Bank neighbours, the 'Story Street' summer programme and a growing practice of deepening engagement through our book-based trails which this year celebrated Lydia Monks' 'Adoette', Tom Percival's 'Big Bright Feelings' the adorable 'That's Not My . . .' series and the 40th anniversary of beloved farmyard duo 'Poppy and Sam'. We thank all our publishing partners for their support with this work, which demonstrates our approach of 'stealth literacy': supporting families with reading for pleasure through hands-on play and connection. The clear link between our activity and sales in our bookshop – topped this year by Nadia Shireen's 'Barbara Throws A Wobbler' – is a pleasing proof of concept which we also see evidenced in regular visitor feedback.

"After the Big Bright Feelings character search, we read four of the books."

"It was nice that the Adoette trail ended in the café and you could see the illustrations from the book in there – like a mini gallery." Visitor feedback 2024

Looking at how we have continued to strengthen our organisation, the bookshop has been one of the focal points for development this year, with input from our Family Forum and retail expert (and local parent) Katie Powell, resulting in a pleasing increase in book sales as well as spend per head, an upward trend also visible in our café. Other important steps forward include a review of our policies on parental leave, bringing the support for staff in line with our core mission of supporting children and families; introducing paid time off for carers; and the exciting decision to expand our trusteeship by three to bring in additional voices from the Newham community and expertise in early years child development. I cannot help but be proud of the strength and skillset of our committed board, and it was therefore a major governance highlight to receive a visit from Orlando Fraser, outgoing Chair of the Charity Commission, who noted the inclusion of both financial and legal expertise in the trusteeship and commended the work of the centre.

Thanks are as always due to many for all these achievements: first and foremost to the dedicated staff who work tirelessly to transform lives through stories, to our Trustees, and most especially to Interim CEO Helen Tovey for stepping in to lead the organisation whilst the substantive CEO is on medical leave. Especial thanks are also due to partners Jan Kattein Architects for the visionary work that is building Discover's next chapter, to our IT support company Integrity for going above and beyond to improve our cyber security, to our new coffee partner the wonderful social enterprise Change Please and to Winckworth Sherwood and K&L Gates, for pro bono legal support. And I would like to thank wholeheartedly our many funders and supporters, including:

- Arts Council England, whose award of NPO (National Portfolio Organisation) funding support provides the foundation on which we operate and whose generous grant for our capital project lead the way
- Paul Hamlyn Foundation and Man Group PLC Charitable Trust for support to our education work
- The Mercers Company, trustee of the Charity of Sir Richard Whittington, National Lottery Heritage Fund, Waltham Forest Council, LLDC, Creative Newham and Create Within Newham for funding and expert support to deliver projects that expand our reach and impact

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- Bruce Wake Charitable Trust, CMS Cameron McKenna, D'Oyly Carte Charitable Trust, Endurant Limited, John Thaw Foundation, London City Airport Community Fund, Maccleanor Lavington and the Tom Ap Rhys Pryce Charitable Trust for enabling us to deliver our core mission
- Postcode Innovation Trust, City Bridge Foundation, The Clothworkers Foundation, Foyle Foundation, The Veolia Environmental Trust, LLDC and the SIB Reach fund for supporting our vision for the capital project 'Up and Out'

We are grateful to all who have supported Discover's work and who share a belief in the transformative powers of imagination, play and stories; the children we support will change the world.



Alexandra Marks CBE
Chair

22 August 2025

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Case study: A Story Street Summer

Story Street 2024 transformed a misused street into a world of adventure and stories for children and families.

From 8th August to 8th September 2024, Discover delivered a magical play street on New Mount Street (the dead end street running alongside Discover's garden), expanding the activity and footprint of the Centre during the busy summer holiday period. This enabled us to offer free tickets to local families, with codes distributed via libraries and our community partners: in total, 1,977 local children and families visited Story Street and Discover for free, exceeding our initial target by 97%. An anonymous donor generously kickstarted the project with a £10,000 gift, and this then leveraged a further £9,300 in donations from local businesses. Powerful partnerships supported the provision of creative activity and volunteer support. Our amazing creative team transformed the street from a junk-filled no-go area into an inspirational and joyous painted play zone using murals, games, facepainting, dance, monster crafts, sensory play, books and storytelling; a place for families to connect and imaginations to run wild.

The initiative built upon a pilot play street day delivered in 2023 and brought together a number of Discover's strategic priorities:

- Prioritising our support to our Newham community
- Engaging with our local corporate connections to build a wider supporter base, developing our fundraising model
- Finding new ways to keep growing our access and inclusion such that all children can benefit from the freedom to play and expand their creative imaginations
- Initiating a volunteer programme, engaging more people with Discover's practice and enabling us to achieve more
- Expanding and improving our facilities
- Transforming more lives through multi-sensory, hands-on stories and storytelling.

"Story Street was like a little extra play area...the quirky play objects and the sense of space and freedom for children." Parent feedback, Story Street 2024

"I watched a dad and his son build a monster together for over 2 hours, he must have only been 3 but the spontaneous activity provided the perfect opportunity for them to 'work it all out together', constantly communicating, he was leading the way, persisting with fiddly tasks to create what he envisioned – the father patiently supported him and commented to me that he had never thought more out of the box. This monster had six eyes because why not!" Observation from Visitor Service Assistant, Story Street 2024

All participants – visitors, staff and volunteers – felt that Story Street was a joyful initiative that should continue and grow in future years. We look forward to building more partnerships that enable us to support more children and families during the long summer holidays with creative story play.

With thanks once again for the support of Culture Within Newham, Hollybrook Homes, LB Group, M&G In The Community Fund, One Point Services Ltd Building Maintenance and Construction, Stratford Original, The Westbridge Hotel and those who would prefer to remain anonymous.

Our Activities April 2024 – March 2023

1. Up and Out: Evolve our building to inspire the next 1 million visitors

The Discover Centre offers a magical world that is child-centred, without rules and full of inspiration for children's imaginations. It is also a slightly draughty nineteenth-century building that has been operating as Discover for over twenty years and requires investment in its infrastructure and layout to continue to function, meet and exceed the expectations of 21st century visitors.

As the building is the charity's central asset without which the organisation cannot realistically function, we have begun a major programme of community-led redevelopment to ensure Discover can continue its charitable mission for the next 20 years.

"The variety of things to play with/on - the way they were designed so that our 3-year-old could play independently (and safely), but we could join in when he wanted to involve us. Everything was so visual, tactile, interesting and easy for him to interact with. It was perfectly pitched to capture his imagination and keep him engaged for ages."

Parent comment, April 2024

a) Implement the findings of the accessibility audit

The Centre for Accessible Design delivered a thorough access audit of our premises in September 2023, striking a careful balance between recognising the special nature of Discover's immersive Story Worlds and our ambition to be accessible to all children. All those improvements marked for short term attention were implemented immediately, and the remaining recommendations were incorporated into the plans for the major capital works.

In September 2024, thanks to funding from the City Bridge Foundation we were able to deliver two major improvements to our accessibility: completely refurbishing our worn-out lift such that we have minimised the risk of losing this critical access feature, and rebuilding our horrible basement toilets to include a proper wheelchair accessible space, a space for ambulant visitors with mobility issues and no noisy hand-driers (hated by children and people with sensory sensitivities). Basins, towels and taps are at a range of heights also to ensure usability for all our visitors.

We have continued to implement additional changes as recommended by the access audit:

- the hoist and changing table are now in full working order and serviced every 6 months
- we have sufficient visual beacons connected to our fire alarm system
- the baby changing unit and nappy bins have been relocated away from the first-floor disabled toilet
- maintenance and cleaning levels for the fire escapes have been raised to ensure no risks to users from litter or damage.

Looking to the future, we have also taken care to consult with the children and carers in our Mighty Mega group for children with special educational needs and disabilities and their families about their ideas and priorities for The Amazing Accessible Story Tree, our new vertical play space to be built next year. Participants worked directly with our architects to craft beautifully imaginative model trees and treehouses; their request for there to be some very small spaces and a lot of different sensory stimuli has been incorporated into designs.

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b) Improve the visitor experience with better facilities

A great honour this year to be shortlisted for the Kids in Museums award for the Best Medium Museum for the strength of our welcome – we loved being part of this excellent process and feel very proud of this achievement.

We know that on a family trip out, the toilets and café can be make or break. So these two areas have been our priorities also, with an ongoing programme of improving our café presentation and menu (resulting in highly positive visitor feedback and improved sales) and rebuilding our sub-standard basement toilets. These new toilets include a range of family-friendly features like toddler seats and extra hooks as suggested by our Family Forum. And best of all, they are decorated as a steam-punk submarine!

c) Create dedicated spaces for 0-2s and 7-11s

Case study: Family Forum

The brilliant idea of a 'Family Forum' was proposed by the Marketing and Design Manager in recognition of the importance of parents in visits to Discover, and an acknowledgement that the wonderful Children's Forum don't fully represent the breadth of the ages of Discover's visitors. The idea was widely approved by staff, many of whom are parents themselves and who noted the speed with which you can forget the realities of having a baby or a toddler once your kids get older.

Recruitment for the Forum took place via social media, posters in Discover and our regular newsletters, which generated huge amounts of interest. We articulated the need to gather a fully diverse collection of families to make sure we were always looking at things from multiple perspectives – and we were really successful in bringing in a fantastic mix representative of London's rich diversity, including a range of ethnicities, LGBTQ+ families, families with no secure home space and families with disabilities.

The Forum has chiefly shared views through on-site group meetings, roughly quarterly. Though we have also used emailed surveys on particular topics, the in-person approach sparks more interesting discussion!

We've been trialling different topics and different approaches to tackling conversations, including: collectively imagining the best (and worst) family toilet facilities; drawing trail maps with a Story Builder (small children are great at imagination, their parents tend to focus on buggy access and toilet locations but both elements are important); playing in the Story Worlds and discussion of favourite (and not so favourite) aspects of the space. It's great when the kids join in but we've learned also to have lots of toys and a member of the team available to entertain smaller kids so that their parents can string a thought together.

Amazing Family Forum brainwaves have so far included wind chimes in the garden, toddler seats in the toilets, donation messages printed on wristbands, and an understanding of the actual process of arriving with and unpacking a small child and buggy and how to build a buggy park around this. They also nixed the idea of a slide from reception to basement, pointing out that this would cause huge difficulties in holding on to their children, sensible feedback for which we remain hugely grateful!

We can't imagine planning anything from festivals to café menus without the Forum's input now, and we look forward to many more great insights in the years to come.

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Our commitment is to supporting children aged 0-11 and their families – but we know that we serve some age groups better than others.

Our data shows that we receive fewer visits from children aged 9 – 11 than from younger children. National data also shows an alarming “decline by nine”, with children ceasing to read, write or draw for pleasure around this age. We have continued the work developed last year of welcoming more children from this older age group via our Saturday afternoon film and story build sessions. From consultation with individual 9-year-olds, however, we have learned that while they still find the spaces at Discover engaging, they are uncomfortable sharing a play space with littler children. We therefore created an opportunity for older children to visit the Centre after hours, without smaller children present, beginning with ‘Story Quest Sleepovers’ and developing into a new regular programme slot, ‘Campfire Adventures’.

Case study: Campfire Adventures

In summer 2024 we trialled an exciting new idea aimed at 7 -11s: Story Quest Sleepovers. Children and their adults would come to the centre at teatime, take part in story activities across the building without any other (smaller) visitors present and then sleep over in our magical storyworlds. We combined our own in-house knowledge with research into peer overnight offers and were pleased that audience interest was high and online response enthusiastic. Feedback from the attendees about the activities was great and it was clear that the team had created a really fun model for engaging older kids. However, booking numbers didn't quite hit the point needed for financial viability.

Using our Dotdigital analytics, we were able to target a survey to people on our mailing list who had clicked on the link to Sleepovers but hadn't booked – which gave us the interesting insight that people would be interested in a similar event but without sleeping over. Costs for an event without overnight staffing were much lower, allowing us to reduce the ticket price also. Story Quest Sleepovers were reborn as Campfire Adventures, with the first pilots running at 74% and 98% capacity (52 and 69 attendees). Subsequent bookings continue to be healthy, with birthday groups and Scout parties joining in. Social media influencers have been very keen and have created enthusiastic TikTok videos and Instagram Reels encouraging people to book.

The age guidance for these events is 5-11 and feedback has been really positive about the opportunity for kids to come to Discover with an older group, and with activities aimed at them.

“They both had an absolutely brilliant time and loved all of it”

“The variety of activities was fantastic. We enjoyed everything.”

“Best bits? Seeing how much the children loved it. I personally enjoyed the campfire story.”

Campfire Adventures parent feedback

At the other end of the age range, we know that early years are critical for providing the interactions that drive development and establishing story sharing as part of carer and child routines. We have continued with the increased level of baby storytelling and early years story performances established last year to ensure this group is well served. And excitingly, we have spent time visiting peers, researching and planning for the new multi-sensory story space for 0-2s and their carers that will be built next year. The expert guidance of the amazing

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Professor Sam Wass, Director of University of East London's BabyDevLab, has been an exceptional gift, melding the neuroscience of early years development with our expertise in enabling story sharing and sensory play and we cannot wait to launch this new facility in 2026.

"It was more about searching for the pumpkin and lots of textures of leaves and pumpkins we just loved it! The story builder was really gentle and kind with the children as well which is not easy with lots of toddlers



" Visitor feedback on 'That's Not My . . . Pumpkin' early years show

d) Reduce our carbon footprint by 50%

Like all organisations, we have a responsibility to improve our environmental sustainability. But as an organisation working to support children to thrive, we feel we have a particular responsibility to protect their future environment.

As a baseline, our carbon footprint for 2023-24 (as calculated by Julie's Bicycle) was 88 tonnes CO₂e and for this year 89 tonnes CO₂e. [NB We note that this figure does not take into account the carbon footprint of our bank accounts, an area highlighted by our eco-auditor and which we intend to address.]

We hope that with this autumn's switch from gas boiler to Air Source Heat Pump, the installation of proper controls for heating and cooling and a staff-wide drive to reduce paper cup usage that began this year we will start to see a reduction in this figure in 2025-26.

e) Make more money from our building

Our building is our core asset and ensuring that we make the most of it is essential to our ability to deliver our charitable work. We are committed to affordability for the children and families we exist to support, and aim to achieve income growth through delivering more, not through rising prices.

Staff identified evenings in the venue as an underused asset, and we have successfully trialled and developed a new evening programme, Campfire Adventures (see case study page 11) to begin making more of this capacity.

The price for entry to Discover has stayed static this year to ensure we remain accessible. Whilst the one month closure period and the impact of the ongoing cost of living crisis on our audiences have held visitor numbers down this year, we have noted a positive trend that our visitors are doing more while they are with us, taking part in paid activities in addition to their entry ticket and growing our ancillary revenues per head in shop and café. Income for our immersive adventure 'The Box Rocket' across all 12 months of 2023-24, for example, was £131,000 whereas this year our immersive adventures delivered revenue of £144,000 despite ten weeks of closure / exhibition build time, a rise driven by a small price rise and continued visitor demand. Spend per head in the café has risen to £1.58, from a low of 83p per head in 2022-23, with very limited price rises, and we have seen a marked growth across the year as we have improved the displays and offer. Bookshop sales, likewise, are on an upward trend since our investment in revamp, with spend up from 76p per head in 2023-24 to 88p per head in the final quarter.

2. Outside Over There: Reach more people in more places

With thanks to wonderful children's author and illustrator Maurice Sendak for the title of our objective, we want to ensure that the transformative power of stories reaches everyone – that our work reaches as many people as possible, that we make best use of our investment in new work to leverage new partnerships and income, and that we are reaching out to audiences wherever they are, removing barriers to engagement wherever possible.

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Figures for this year are somewhat skewed by the switch from Newham Word Festival, for which sadly there was no further funding, to the smaller, more targeted Newham Festival of Stories. Our commitment to working beyond our venue was undimmed, however, and we reached an audience of 4,025 people across (last year 5,483) across a magnificent 117 external events (last year 82). These included:

- 2 gigantic World Book Day events with Newham Libraries, including a storytelling parade of 450 people
- 4 shows of our splashy early years show 'Duck Pond' in libraries across Waltham Forest
- 4 community co-designed shows celebrating the history of Newham's libraries for Newham Heritage Month
- 5 'Story Suitcase' events in schools, taking the magic of Discover directly into classrooms
- 13 sessions for Redbridge's amazing Fabula family festival, including author visits from Dean Atta, Pete Williamson and the legendary Trish Cooke
- 14 storytelling sessions for children in hospital, in partnership with Imperial Health Charity
- 26 magical free events lighting up Newham's libraries with the first Newham Festival of Stories
- 46 baby storytellings and early years shows in Gravesend town centre

And of course there were many lovely one offs with treasured partners including The Magpie Project, the Olympic Park, Creative Basildon and Aberfeldy Community Centre.

a) Develop a sustainable touring model

Every year our creative teams develop at least three new story shows (highly sensory, interactive performances for 0 – 5s), a range of exhibitions and trails opening and celebrating the work of children's authors or illustrators, and our unique, immersive, book-come-to-life exhibitions that transform 200m2 of basement into a safe, hands-on adventure facilitated by our Story Builders. Many peers and partners have expressed interest in sharing this work with their own audiences and we are exploring a range of models that will get this work to more people and support the need for more hands-on storytelling.

We are thrilled that since 2016 we have worked in partnership with amazing Manchester children and family arts organisation Z-Arts who have shared four of our exhibitions with Northern audiences - A World Inside A Book, The Tiger Who Came To Tea, Fairy Tales and The 100 Story Hotel, which received 7,590 visitors in 2024-25 during 9 months of being open, plus 850 school visitors. Due to rising materials and installations costs – and, more positively, growing capacity in the Z-Arts team – we have now reached the end of the partnership in its current form and have begun the development work required to see how we can continue to tour our work and gain the insight and learning from other organisations that this brings.

Fantastic visit to 100 story hotel which is great for young children. The immersive and interactive nature and the rooms within is great to strengthen their imagination and experiences. My little boy (aged 3) loved the ability of freely moving from room to room and dressing up or interacting with the environment around." Z-Arts visitor

Thanks to the fantastically innovative Gravesham Council culture team, we tested an alternative form of touring in early summer with a residency in the Gravesend pop-up arts centre, in the heart of the town's shopping centre. This included installation of an exhibition and trail to create an immersive story-themed space alongside a rich programme of sensory storytelling, supporting Gravesham's ambition to develop and support family audiences. We'd love to try similar partnership with other places . . .

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"I just wanted to drop you a line to say thank you so much for the Discover Exhibition and the wonderful stories and shows. It has been a delight, and, despite it being somewhat tricky to get over the line, the response has been fantastic – a whole new audience." Mandy Hare, Cultural Manager, Gravesham Council

b) Grow our externally presented programme to deliver more income to Discover

Our commitment to reaching more audiences beyond the wall of the Discover Centre is central to our charitable mission and identity – Discover's work is a practice and set of beliefs, not a venue.

Our ability to deliver extraordinary work for children and families with little support, space or tech requirements is also an asset and one for which there is demand from external organisations. We have no core funding that enables us to deliver this work but will seize opportunities to work with others where financing can be found.

This year has shown our gross income for contracted external work rise to a total of £82,178 including significant contracts from LLDC for the Olympic Park Trail and from Newham Libraries to deliver operations, marketing and

"Our kids were completely engaged the entire visit, it was so wonderful to see them so excited about The Box Rocket story / world and we have already seen an improvement in their willingness to want to sit and listen to stories being read to them and reading with an adult."

"An excellent session that then made our children desperate to write their own stories / comics once we had got back to school." Teacher comments 2024-25

select programming for the inaugural Newham Festival of Stories. We are grateful to all our creative partners who have helped us take Discover's work further and ensure our financial resilience.

c) Deliver a minimum of two sustained engagements in a school setting per year

This year we received visits from 166 different schools including 15 SEN specialists; c278 individual classes or 6,698 children taking part in creative workshops to build their literacy, oracy, confidence and creativity. [NB The small drop on last year's figures equates to the aggregate 10 weeks of closure for capital works / exhibition build.]

Our Teachers' Network of primary school teachers from across the East London area guides us in ensuring that our work continues to support schools' needs. Working with feedback from teachers and our Story Builders, we have rewritten our long-standing Story World workshop session to add still more interactivity, including games of Grandmother's Footsteps and drama elements, turning the collaboratively built story into a performance.

In addition to this core work we are committed to sustained engagements in school settings in order to provide the benefits of longer-term engagement to pupils and to support teachers with skills, confidence and opportunity in creative story telling. These are funding dependent, and we are grateful to our partners for enabling this vital work to take place:

- **London College of Fashion** visited the Monster Funfair exhibition and, using the inspiration of Nadia Shireen's works, worked with Brampton Primary school pupils over six weekly sessions to craft World

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Book Day costumes, culminating in a session in Stratford Library and a grand parade for World Book Day itself

- **Paul Hamlyn Foundation** supported the third and final year of our 'Story Seed' project, supporting schools to bring teaching around climate change across from STEM and into arts to enable a more diverse range of learning styles and, in response to a steer from our Children's Forum, ensuring that the messaging was fun, engaging and positive. Three Newham primaries (Dersingham, Stratford Manor and Hartley) each had eight weeks of workshops for classes of Year 5 and 6 pupils, including one SEND class. Artists explored environmental themes with the children through a range of multi-sensory storytelling methods with a final shared showcase at Rich Mix. Across all three schools, we worked with 100 children – the majority of whom spoke English as an additional language – and 8 educators, who took part in artist-led CPD sessions.

"We observed such a high level of engagement from children who usually struggle to participate. The music, sensory resources and fabulous storytelling really brought the stories to life and allowed all the children to take part." Story Seed teacher feedback

"I had so much fun when Discover came. I didn't think I was creative but they made me believe I am."
Story Seed pupil participant feedback

3. Play and Learn: Champion Discover's approach and learn from others

Discover is not a campaigning organisation. But our core belief that stories are critical to child development, that they can transform lives and shape strong and vibrant communities is one we are passionate about, and our practice of hands-on ('kinaesthetic') learning through creative, story-based play has been shown to be hugely effective. We are keen to champion this approach and share what we have learned as part of our role in the cultural, educational and child development sectors, whilst continually improving our work through insight and learnings from great practice elsewhere.

a) Establish a programme to support parents with storytelling

Our daily Baby Story Sessions are at 92% capacity and designed to enable babies and caregivers to take part in sensory storytelling together, picking up tricks such as repetition, singing, questions and tactility that can be used easily at home.

Our ambition to build on from modelling for parents to offer more active engagement has taken a huge leap forward this year thanks to funding from The Mercer's Foundation Early Years Special Initiative. Our ambitious four-year project aims to support children in nursery settings through sensory storytelling and includes supported sessions for both nursery staff and parents / carers. Currently in development phase, this project will begin to work on direct parent support in 2025-26.

b) Work in partnership to develop accredited training using Discover's practice

Discover is regularly visited by educators, cultural organisations and artists to learn more about what we do and how we do it. And we would like to enable and expand this process. Our partnership with University of East London's BabyDevLab and London Early Years Foundation for the four year nursery project presents a huge opportunity to take this forward, as we develop and test supportive training for nursery staff.

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c) Champion Discover's practice in at least 25 professional networking events per year

Three national publications have featured pieces by or about Discover this year:

- Daily Express, 19th August 2024, 'Keep kids reading this summer', headed a piece on story-based venues for the summer holidays with a picture of our Monster Funfair exhibition and included a lovely description of Discover's "dreamscape play spaces"
- The Bookseller, 14th November 2024, 'Stealth Literacy', a comment piece by CEO Rebekah Polding
- BookBrunch, 28th November 2024, 'The BookBrunch Interview: Rebekah Polding, Discover Children's Story Centre CEO'

This strong press interest reflects what we feel is a growing interest in story venues as a critical part of the landscape to support falling levels of reading for pleasure amongst UK children. We hugely welcome the initiative by Arts Council England, therefore, to bring such venues together into an informal network, a source of peer support and learning that we have hugely valued.

This year we have engaged professionally with the following organisations; *starred names indicate those who have visited to tour the museum, @ indicates presentations given by Discover staff.

AMA Digital Day	LLDC
AND Teachers cohort* @	London College of Fashion*
Andersen Press*	London Museum
Arts Council CYP team*	Museum of London
Barbican	National Museum of Sweden*
Charity Commission*	New York University*
Chatham Historic Dockyard Trust	Newham Council*
Crip Kid Lit	Newham Family Hubs
Dutch Children's Museum*	Newham Family Hubs*
Early Childhood Authority Abu Dhabi*	Novelty Automation
Garfield Weston Foundation*	Playful Places @
GEM@	Pop Up Pathways @
Goldsmiths MA Students*	Stratford Original (BID) @
Hilltop, National Trust*	The Golden Hinde
Horniman Museum	The Line*
Innovate UK 'Story Haven' project*	The Reader *
Junibacken*	The Story Museum*
Keswick Museum*	TheBookseller Children's Conference @
Kids in Museums*	Tom Ap Rhys Price Foundation*
KIDZU Children's Museum*	University of Edinburgh*
Lego Foundation* @	University of Hertfordshire*
LG Group*	Wellcome Collection
Libreria Bookshop	

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d) Create and deliver training courses, workshops and masterclasses for 1,000 people across 5 years

This year our internal and external training programme has included:

- 'Make It Happen', a programme funded by Waltham Forest Council to train librarians in sensory storytelling (8)
- CPD teacher training for schools participating in the Paul Hamlyn-funded 'Story Seed' project (8)
- Nursery teachers training session, early years support project (15)
- Trainee teachers working with A New Direction received an introduction to Discover's practice (10)
- World Book Day costume-making workshops for carers and children (10)
- Support programme for authors and illustrators to enable them to deliver workshops (29)
- Workshop for sectoral peers hosted by The Playful Places network (42)
- Creative Producer internship, through partner Creative Newham (1)
- Two skills sharing days for Story Builders including adapting shows for 0-3s, using music in storytelling, sensory play and using roleplay (15)
- The family visitor experience, workshop run for all front of house (8)

This gives a total of 146 people; with last year's 48, this gives us 194 towards our target. More to come!

"I had the absolute pleasure of designing and delivering a Grimwood inspired workshop [@discover_story](#) last month! From chaotic creatures to wild woodlands, the children brought so much imagination and energy to every part of the session. Huge thanks to the team at the museum for having me, it's such a joy to share storytelling through creativity and play!" London College of Fashion workshop leader

d) Use our learning from outside the organisation to make at least 5 positive changes every year

We are committed to continuous improvement to ensure we deliver the very best support to children and families, and ensure our organisation is well run. We pay regular learning visits to peers, participate in sectoral networks and include review of such activity as a standing item in management meetings. Amongst smaller adaptations, in 2024-25 we have made the following five changes:

1. From Melany Rose, Interim Head of Learning and Creative Programming and her experience at the British Museum and beyond, we've added family craft activities into the template for our cafe exhibitions, increasing interactivity and engagement and bringing these into line with Discover's hands-on ethos..
2. From museum gift shops across London and beyond, we have spotted the art of creating thematic displays and now have shop areas mixing books and toys focusing on dinosaurs, tigers, LGBTQ+, pink and sparkly, cats, dogs and eco tales. The pairing of John Birmingham's *Avocado* Baby with a small soft toy avocado has been especially popular! Visitors and staff are both enjoying the new look, and there has been a clear uplift in sales.
3. Always serious about our storytelling, we visited HMS Ocelot at the Historic Dockyard, Chatham to experience a real submarine before building our own steampunk submarine interior, the Bubblenaut. Floor to ceiling pipework and a myriad of dials and displays were the result.
4. Again benefitting from the input of a new staff member's experiences, we have expanded and restructured our development team thanks to the knowledge brought in by Livvy Brinson from her time at Bletchley Park, The Kiln Theatre and The Young Vic. The new department is set up to enable support

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for the charity from individual giving and corporate donations alongside trusts and foundations fundraising, ensuring a more resilient business model for Discover.

5. We enjoyed a fantastic peer learning day with CEO Jamie DeMent of North Carolina's hands-on children's museum, Kidzu. From their experience we refined our plans for a smallest visitor space to be 0-2s (baby to toddling), from our original thought of 0-3s, as we learned that new walkers have a terrible tendency to run over the less mobile!

4. More Storytellers Like Me: Ensure every child can find themselves in Discover

The annual 'Reflecting Realities' research by the Centre for Literacy in Primary Education demonstrates unequivocally the need for a more inclusive and representative children's literature. The curation of our reading spaces, bookshop, events programme and exhibitions strives to make a difference by making commonplace the representation of marginalised characters and /or authorial voices. We do not collect statistics from visiting artists on their ethnicity, the themes or characters of their books but are pleased to receive regular visitor feedback on the visibility and impact of our commitment.

We were also proud beyond measure of our Children's Forum, who participated in a workshop with Kids in Museums on their manifesto: they were highly vocal about ensuring that the manifesto included values of diversity and inclusion, and that families from different cultural, racial and sexual orientations were represented.

[A thing we liked about our visit]: "The representation of my son in the black characters around the exhibit and in the new stories to read." Parent feedback, August 2024

"So many lovely story books with interesting and unique themes that you can't find elsewhere!"
Parent feedback, January 2025

a) Overrepresent the underrepresented voices in children's books and storytelling

"it was incredible to be able to offer such a diverse and inclusive programme in 2024 which was a huge improvement to previous years and enabled us to have a much deeper engagement with our local community and encouraged new audiences to our festival." Fabula festival organisers, Summer 2024

During the year we've hosted events with 84 children's authors / illustrators, with a carefully curated balance of roughly one third 'big names', one third 'established' and one third 'emerging'.

For Black History Month, we piloted a new programme – 'Meet the Authors' – to support authors from our immediate local community to deliver their first author events on our Story Worlds, with direct access to an engaged audience and a stall in our bookshop. Thank you to the three authors who braved their first public appearances and took part – Princess Booker, Priscilla Ohene Manu and Chinwe Adlihi: it was wonderful to see how well your work was received and we look forward to seeing the next steps in your careers.

"just wanted to say a heartfelt THANK YOU for the lovely Sunday I had at Discover Children's Story Centre and for the success of my book launch for 'Happy Tears'. It was wonderful interacting with the children and parents and many said it was important for them to show their kids the diverse authors that exist in society." Meet the Authors participant, October 2024

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We have also worked with a number of new artists over multiple events, supporting them to develop their public-facing practice within and beyond Discover:

- **Kelechi Okafor** is a Black-British author and performer, born in Nigeria and raised in London, who we invited to showcase her creative work as a main author for the Fabula Festival in Redbridge for both school and family audiences with her new book 'Strong Like Me', which also featured in our Black History Month programme.
- **Pamela Aculey** is a Birmingham-based artist and Black mother raising three boys of mixed heritage, one of whom is autistic. She champions a belief that education should be extraordinary, inclusive and interactive, values clearly matching our own such that we were thrilled to support Pamela to design and deliver a fully inclusive musical storytelling event which showcased her first book, 'Buster Finds a Beat', which uses specialised technology to bring the illustrations to life such that many neurodivergent children had their first opportunity to integrate into storytelling sessions. We programmed author events with Pamela in school sessions, within the Newham Festival of Stories, and as part of our Black History Month programme.
- **Maria Motunrayo Adebisi** is an emerging global majority and LGBTQ+ author who graduated from Oxford with a burning desire to "write a novel that would speak to children straddling British and African identities and make them proud of both." We were able to provide opportunities for Maria's work to have a wide reach to various young people (KS2) across the borough.

Case study: Diwali Storytelling with Mr Men and Little Miss

The perfect opportunity to celebrate Diwali emerged through a partnership with publisher Harper Collins around the beloved Mr Men and Little Miss series and the special celebration title 'Happy Diwali'.

A team of talented Story Builders worked together to develop an interactive early years storytelling using the book and bringing in a feast of multi-sensory props: highly scented spices to pass around, flickering lamps and a beautiful giant Rangoli pattern made of highly strokable artificial petals. Diwali lights and decorations were also installed in the venue reception and café.

Whilst we did not collect audience data specifically on attendees, anecdotally box office staff reported a high number of visitors who were new to Discover and who arrived asking for the Diwali show specifically.

The initiative also supported our ambition to review and improve our welcome for families with South Asian heritage.

"It was incredibly special for us as Hindu audience members to be able to share these special moments with our little ones and it meant so much to be represented. Was also wonderful to be integrated with non-Hindu families and seeing them reveling in the beauty of Diwali and understanding different terms of language we use and feelings around our festival and being comfortable enough to be inquisitive. We came especially for this as it was our first time to Discover and were not disappointed, we will be returning for sure."

"We loved the storytelling sessions we attended. The diwali one was particularly lovely and really kept my daughter's attention."

Visitor feedback, November 2024

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b) Grow our special educational needs and disabled audiences year on year

With our focus on multi-sensory experience, a no-rules environment and non-verbal storytelling the general visitor experience is a welcoming one for a wide range of children and we strive to make our core delivery an inclusive one.

In 2022-23, we recorded 2,051 Disabled or Carer Entry tickets; in 2023-24, this figure grew to 2,612. In 2024-25, we recorded 2,006 across 11 months: 1,736 Disabled or Carer entry tickets plus 270 attendees for a dedicated day for SEND children and families funded via Newham Council. This was a fantastic day loved by both staff and visitors, who were hugely appreciative – not least of the two stories told in Makaton.

"My son is autistic and the sensory side of things was beneficial for him and his needs"

"I love how sensory everything is. My daughter is autistic and absolutely had a field day at the discover center"

[What did you like best about your visit to Discover?] "BSL interpreter!! Accessible whoop"

"Everyone was clearly making a LOT of effort to make it special and to make sure everyone was comfortable. Genuine consideration was given to my daughter's SEN requirements."

Visitor feedback 2024-25

We have continued the BSL interpreted storytelling and Sensory Adapted exhibition sessions begun last year with 532 attendees across these programmes across 11 months (last year 574, 12 months). And our new partnership with the wonderful Chickenshed Theatre has brought joyous and inclusive performances for a takeover day featuring a lot of magically bouncing children.

Our 'Mighty Mega' club for SEND children and their families has proudly continued with free, artist-led sessions every Saturday morning during term time, plus sessions run by our architects consulting the group on elements of our building project. Mighty Mega is a core commitment from the organisation that we have maintained despite the natural endpoint of our long-term funding partnership for this work. Thanks to the Greenwich and Docklands International Festival, Mighty Mega took part in a Manji-making workshop with artist Roo Dhissou; and we likewise thank Embracing Arts for presenting their wonderful 'Chrimblesense' show.

We also programmed three interactive, sensory author events with author Rose Robbins based on her books about neurodivergence 'LOUD', 'Talking is not my thing' and 'Me and my sister', combined total attendees 153.

c) Work collaboratively with at least two specific communities per year to develop and improve our welcome

Our two priority conversations have been with LGBTQ families and families with South Asian heritage – conversations that were begun this year and will continue on.

We did a call out for LGBTQ families to join Family Forum and had a super positive response, with a number of families sharing their (very positive) views of the centre and taking part in our regular photoshoots.

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Through an existing member of the local LGBTQ community, we have been reaching out to a wide range of dedicated social media groups and continuing to listen for any requests or needs. None so far identified!

We have been lucky to have a number of families with South Asian heritage participate in our Family Forum; we are very grateful to them, as to all participating families, for sharing their views, ideas and networks. We have also been lucky enough to have a grant from the National Lottery Heritage Fund which supported the 'Newham Stories' project, working with different community groups, several of which shared South Asian story heritage, including some wonderful food stories accompanied by biryani, dansak and karak chai!

Our programming – in addition to the wonderful Diwali storytelling - has also spotlighted author / illustrators of South Asian heritage, with the dual aims of celebrating these talents and giving South Asian families the joy of representation:

- Our immersive adventure 'Monster Funfair' celebrates the work of British Asian author **Nadia Shireen**, with her wonderful South Asian character Billy (always accompanied by the marvellous Fat Cat) making a strong appearance
- **Niall Moorjani** is a south Asian non-binary director, author, storyteller and arts educator and long-term collaborator with Discover, including working as a Story Builder and artist facilitator in our education projects. In collaboration with emerging theatre company Astraea, we commissioned the early years show 'Rajiv's Starry Feeling' from Niall's first book. *Audience feedback: "stunning show and so vital for our community to start these discussions and involve fathers more deeply in the family unit. The team have created a great storytelling which my child was enthralled by"*
- **Rea Malhotra Mukhtyar** An emerging children's author and actress, Rea has had a strong involvement with Discover over the past year including the opportunity to develop and run her own author event sessions to share her new books with the local community, as well as being a lead artist on one of our larger education projects Newham Stories, exploring heritage and culture through oral storytelling with parents in Newham.

d) Develop the make-up of our team to be more representative of London's communities

We are proud of Discover's diverse workforce and culture and aim to ensure our recruitment practices are accessible and inclusive for all people from all backgrounds, cultures and with diverse lived experiences. We aspire to recruit more posts from within our local area and are working directly with Newham Council's Inclusive Economy team to ensure we are using all possible resources to provide work opportunities to local residents first. Our jobs are advertised on all local job boards, and we partnered with both University College London – whose new campus has just opened at East Bank – and the Council's Newham Volunteering Initiative to recruit volunteers for our Story Street project and will build on these for next year. To support our inclusive culture, we have this year held training for staff in managing diversity and in preventing sexual harassment.

This year, we were proud to participate in the Creative Newham Cultural Producers project funded by Arts Council England and host a four-month placement for a highly talented, Newham-resident emerging cultural producer. Our three most recent recruits to our office team are all Newham residents, as are a good number of our front of house staff with the majority of the office team being East London based. The majority of our staff team, as per our survey for Arts Council England March 2025, identify other than as White British, 12% identify as D/deaf and/or disabled, 23% identify otherwise to heterosexual/straight and staff identify from six different socio-economic backgrounds.

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5. No Place Like Newham: Make a difference to every child in Newham

a) Work with every Newham primary school

Working with the universal offer that is schools is fundamental to achieving our goal of making a difference to every child in our home borough.

At the point of target setting in August 2023, we had worked with 23 out of 63 Newham primaries within the last 12 months (though have worked with nearly all Newham primaries over the longer term). Over the past two years, with dedicated staff time to schools outreach, we have now grown our reach to 39 out of 63 Newham primaries (up from 32 in 2023-24).

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b) Hold an annual festival in Newham, of Newham, for Newham

Case Study: Newham Festival of Stories 11 – 22 November 2024

From 2018 to 2023, Newham Council commissioned the Newham Word Festival, with additional funding support from Arts Council England and delivery by Discover.

When this funding came to an end, we were thrilled when Newham Libraries told us that they were submitting an application to the Arts Council to continue with a smaller, more focused version of the festival that put Newham residents more firmly in the curatorial spotlight and continued the great work of connecting new audiences to their local libraries, commissioning new word-focused events from local creative and community groups and bringing high quality book and story events to the borough.

Newham Libraries run an outstanding programme of year-round events and have strong expertise in working with hyper-local audiences. Discover came on board with additional capacity and expertise in festival organisation, curating for children and families, marketing and event delivery – working closely with library teams in order to build their skills in these areas.

And what a festival ensued! Eleven days of free poetry and storytelling events, authors discussing their books, visual arts, debates, workshops and performances across every part of the borough. Freestyle family dance at Sadlers Wells, a baking history workshop with UCL Special Collections, actor Paterson Joseph sharing the fascination that lead him to write a witty historical novel about a maverick 18th century writer and composer and children and family events galore. 17 different organisations took part with 28 events in total attracting 2,600 people. 51% of audience members who completed a feedback survey had never been to “an event like this” before and 98% said they would attend again, with 91% of survey respondents rating the events as good or excellent. We hope there is a legacy in the hearts and minds of those who took part as vibrant and inspiring as the story mural created with and for the children and families facing homelessness who are part of The Magpie Project community.

Some of our favourite audience comments:

“Lovely event, such wonderful people hosting. We felt very welcomed.”

“I really appreciated this free writing workshop, in a lovely setting. These are the sorts of events which enrich lifes so much. Thank you. !”

“Sunday gone, Plaistow Library was transformed into a haven of imagination and joy. They offered an unforgettable experience for children and even for us adults. We were lucky to have authors Tplá Okogwu and Hollie Hughes, who brought their great stories to life in a way that captured every heart in the room”

“Gotta say – this festival has brought great joy to our community, and the sentiment is shared widely among attendees, even if not everyone has the means to share feedback online. Huge thanks to the organisers for putting this together; it has been a bright spot in our area and I personally cannot wait for more events like this in the future..”

“No improvement needed, just good to have a whole range of stories.”

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c) Ensure 1 in 10 of our audience experience Discover for free

It is a founding principle that Discover should be accessible to everyone, and that price should not provide a barrier to entry.

Of our total audience number for the year of 90,481, precisely 14,112 experienced Discover for free – a total of 15.6%,

Across 2024-25, our free offer included:

- Babies (0-1) and carers
- Participants in our weekly After School, Story Sandwich and Mighty Mega clubs for local schoolchildren, families facing homelessness and Disabled children and children with special educational needs respectively
- Ticket distribution via our community partners, including other local charities, community and voluntary groups, libraries and food banks
- Partnership events in libraries and festivals

d) Prioritise Newham in governance, procurement, partnerships and pricing

As always, our 15-strong Children's Forum of 8–11-year-olds are all recruited from local Newham schools. This year, their experiences have included a high tea with new Chief Executive of Newham Council, Abi Gbago, reviewing a new manifesto for Kids in Museums, connecting with the new cultural organisations at East Bank as they helped to design the new Olympic Park family trail and taking part in a project from the University of Edinburgh to help shape a library for the moon . . .

Our recruitment for new trustees specifically prioritised lived experience of Newham, and we are thrilled that two of our three new trustees bring this in spades with backgrounds in working with different local community groups, council, education and charity networks. Of our now 14 strong group of trustees, 7 have lived experience of Newham, ensuring a powerful presence for our local community across decision making.

Our Ethical Procurement Policy commits us to proactively seeking out local suppliers wherever possible. We are pleased that our regular maintenance contract has been held by One Point Services, our neighbours on Stratford High Street, and the award-winning playground designers for the Up and Out! capital programme, APES, are also Newham based.

Tickets to Discover are discounted for Newham residents (£9 as opposed to £10). 19,307 people with Newham postcodes visited the centre – a strong 22.3% of all tickets sold, holding roughly steady on last year's figures.

Partnership work took us further out and about in the borough:

- we took part in Newham Heritage Month and delivered work in the majority of Newham's libraries
- we worked with the Newham Council Family Hubs network to distribute 500 free tickets to Hub users – which we extended to 550 to meet demand, and with the Newham Council HAF programme to deliver a special story day for SEND children and their families
- we took part in Greenwich + Docklands International Festival, co-delivering two amazing pieces of street performance: 'Pram People' (Polyglot Theatre) and 'Manji, Charpai, Daybed' (Roo Dissou)

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- we braved the rain at the Olympic Park's Big Get Together, and worked with the fantastic new partners at East Bank to create the 'Stomp and Stamp' family trail that links all new East Bank venues and Discover
- we told stories of Olympic bravery and courage at an open day for University of East London

This year, we thrilled to have increased our roster of community partners by 18 organisations to a total of 33 groups, all of whom receive free tickets for their membership. We thank them all for their support and ongoing work with East London's children and families.

Action For Refugees in Lewisham (AFRIL)
 Alternatives Trust
 Bayis Sheli
 Bonny Downs Community Association
 Caris Families
 Carpenters Estate/The Dovetail
 Daubeney Primary Nurture Room
 E6 Sister
 Eastside Community Heritage
 Empowering Deaf Society
 Family Nurse Partnership
 Fences and Frontiers
 Forest Gate Children's Centre
 Happy Baby Community
 KEEN London
 NCT Newham
 NELFT NHS Trust (Waltham Forest)

Newham Community Project
 Praxis
 Refuge Hackney
 Refuge Lambeth
 Room to Heal
 Sister Circle
 Start Young UK
 The AAA Zone
 The Magpie Project
 The Renewal Programme
 The Salvation Army - Stratford
 Tower Hamlets Enhanced Health and Wellbeing
 We Are Family
 Welcome Newham
 West Silvertown Foundation
 Willow Family Wellbeing Centre

Structure, Governance and Management

Discover is a charitable company limited by guarantee, incorporated on 11 December 1997 and registered as a charity on 9 July 1998. The company was established under a Memorandum of Association which states the objects and powers of the charity as:

"to promote, maintain, improve and advance public education in the arts, sciences, humanities, and technology in particular by the provision, promotion and maintenance of facilities and amenities for the education of children, young people and their families, and to relieve poverty, in particular by providing or assisting in providing recreational or other leisure-time facilities and amenities for children and young persons and their families."

The directors of the company are also charity trustees for the purposes of company law. The charity is governed under its Articles of Association. These state that the Board must consist of between 3-20 Trustees. Current Board membership includes Trustees with skills and experience in business, education including SENCo, finance, fundraising, human resources, law (including property), PR and communications, regeneration, stakeholder engagement, writing and publishing. Many have lived experience of Newham and / or parenting. All trustees give their time voluntarily.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

The Board of Trustees is responsible for the direction and management of Discover. It is elected by members at its AGM. Membership of the charity is open to any individual who supports the aims and policies of the company and is approved by the Trustees.

The Board has overall responsibility for the strategic control and direction of Discover with day-to-day management delegated to the Chief Executive. The Board currently meets five times per year; the Finance, Personnel and Risk Committee meets a minimum of four times per year. When necessary, the Board also establishes working groups or offers additional support on specific areas, e.g. capital projects, governance, fundraising and website development.

New Trustees visit the Centre, meet with the Chair and CEO and are given a 'board buddy' from existing Trustees. Their induction pack includes the most recent Annual Report and Audited Accounts, the latest set of Board papers and the current Business Plan. During the year the charity provided indemnity insurance for its Trustees.

Senior Management Team

Chief Executive	(1.0)	Rebekah Polding
Interim Chief Executive	(0.6)	Helen Tovey (from Feb 25)
Development and Delivery Director	(0.8)	Livvy Brinson
Finance Director	(0.6)	Mary King
Head of Creative Programming	(1.0)	Charlotte Métairie (parental leave Sept 24)
Interim Head of Learning and Creative Programming	(0.9)	Melany Rose (from Aug 24)
Head of Operations	(1.0)	Richard Smith-Gore
Head of Audiences	(0.8)	Jessica Ziebland

Remuneration

Key management salaries are determined through consideration of our financial position and constraints as well as testing against the wider market. Salary levels are initially agreed by the Finance Committee, which then makes a recommendation for approval by the Board.

Financial Review

In 2024-25 Discover's total income was £3,070,541 (2024: £2,064,101). This represents a 49% increase from the previous year. The revenue comes from a variety of sources including earned income from admission fees and rental income from sub-letting space. Income also comes from grants, from trusts and foundations and commissions from a variety of sources to deliver specific services. The total expenditure in the year was £2,560,058 (2024: £2,293,284). The overall general unrestricted fund position has decreased by £304,961 with a fund balance at the year-end of £139,211 (2024: £441,908).

Fundraising

We are committed to ensuring that we are completely open about our fundraising and spending and follow the Code of Fundraising Practice. We undertake fundraising activity to our supporters via formal applications, direct mail and direct contact at events. We do not use any third parties to assist with raising funds and have had no complaints during this financial year.

Financial Sustainability

Total visitor income was £1,146,686 (2024: £1,135,183). This represents a 1% increase from the previous year. Our earned income for the year was £461,970 (2024: £457,865). Grant income was £1,383,410 (2024: £440,247).

CHILDREN'S DISCOVERY CENTRE EAST LONDON
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FOR THE YEAR ENDED 31 MARCH 2025

Reserves policy

In October 2023, following a review of the capital asset and maintenance plan, the Trustees agreed to invest reserves to ensure the long-term future of the building and of the organisation, this investment to be monitored by the Finance, Risk and Personnel committee to ensure the maintenance of cashflow and appropriate return as evidenced by business projections. The Trustees agreed a policy whereby reserves were expected to fall across 2023-2025 but be steadily replenished following the capital works such that by 2030 the unrestricted funds not committed or invested in tangible fixed assets (the free reserves) will be the equivalent of 3 months expenditure.

On 31 March 2025 the free reserves of the charity were £139,211 (2024: £441,908).

Investment Policy

The Trustees have considered the most appropriate policy for investing funds and in the current economic climate they felt it prudent to spread the cash across savings accounts with different degrees of accessibility to maximise interest.

Risk Management

The Trustees have a risk management strategy which comprises:

- review and monitoring of the risks that the charity faces by the Finance, Risk and Personnel Committee no less than four times per year;
- the establishment of systems and procedures to mitigate those risks identified in the plan;
- the implementation of procedures designed to minimise any potential impact on the charity should those risks materialise.

The Trustees view the current risks to be financial, the main risks being:

- adequacy of reserves and cashflow
- achieving income targets, including raising funds for the capital project and revenue grants
- significant drop in visitor figures due to the impact of the cost-of-living increases, or competition within the area
- rising overheads especially due to energy price rises and increase in real living wage
- cyber security.

To mitigate the financial risks, the Finance, Risk and Personnel committee reviews management account and cashflow forecasts four times a year and reports directly to the Board of Trustees.

To mitigate the cyber security risk, a cyber security working group and action plan has been established which is monitored by the Finance, Personnel and Risk Committee.

Accounting Compliance

The Trustees (who, as mentioned above are also directors of Discover for the purposes of company law) confirm that the accounts comply with current statutory requirements and with the requirements of the charity's governing document.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Directors/Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

resources, including the income and expenditure of the charitable company for that period. In preparing the financial statements, the Directors/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 estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards 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 charitable company will continue in business.

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

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The Trustees have taken all the steps that they ought to have taken to make any relevant audit information and to establish that the auditors are aware of that information.

The Directors/Trustees have prepared this report in accordance with the special provisions of Part VII of the Companies Act 2006 relating to small companies.

Approved by the Board of Directors on: 22 August 2025



Alexandra Marks CBE
Chair

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Opinion

We have audited the financial statements of Children's Discovery Centre East London for the year ended 31 March 2025 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' Annual Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 27 of the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities,

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to the regulatory requirements of the Charity Commission, safeguarding, health and safety and employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011, payroll taxes and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the posting of inappropriate journal entries or the manipulation of accounting judgements and estimates. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Reviewing minutes of Trustees' meetings during the year;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, postings by unusual users or with unusual descriptions; and
- Challenging assumptions and judgements made by management in their critical accounting estimates

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Lee Stokes (Senior Statutory Auditor)
For and on behalf of HaysMac LLP, Statutory Auditor
Date: 22 August 2025

10 Queen Street Place
London
EC4R 1AG

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2025

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2025 £	Total 2024 £
INCOME					
<i>Income and endowments from:</i>					
Donations and Legacies					
Grants Receivable	2	95,597	1,287,813	1,383,410	372,064
Donations and Gifts	3	41,579	-	41,579	19,860
Charitable Activities					
Operation of Centre and Outreach	4	1,167,410	-	1,167,410	1,182,384
Other Trading Activities					
Contract Income	2	-	82,178	82,178	68,183
Investments					
Rents Receivable		359,069		359,069	342,482
Interest Receivable		6,134		6,134	2,261
Other Income		30,761		30,761	76,869
Total Income		1,700,550	1,369,991	3,070,541	2,064,103
EXPENDITURE					
<i>Expenditure on:</i>					
Raising Funds					
Fundraising and Marketing	6	170,180	-	170,180	241,889
Charitable Activities					
Development of the Centre		99,739	-	99,739	145,690
Operation of the Centre and Outreach		1,992,797	297,342	2,290,139	1,902,374
Total Expenditure	7	2,262,716	297,342	2,560,058	2,289,953
Net income/(expenditure)		(562,166)	1,072,649	510,483	(225,850)
Transfer between funds	16	1,029,750	(1,029,750)	-	-
Net movement in funds		467,584	42,899	510,483	(225,850)
Fund Balances carried forward at 31 March 2024		2,944,406	60,082	3,004,488	3,230,338
Fund Balances carried forward at 31 March 2025		3,411,990	102,981	3,514,971	3,004,488

The notes on pages 22 to 33 form part of these financial statements. Details of comparative figures by fund are given on page 33.

All income and expenditure are derived from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006 and includes all gains and losses recognised in the year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
BALANCE SHEET
AS AT 31 MARCH 2025

Company Registration No 03479284

	Notes	2025 £	£	2024 £	£
FIXED ASSETS					
Tangible fixed assets	11		3,272,779		2,500,234
CURRENT ASSETS					
Stock		10,941		9,527	
Debtors	12	92,230		163,605	
Cash at bank and in hand		484,274		476,088	
		<u>587,445</u>		<u>649,220</u>	
CURRENT LIABILITIES					
CREDITORS: Amounts falling due within one year	13	(130,517)		(112,966)	
NET CURRENT ASSETS			456,928		536,254
CREDITORS: Amounts falling due after one year	13		(214,736)		(32,000)
TOTAL NET ASSETS			<u>3,514,971</u>		<u>3,004,488</u>
Unrestricted					
Designated - Building & Fixed Assets	17	3,272,779		2,500,234	
General Funds		139,211		444,172	
		<u>3,411,990</u>		<u>2,944,406</u>	
Restricted Funds	16		102,981		60,082
			<u>3,514,971</u>		<u>3,004,488</u>

The notes form part of these accounts.

The financial statements were approved and authorised for issue by the Board of Trustees on 23 July 2025 and were signed below on its behalf by:

Amit Rama

Amit Rama
Treasurer

22 August 2025

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2025

	2025 £	2025 £	2024 £	2024 £
CASH FLOWS FROM OPERATING ACTIVITIES:				
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	510,483		(225,850)	
Adjustments for:				
Depreciation Charges	271,975		270,340	
Dividends, interest and rents from investments	(6,134)		(2,261)	
Decrease/ (Increase) in stocks	(1,414)		(2,724)	
(Increase)/decrease in debtors	71,375		147,797	
Increase/(Decrease) in creditors	200,287		25,479	
Net cash (used in)/provided by operating activities		1,046,571		212,781
CASH FLOW FROM INVESTING ACTIVITIES				
Purchase of tangible fixed assets	(1,044,520)		(67,325)	
Dividends, interest and rents from investments	6,134		2,261	
Net cash used in investing activities		(1,038,386)		(65,064)
Change in cash and cash equivalents in the reporting period		8,185		147,717
Cash and cash equivalents at the beginning of the reporting period		476,089		328,372
Cash and cash equivalents at the end of the reporting period		484,274		476,089
		2025 £		2024 £
Cash in hand		484,274		476,089
Total Cash and Cash Equivalents		484,274		476,089

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

1 ACCOUNTING POLICIES

1.1 Basis of Preparation

The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP 2015) (Second Edition, effective 1 January 2019) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

1.2 Going Concern

The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives trustees confidence the charity remains a going concern for the foreseeable future.

1.3 Income

All income is recognised once the charity has entitlement to income, it is probable that income will be received and the amount of income receivable can be measured reliably.

1.4 Expenditure

Expenditure is recognised in the period in which it is incurred and is allocated to the activities to which it relates. Where necessary a best estimate of allocation between activities is adopted.

The cost of raising funds comprises costs associated with generating funds including the cost of staff directly engaged in fundraising.

Charitable expenditure comprises costs directly attributable to running the Centre's core charitable function as well as the other programmes run.

Governance costs are those associated with the governance of the charity, compliance with statutory obligations and costs related to the strategic management of the Charity.

Support costs are attributed to each activity and are apportioned on the basis of staff time spent.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Individual fixed assets costing £500 or more are capitalised

379-381 improvements	15 years
Long leasehold improvements - specific offices	20% on cost
Long leasehold premises	50 years
Exhibits	8 years
Furniture, Fittings & Equipment	25% on cost

Assets under the course of construction are not depreciated until the work is completed and the asset brought into use.

1.6 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

1 ACCOUNTING POLICIES (Continued)

1.7 Stock

Stock is valued at the lower of cost and net realisable value. Stock comprises materials used during workshops and refreshments and souvenirs for resale.

1.8 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.

1.9 Cash in bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

1.10 Creditors and provisions

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.

1.11 Restricted funds

Restricted funds are funds received subject to specific conditions imposed by the donor.

1.12 Unrestricted funds

Unrestricted funds are funds which are expendable at the direction of the Trustees.

1.13 Employee benefits

Short term benefits

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

Employee termination benefits

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

1.14 Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital. Financial liabilities held at amortised cost comprise all creditors except social security and other taxes and provisions.

1.15 Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, trustees are required to make judgement, estimates, and assumptions about the carrying value 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 affected current and future periods.

Judgements made by the trustees, in the application of these accounting policies that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are deemed to be in relation to the depreciation rates of tangible fixed assets and are discussed above.

In the view of the trustees, no assumptions concerning the future or estimation uncertainty affecting assets or liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:	Unrestricted	Restricted	2025	2024
	£	£	Total	Total
			£	£
Access Reach Fund	-	14,922	14,922	-
Arts Council England	95,597	494,500	590,097	95,597
BBC Children in Need	-	-	-	33,887
Bruce Wake Trust	-	2,000	2,000	-
Childhood Trust	-	-	-	2,000
City Bridge	-	79,648	79,648	-
CMS Cameron McKenna	-	750	750	-
Cockayne Foundation	-	50,000	50,000	-
D'Oyly Carte Charitable Trust	-	3,500	3,500	-
Foyle Foundation	-	75,000	75,000	-
Garfield Weston Foundation	-	250,000	250,000	-
John Thaw Foundation	-	1,000	1,000	-
London Borough of Newham	-	44,662	44,662	89,600
London Borough of Walthamstow	-	2,046	2,046	-
London City Airport Community Fund	-	3,000	3,000	-
London Legacy Development Corporation	-	31,720	31,720	12,060
Man Group plc Charitable Trust	-	50,000	50,000	40,000
The Mercers' Company	-	68,859	68,859	-
National Lottery Community Fund	-	-	-	43,022
National Lottery Heritage Fund	-	24,384	24,384	30,481
Paul Hamlyn Foundation	-	44,000	44,000	44,000
Postcode Innovation Trust	-	125,000	125,000	-
Tom Ap Rhys Pryce Memorial Trust	-	5,000	5,000	-
The Wolfson Foundation	-	-	-	49,600
	95,597	1,369,991	1,465,588	440,247
Grants	95,597	1,287,813	1,383,410	372,064
Contracts	-	82,178	82,178	68,183
	95,597	1,369,991	1,465,588	440,247
Capital	-	1,049,710	1,049,710	49,600
Revenue	95,597	320,281	415,878	390,647
	95,597	1,369,991	1,465,588	440,247

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:

	Unrestricted	Restricted	2024
	£	£	Total
			£
Arts Council England	95,597	-	95,597
BBC Children in Need	-	33,887	33,887
Childhood Trust	2,000	-	2,000
London Borough of Newham	-	89,600	89,600
London Legacy Development Corporation	-	12,060	12,060
Man Group plc Charitable Trust	-	40,000	40,000
National Lottery Community Fund	-	43,022	43,022
National Lottery Heritage Fund	-	30,481	30,481
Paul Hamlyn Foundation	-	44,000	44,000
The Wolfson Foundation	-	49,600	49,600
	97,597	342,650	440,247
Grants	97,597	274,467	372,064
Contracts	-	68,183	68,183
	97,597	342,650	440,247
Capital	-	49,600	49,600
Revenue	97,597	293,050	390,647
	97,597	342,650	440,247

3 DONATIONS AND GIFTS

	2025	2024
	Total	Total
	£	£
Donations	37,678	16,754
Gift Aid	3,901	3,106
	41,579	19,860

All donations and gifts were unrestricted.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

4 OPERATION OF CENTRE AND OUTREACH

			2025	2024
	Unrestricted	Restricted	Total	Total
	£	£	£	£
Family admissions	820,178	-	820,178	804,953
School admissions	76,761	-	76,761	59,883
Shop and café income	210,989	-	210,989	209,428
Birthday party lettings	26,909	-	26,909	38,194
Hire of space	11,849	-	11,849	22,726
Community income	13,829	-	13,829	16,927
Education and participation commissions	6,895	-	6,895	30,273
	<u>1,167,410</u>	<u>-</u>	<u>1,167,410</u>	<u>1,182,384</u>

The expenditure on operation of centre and outreach in 2024 was unrestricted.

5 NET INCOME/(EXPENDITURE)

	2025	2024
	Total	Total
The result for the year is stated after charging:		
Auditor's remuneration	£	£
- Statutory Audit	15,000	13,200
- Other audit services	7,610	6,900
Depreciation	<u>271,975</u>	<u>270,340</u>

6 FUNDRAISING AND MARKETING

			2025	2024
	Fundraising	Marketing	Total	Total
	£	£	£	£
Direct Costs	3,342	31,385	34,727	29,901
Salaries	50,713	37,097	87,810	128,997
Governance Costs	2,181	1,596	3,777	5,270
Support Costs	25,334	18,532	43,866	77,721
	<u>81,570</u>	<u>88,610</u>	<u>170,180</u>	<u>241,889</u>

			2024
	Fundraising	Marketing	Total
	£	£	£
Direct Costs	2,555	27,346	29,901
Salaries	61,609	67,388	128,997
Governance Costs	2,517	2,753	5,270
Support Costs	37,120	40,601	77,721
	<u>103,801</u>	<u>138,088</u>	<u>241,889</u>

Fundraising is mainly from Trusts and Foundations. Discover does not undertake street collections or cold calling.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

7 EXPENDITURE

	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2025 £	Total 2024 £
Direct Costs						
Direct Project Costs	34,727	907	424,189	52,164	511,987	370,390
Temp/Consultancy Costs	-	9,995	-	-	9,995	26,693
Salaries	87,810	49,238	1,030,582	145,240	1,312,870	1,151,825
Governance Costs						
Staff costs	2,265	1,270	26,583	3,746	33,864	33,865
Audit	1,512	848	17,749	2,501	22,610	13,199
Other Support Costs						
Bank Charges	144	81	1,695	239	2,159	1,832
Depreciation	18,191	10,200	213,496	30,088	271,975	270,340
Insurance	1,222	685	14,347	2,022	18,276	13,547
Building Costs	20,775	24,534	243,823	34,362	323,494	381,354
Printing & Postage	123	69	1,438	203	1,833	810
Professional Fees	2,573	1,443	30,199	4,256	38,471	7,832
Stationery	286	160	3,353	473	4,272	10,010
Telephone	552	309	6,478	913	8,252	8,256
	170,180	99,739	2,013,932	276,207	2,560,058	2,289,953
	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2024 £	
Direct Costs						
Direct Project Costs	29,901	2,025	281,423	57,041	370,390	
Temp/Consultancy Costs	-	26,693	-	-	26,693	
Salaries	128,997	71,178	670,283	281,367	1,151,825	
Governance Costs						
Staff costs	3,792	2,093	19,707	8,273	33,865	
Audit	1,478	816	7,681	3,224	13,199	
Other Support Costs						
Bank Charges	205	113	1,066	448	1,832	
Depreciation	30,276	16,706	157,319	66,039	270,340	
Insurance	1,518	837	7,883	3,309	13,547	
Building Costs	42,709	23,566	221,922	93,157	381,354	
Printing & Postage	90	50	472	198	810	
Professional Fees	877	484	4,558	1,913	7,832	
Stationery	1,121	619	5,825	2,445	10,010	
Telephone	925	510	4,804	2,017	8,256	
	241,889	145,690	1,382,943	519,431	2,289,953	

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

8 EMPLOYEES

The average number of employees during the year was as follows:

Number of Employees	2025	2024
Direct Charitable Expenditure	56	50
Fundraising and Publicity & Marketing	4	6
	60	56

Staff Costs	2025	2024
	£	£
Wages and Salaries	1,229,452	1,081,291
Social Security Costs	72,572	68,463
Pension Costs	44,711	35,936
	1,346,735	1,185,690

	2025	2024
	£	£
Senior Management Team salaries totalled	306,956	340,556

Senior Management Team is composed of the following number of posts:	2025	2024
Chief Executive Officer	1.0	1.0
Interim Chief Executive Officer	0.6	-
Finance Director	0.6	0.6
Head of Development	0.8	0.8
Head of Creative Programming	1.0	1.0
Head of Creative Programming (Maternity Cover)	1.0	-
Head of Operations	1.0	1.0
Head of Marketing	0.8	0.8

There was one employee whose annual emoluments were £60,000 - £70,000 (2024: one).

There were no settlement agreements (2024: £15,558) and no compromise agreements during the year (2024: nil).

9 TRUSTEES

No Trustees received any remuneration for the charity in the year. (2024: Vaseem Khan was paid £300 for services for Newham Word Festival).

10 RELATED PARTIES

There were no other related party transactions in the year. (2024: Vaseem Khan was paid £300 for services for Newham Word Festival).

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

11 TANGIBLE FIXED ASSETS

	Leasehold Premises			Furniture, Fittings & Equipment	Total
	Discover House	Discover Story Centre	Exhibition		
	£	£	£	£	£
Cost or valuation					
At 31 March 2024	1,009,528	4,484,821	515,947	174,992	6,185,288
Additions	53,761	948,394	38,669	3,696	1,044,520
At 31 March 2025	1,063,289	5,433,215	554,616	178,688	7,229,808
Depreciation					
At 31 March 2024	623,578	2,481,552	412,613	167,311	3,685,054
Charge in Year	15,651	214,884	36,263	5,177	271,975
At 31 March 2025	639,229	2,696,436	448,876	172,488	3,957,029
Net book value					
At 31 March 2025	424,060	2,736,779	105,740	6,200	3,272,779
At 31 March 2024	385,950	2,003,269	103,333	7,682	2,500,234

Net book value at 31 March 2025 represents fixed assets used for:

	Leasehold Premises			Computer Equipment	Total
	Discover House	Discover Story Centre	Exhibition		
	£	£	£	£	£
Direct charitable purposes					
Operation of the Centre	-	2,736,779	105,740	6,200	2,848,719
Leased Property	424,060	-	-	-	424,060

The Sub-leased building represents expenditure on 379/381 High Street, Stratford which is a property subleased to Skills for Growth/Landmark on a 10 year lease from Oct 2015. The building improvements specifically for the tenant are being depreciated over the period of the lease.

The Sub-leased building was revalued at 11 October 2006 by Glenny LLP, Chartered Surveyors, on the basis of open market value at £985,000. This resulted in an unrealised impairment loss of £289,135 which was accounted for in the financial statements for the year ended 31 March 2006. The Trustees do not believe that there has been a further permanent diminution in value since 11 October 2006.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

12 DEBTORS

	2025	2024
	£	£
Trade debtors	18,177	25,021
Rent / Service Charges	24,298	56,904
Prepayments and accrued income	49,755	81,680
	<u>92,230</u>	<u>163,605</u>

13 CREDITORS: Amounts falling due within one year

	2025	2024
	£	£
Taxes and social security costs	16,950	33,289
Loans Repayments	14,198	-
Other creditors	69,960	54,304
Accruals and deferred income	29,409	25,373
	<u>130,517</u>	<u>112,966</u>

	2025	2024
	£	£
CREDITORS: Amounts falling due after one year		
Loan Repayments falling due 1-2 years	28,772	-
Loan Repayments falling due 2-5 years	89,465	-
Loan Repayments falling due after 5 years	54,499	-
	<u>172,736</u>	<u>-</u>
Total Loan Repayments falling due after 12 months	172,736	-
Tenant Deposit falling due After 12 months	42,000	-
	<u>214,736</u>	<u>-</u>

14 DEFERRED INCOME

	2025	2024
	£	£
Total deferred income at 1 April 2024	7,965	13,257
Amounts realised in the year	(7,965)	(13,257)
Deferred income in the year	5,910	7,965
	<u>5,910</u>	<u>7,965</u>
Total Deferred Income at 31 March 2025	5,910	7,965

15 SHARE CAPITAL

The company is limited by guarantee and does not have any share capital. Each member guarantees up to £5 payable in the event of a winding up under the terms of the Memorandum and Articles of Association.

NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

16 RESTRICTED FUNDS

	Balance at 1 Apr 2024 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2025 £
Capital Project	-	1,049,710	(12,885)	(1,036,825)	-
Community Projects	60,082	338,281	(302,457)	7,075	102,981
	<u>60,082</u>	<u>1,387,991</u>	<u>(315,342)</u>	<u>(1,029,750)</u>	<u>102,981</u>
	Balance at 1 Apr 2023 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2024 £
Capital Project	-	49,600	-	(49,600)	-
Community Projects	46,700	293,050	(279,668)	-	60,082
	<u>46,700</u>	<u>342,650</u>	<u>(279,668)</u>	<u>(49,600)</u>	<u>60,082</u>

The Capital Project 2025 represents improvements to the Discover Building including installation of an air-source heat pump, lift replacement, basement toilet replacement, Creature on the Roof and the beginnings of the Roof Repairs, Insulation and a new Story Tree. It also includes a new Fire Alarm system for Discover House.

The Capital Project 2024 represents improvements to the lighting and windows of Discover Story Centre. The transfer of funds represents the capitalisation of the expenditure.

Community Projects represents income and expenditure in relation to promoting the objectives of the charity in the local area.

Transfer of Funds to Unrestricted Designated Funds occur on Capital Projects once the conditions of the funding has been met.

Transfers of Funds from Unrestricted Funds occur when expenditure exceeds the restricted funds raised for Community Projects.

17 DESIGNATED FUNDS

	Balance at 1 Apr 2024 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2025 £
Building Fund	2,500,234	14,770	(271,975)	1,029,750	3,272,779
	<u>2,500,234</u>	<u>14,770</u>	<u>(271,975)</u>	<u>1,029,750</u>	<u>3,272,779</u>
	Balance at 1 Apr 2023 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2024 £
Building Fund	2,703,246	17,728	(270,340)	49,600	2,500,234
	<u>2,703,246</u>	<u>17,728</u>	<u>(270,340)</u>	<u>49,600</u>	<u>2,500,234</u>

The Strategic Fund is for essential maintenance and repairs of the building and garden.

The Building Fund represents the net book value of the tangible fixed assets held at 31 March 2025.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2025

18 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fund balances at 31 March 2025 are represented by:				
Fixed Assets	-	3,272,779	-	3,272,779
Current Assets	484,464	-	102,981	587,445
Creditors: amounts falling due within one year	(130,517)	-	-	(130,517)
Creditors Amounts Falling due after one year	(214,736)	-	-	(214,736)
	<u>139,211</u>	<u>3,272,779</u>	<u>102,981</u>	<u>3,514,971</u>

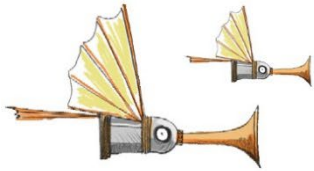
	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fund balances at 31 March 2024 are represented by:				
Fixed Assets	-	2,500,234	-	2,500,234
Current Assets	589,138	-	60,082	649,220
Creditors: amounts falling due within one year	(112,966)	-	-	(112,966)
Creditors Amounts Falling due after one year	(32,000)	-	-	(32,000)
	<u>444,172</u>	<u>2,500,234</u>	<u>60,082</u>	<u>3,004,488</u>

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2025

19 STATEMENT OF FINANCIAL ACTIVITIES - 2024

	Unrestricted Funds £	Restricted Funds £	Total 2024 £
INCOME			
<i>Income and endowments from:</i>			
Donations and Legacies			
Grants Receivable	97,597	274,467	372,064
Donations and Gifts	19,860	-	19,860
Charitable Activities			
Operation of Centre and Outreach	1,182,384	-	1,182,384
Other Trading Activities			
Contract Income	-	68,183	68,183
	-	-	-
Investments			
Rents Receivable	342,482	-	342,482
Interest Receivable	2,261	-	2,261
Other Income	76,869	-	76,869
Total Income	1,721,453	342,650	2,064,103
EXPENDITURE			
<i>Expenditure on:</i>			
Raising Funds			
Fundraising and Marketing	241,889	-	241,889
Charitable Activities			
Development of the Centre	145,690	-	145,690
Operation of the Centre and Outreach	1,622,706	279,668	1,902,374
Total Expenditure	2,010,285	279,668	2,289,953
Net income/(expenditure)	(288,832)	62,982	(225,850)
Transfer between funds	49,600	(49,600)	-
Net movement in funds	(239,232)	13,382	(225,850)
Fund Balances brought forward at 1 April 2023	3,183,638	46,700	3,230,338
Fund Balances carried forward at 31 March 2024	2,944,406	60,082	3,004,488

Accounts



**Children's Discover Centre – East London
trading as Discover**

**Report and Financial Statements
For the Year Ended 31 March 2024**

**Charity number 1070468
Company number 3479284 (England & Wales)**

"It's imagination on a massive scale"
Parent / carer interview, June 2023

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CHILDREN'S DISCOVERY CENTRE EAST LONDON

LEGAL AND ADMINISTRATIVE DETAILS

Trustees	Alexandra Marks – Chair Amit Rama – Treasurer Graham Massie Giorgia Stewart Helen Whiteman Joe Robinson Naseem Hossain (Appointed 27 March 2024) Oghenevese Aghoghovbia (Re-appointed 31 January 2024) Siobhan Tighe Vaseem Khan (Re-appointed 31 January 2024) Victoria Dance
Company Secretary	Rebekah Polding (Appointed 3 April 2023)
Chief Executive	Rebekah Polding (Appointed 3 April 2023)
Charity Number	1070468
Company Number	03479284
Registered Name	Children's Discovery Centre, East London
Registered Office	383 - 387 High Street, Stratford, London E15 4QZ
Telephone	020 8536 5555
Fax	020 8522 1003
Email	team@discover.org.uk
Website	www.discover.org.uk
Auditor	Haysmacintyre LLP 10 Queen Street Place London EC4R 1AG
Solicitors	Winckworth Sherwood, Arbor, 255 Blackfriars Road, London SE1 9AX
Bankers	Beverley Building Society, 57 Market Place, Beverley, East Yorkshire. HU17 8AA Cambridge and Counties Bank, Charnwood Court, 5B New Walk, Leics. LE1 6TE Nationwide Building Soc., Nationwide House, Pipers Way, Swindon, Wilts. SN38 1NW National Westminster Plc, 250 Bishopsgate, London. EC2M 4AA Charity Bank, Fosse House, 182 High Street, Tonbridge, Kent. TN9 1BE Redwood Bank Limited, The Nexus Building, Broadway, Letchworth Garden City, Hertfordshire. SG6 3TA Hampshire Trust Bank, PO Box 74003, London. EC2P 2QR

Introduction

The idea for Discover came from a group of east London community leaders, educationalists, and local parents in 1997. Their ambition was to develop a world-class hands-on learning resource for children and families, and purposely locate this in the heart of Newham to support a community in need as well as spur the regeneration of Stratford. 'Children's Discovery Centre East London' was registered as a charity and limited company in 1998. Supported by Arts Council England and the London Borough of Newham, the Discover Children's Story Centre opened in 2003 and was the first children's museum in the UK to focus exclusively on stories and children's literature.

Discover has evolved a unique practice that gives children aged 0-11 and their families freedom to explore our shared heritage of stories through multi-sensory, playful experiences. This includes immersive book-come-to-life exhibitions, storytelling, interactive performance, workshops on and off-site and opportunities to learn with and about authors and illustrators. Creative facilitators ('Story Builders') support engagement throughout, and we strive to provide an offer for all children, providing targeted support where needed to enable fully inclusive participation.

The Centre has grown incrementally and by its 20th anniversary in 2023 had reached one million visitors, with a site that now includes two magical Story Worlds, a Story Garden, an annual immersive exhibition, a dedicated story telling space for 0-3's, events and party rooms, a café, reception and shop and a programme of schools workshops, festivals, artist training, community-led projects and other activities including those specially for homeless families, and disabled children with their families.

Our mission, vision and principles

Our mission: Transforming lives through stories.

We create wonder.

We are the UK's first Story Centre for children aged 0 – 11 and their families, proudly rooted in Newham, East London.

We believe stories are critical to child development, that they can transform lives and shape strong and vibrant communities.

We are committed to supporting the curiosity, creativity and imagination of all children through excellent artistic, creative, play and learning experience.

Five principles run through everything we do:

- put children first
- create the extraordinary
- keep growing our accessibility and inclusivity
- play our part in protecting our planet
- ensure our organisation is well-run.

With these principles guiding our choices, we are working to support 1 million more children and families by 2030.

Our objectives

In 2023, Discover celebrated its 20th birthday.

We've welcomed over 1 million visitors so far and have evolved our support for creative literacy through numerous projects and programmes with local children at their heart.

To set out on our next 20 years we've engaged with children, families, artists, staff, trustees and strategic stakeholders and agreed five objectives for the charity:

- **Up and Out:** evolve our building to inspire the next 1 million visitors
- **Outside Over There:** reach more people in more places
- **More Storytellers Like Me:** ensure every child can find themselves in Discover
- **Play and Learn:** champion Discover's approach and learn from others
-
- **No Place Like Newham:** make a difference to every child in our home borough

Our annual business plans will make sure we are track to achieve each of these targets, and we will monitor and report our activities and progress each year.

Public benefit

The Trustees confirm that they comply with their duty to have regard to the guidance on public benefit published by the Charity Commission in exercising their powers and duties as further outlined in this report.

Chair's Summary 2023/24

This year the Discover Centre celebrated its 20th birthday and we could not be prouder of its huge achievements over two decades. This year alone we have supported a remarkable 107,279 children and families and have made significant investments in ensuring we are ready to support Discover's next chapter.

Our achievements have been recognised with no less than four major awards this year:

- Highly Commended in the Hands On! Children in Museums Award 2023 for 'The Box Rocket'. The award was recently named one of Europe's most prestigious museums awards by NEMO-The Network of European Museums Organisations
- A Presidential Commendation Award from the East London Rotary Club for Outstanding Achievement in Education
- The Newham Business Award for Customer Service
- Newham Council's award for Outstanding Civic Organisation of the Year

That these awards variously celebrate our creativity, learning, delivery and commitment to our community is a fitting reflection of the many facets of our unique organisation.

The standout success of our year has to be The Box Rocket – our immersive, book-come-to-life exhibition celebrating the work of illustrator/author Dapo Adeola, with story by Tolá Okogwu. The magical combination of joy and play with carefully embedded literacy and learning, pathways for all children to enjoy in their own way and abundant inspiration for creativity showed Discover's core practice at its very best. We have had overwhelmingly positive feedback from the 40,000 people who have enjoyed the adventure this year – plus lovely responses from museum peers. It has been especially good to hear from families how much the representation of global majority characters and authors means to them. Thank you to Dapo, Tolá and the wonderful character Rocket for an incredible experience.

Our investment in Discover's future

We have:

- Commissioned an independent **Access Audit** to guide our determination to include all children
- Embedded learning from our **Eco-Audit**, thanks to support from City Bridge Foundation
- Commissioned a **Capital Asset Maintenance Plan** to plan and cost the next 10 years of caring for our building
- Reviewed and regularised all **tenancy agreements** to ensure a solid foundation to this significant revenue-generating part of our business model
- **Consulted** with children, families, artists, staff, trustees and strategic stakeholders on the key needs we should address as an organisation to have the greatest possible impact, creating together a new **strategic framework** – 'Stories for All' – to ensure our support for the next 1 million children and families
- **Revised our staffing structure** to support a growing events programme, development and facilities needs
- Worked closely with Jan Kattein Architects (Social Value Architects of the Year 2023 AYA) to create a **vision for our refreshed building** to RIBA 3 that improves access, reduces our carbon footprint, improves our financial resilience, and creates new opportunities to serve and welcome our audiences

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

Our programming has delivered a rich variety across the year, including five multisensory early-years shows, four café exhibitions exploring the work of children's book artists, and three interactive trails celebrating specific works – Lydia Monks' *Adoette*, the *That's Not My . . .* series, and the 10th anniversary of Benji Davis's *The Storm Whale* – in honour of which we have created a permanent new beach shack in our garden, serving coffee and ice cream in the summer months.

Our special events have included visits from Children's Laureate Joseph Coelho for our 20th birthday weekend, acclaimed author Angie Thomas as part of Newham Word Festival and a debut work from one of our creative facilitators, Rajiv's *Starry Night* by Niall Moorjani, which looks set for great success.

We have begun a powerful partnership with Film London and The New Black Film Club to programme monthly film screenings accompanied by story building workshops (and, of course, popcorn!); and creative workshop events from family monsters created from recycled boxes to potato printing, dancing, and crafting dragons for Lunar New Year. Our investment in additional staff resources for events has seen a marked increase in what we are able to deliver and the number of children and families able to take part. Our commitment to overrepresenting the underrepresented has never felt more visible.

As our visitor numbers show, we are thrilled to be serving ever larger numbers of children and their families both in the story centre itself and out and about, with our work travelling as far south as Exeter and north to our fantastic partners Z-arts in Manchester. Although our audience numbers at the centre are still slightly lower than 2019 (pre-pandemic), this is due to a conscious decision on our part to limit capacity in the venue and ensure the experience is of the highest quality for everyone. And we are committed to ensuring this high-quality experience is available to all children: we have this year added BSL (British Sign Language) interpreted and relaxed performances as part of our regular offer thanks to funding from BBC Children In Need.

Our Children's Forum continue to be a core part of our governance, and I'd like to thank each of them for their fizzing energy and considered ideas. I'd also like to thank Kusuma Trust for their support in developing an in-depth evaluation programme which saw us speak with 164 parents or carers this year to learn what they most valued in Discover and where we could improve. I'm delighted to say that 100% of respondents said they'd enjoyed their visit, 70% said their child had read, made up or listened to a story during their visit and 60% said they'd been inspired with ideas to play or read at home with their child.

I'd like to thank the many funders and supporters who have made this work possible. They include, but are not limited to:

- Arts Council England, whose award of NPO (National Portfolio Organisation) support provides the foundation on which we operate;
- Paul Hamlyn Foundation and Man Charitable Trust for support to our education work;
- BBC Children in Need and National Lottery Community Fund for core community access programmes;
- Wolfson Foundation for investment in greening our building;
- City Bridge Foundation and Kusuma Trust for supporting significant organisational development initiatives;
- Garfield Weston Foundation, Newham Council, National Lottery Heritage Fund, LLDC, Stratford Original and Westbridge Hotel for support to creative projects that help us transform lives through stories;
- Winckworth Sherwood, for pro bono legal support; and
- The many individuals who supported our Champions for Children campaign and who give so generously across the year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

As the cost of living crisis continues to tighten its grip on families and creative opportunity is squeezed from our schools, I am grateful to all our partners for the work we deliver together to support children to develop the super- power of imagination. We very much look forward to growing our work with you in years to come.

Alexandra Marks CBE
Chair

"Super fun and exciting to see "An interactive, intergalactic exhibition created with Dapo Adeola and Tola Okogwu" per their website and it's totally fun! Always creative and amazed with what they do with the space. We blasted off to different areas and had different experiences all over the planet. We were excited to see the character from our "Look Up" book so now we are reading that at night again

Our Activities April 2023 – March 2024

1. Up and Out: Evolve our building to inspire the next 1 million visitors

The Discover Centre offers a magical world that is child-centred and full of inspiration for children's imaginations. It is also a slightly draughty nineteenth-century building that has been operating as Discover for twenty years and requires investment in its infrastructure and layout to continue to function in meeting and exceeding the expectations of 21st century visitors.

As the building is the charity's central asset, without which the organisation cannot realistically operate, we have begun a major programme of community-led redevelopment to ensure Discover can continue its charitable mission for the next 20 years.

Case Study: Mighty Mega and the importance of a working lift

The Mighty Mega club for children with disabilities and/or special educational needs (SEN) and their families was established in 2007. The club meets every Saturday morning for exploration of the Story Worlds followed by an artist-led workshop in our events space, Squiggly Diggly. New artists are appointed each term, creating new activities and themes that grow and adapt with the participants, ensuring that everyone can build their confidence as the weeks go on. And – unusually for such clubs – the workshops are for the whole family, including parents / carers and siblings; families tell us how rare and precious it is for there to be something that they can all do together. The majority of club members are local, but some families travel in from Cambridgeshire and Hertfordshire due to the quality of the offer.

In May 2023, our twenty-year-old lift broke down. The company that maintains it no longer keeps spare parts in the UK – the depot is in Norway! – and it was over three weeks before the lift was back in service. During the first two weeks of this period, we were forced to cancel the Mighty Mega club as we could not provide access to the second floor event spaces and could not source a suitable alternative. The lack of lift was also a significant access issue for the many family visitors with buggies.

Ensuring that our facilities do not let down the children and families we are here to support is at the heart of the Up and Out renovation plans – starting with a refurbished lift with a UK based maintenance contract.

a) Implement the findings of the accessibility audit

The Centre for Accessible Design delivered a thorough access audit of our premises in September 2023, striking a careful balance between recognising the special nature of Discover's immersive Story Worlds and our ambition to be accessible to all children.

Senior Management have carefully reviewed all findings. All five key recommendations have been incorporated into renovation plans for the building and costed, with funding bids now submitted to address each priority: communication, WC facilities, vertical circulation, internal spaces and fire escape.

We have already implemented all those improvements marked for short term attention:

- Reduced visual clutter at reception
- Installed a hearing loop in reception and café

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- Reconfirmed our evacuation procedures with the fire service
- Minimised door pressures to allow for easier opening
- Repaired the grille at rear of garden ramp and
- Added further fire exit signage to additional exit points.

b) Improve the visitor experience with better facilities

In our ongoing visitor surveys, respondents highlight our toilets (smelly) and our café (where is it?) as facilities in need of attention.

We have fed this into our renovation plans and have designs for improved toilets - drawing significantly on guidance from our access audit – and a welcoming ground floor café. We have begun the work of business planning and fundraising for these improvements.

Meanwhile, we have delivered critical improvements in each area:

- Increased the number of cleaning hours for our toilets to help deal with lots of nappies at busy times
- Added 'The Shack' to the garden, serving hot drinks, icecreams and cold snacks and
- Updated our current café to include better signage, more books and toys and an improved menu.

c) Create dedicated spaces for 0-2s and 7-11s

Our commitment is to supporting children aged 0-11 and their families – but we know that we serve some age groups better than others.

Visitors regularly feedback that they would like a dedicated area for pre-walkers, and we know that these early years are critical for providing the interactions that drive development. Our renovation plans therefore include creation of a new multi-sensory story space for 0-2s and their parents / carers. In the interim, we have increased our delivery of baby storytelling sessions and early-years story performances to ensure this age group is well served. These sessions are running at 92% capacity, indicating the strong interest from families for activity and support for this age group.

"She is currently not talking but I'm sure she would have told us she had lots of fun!" Parent / carer

Our data shows that we receive fewer visits from children aged 9 – 11 than from younger children. National data also shows an alarming "decline by nine", with children ceasing to read, write or draw for pleasure around this age. This year we have invited a number of 9 year olds to visit and share their experiences of Discover with us to learn more about how we can engage them in stories using Discover's core principles in a way that works for them. This will feed into projects, programmes and future site development. We have also welcomed more children from this older age group via our Saturday afternoon film and story build sessions.

d) Reduce our carbon footprint by 50%

Like all organisations, we have a responsibility to improve our environmental sustainability. But as an organisation working to transform lives through stories, our own story should be one of careful stewardship of precious resources.

Discover committed to an environmental action plan and policy in 2022, and this year built upon this with an energy review from professional mechanical and electrical (M&E) consultants looking at how to reduce energy use within the building through insulation, solar panels and a switch from our gas boilers to an air

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source heat pump. Our eco-audit funded by City Bridge Foundation (funded 2023-24, delivered 2024-25) will then continue to build on this foundation and allow us to map our current usage and plan a route to a 50% reduction across five years.

As a baseline, our carbon footprint for 2023-24 (as calculated by Julie's Bicycle) was 88.24 tonnes CO₂e.

e) Make more money from our building

Our building is our core asset and ensuring that we make the most of it is essential to our ability to deliver our charitable work. We are committed to affordability for the children and families we exist to support, and aim to achieve income growth through delivering more, not through rising prices. The price for a child's lunchbox in the café, for example, has been held to £3.85 and ticket pricing is benchmarked to ensure we offer lower prices and better value for money than other family leisure options, including local soft play centres and cinemas.

Our current building-based income generation is across four main areas, in each of which we have generated significant growth this year:

- Ticket sales grew by 4.8% on 2022-23
- Café and retail grew by 113% to £209,428
- Hires and birthday parties exceeded budget targets by £12,726 and £13,194 respectively
- Tenancies returned to full occupancy as of August 2023

These figures have been achieved thanks to growth in our core offer with an enriched creative programme featuring more trails and events, ongoing investment in marketing, the additional capacity released through a revised staffing structure and superb performance by the staff team.

2. Outside Over There: Reach more people in more places

With thanks to wonderful children's author and illustrator Maurice Sendak for the title of our objective, we want to ensure that the transformative power of stories reaches everyone – that our work reaches as many people as possible, that we make best use of our investment in new work to leverage new partnerships and income, and that we are reaching out to audiences wherever they are, removing barriers to engagement wherever possible.

In 2023-24, we reached 5,483 people across 82 external events, including:

- Eid celebrations in Stratford's Westfield Shopping Centre, with storytelling from Little Hibba publishing
- Storytelling with Dapo Adeola in Stratford Library
- Two 'The Best Worst Day Ever' performances for National Literacy Trust, Peterborough
- Programmed and delivered Fabula Festival for Vision Redbridge, with 3 school events and a family day on Saturday 15th July. Artists were chosen to reflect local borough demographics and over 600 pupils from 6 schools attended in addition to a family audience of 445
- Touring shows 'Not Yet a Yeti' and 'The Best Worst Day Ever' were delivered as part of The Great Get-Together on 1 July, in the Olympic Park, for the Burleigh Fisher Bookshop Book Festival in Hackney and for the British Library Family Day
- Story workshops for Magpie, our Newham charity partner supporting families facing homelessness for their summer garden party, and for the Dovetail Community Centre's Christmas party in the nearby Carpenters Estate

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- Story performances across Newham libraries for the Newham Heritage Festival's celebration of culture and creativity
- Hospital storytelling in St Mary's Hospital
- World Book Day events in Stratford Library and Aberfeldy Community Centre.
- Performances of 'Not Yet a Yeti' in Exeter (Theatre Alibi), Basildon (Creative Basildon pop-up), Redbridge

"Discover's lovely performers created a dream start to BFDAy 23s Saturday programme, with two booked-out free events (thanks to our ACE project grant), delighting dozens of local families who are part of St Peter's caring community. The joyful sounds of audiences of all ages were a buoying accompaniment as we set up our stalls, and we loved seeing that babies and books CAN mix! We are keen to develop further partnership work with Discover to grow our connection with young story-lovers, and to introduce our Hackney customers to an incredible venue just a few Overground stops away." Burleigh Fisher Festival

Central Library and East Ham Library – attended by an unprecedented 175 people in a single session

a) Develop a sustainable touring model

Every year our creative teams develop at least three new story shows (highly sensory, interactive performances for 0 – 5s), a range of exhibitions and trails opening up and celebrating the work of children's authors or illustrators, and our unique, immersive, book-come-to-life exhibitions that transform 200m² of basement into a safe, hands-on adventure facilitated by our Story Builders.

We are thrilled that since 2016 we have worked in partnership with amazing Manchester children and family arts organisation Z-arts who have shared four of our exhibitions with Northern audiences - A World Inside A Book; The Tiger Who Came To Tea; Fairy Tales (hosted 2023); and The 100 Story Hotel (opened February 2024). Due to rising materials and installations costs – and, more positively, growing capacity in the Z-Arts team – we have now reached the end of the partnership in its current form and have begun the development work required to see how we can continue to tour our work and gain the insight and learning from other organisations that this brings.

Partners who have expressed interest in touring our work include local authorities, other arts NPOs and Creative People and Places organisations, festivals, museums, publishers and shopping centres.

We will continue to work with partners to find models that add value artistically, financially and to audiences in greatest need.

"Z-arts want to thank Discover [and local build team] for the positive impact that Fairy Tales has had for Z-arts and the families & education settings of Manchester who have visited whilst in been in situ for the last two years. When Fairy Tales landed, the larger-than-life installations captured the imaginations of the many children who spent time exploring the immersive world. Being able to share the story worlds with our audiences has helped cause a seismic shift in how families perceive exhibitions for children, taking it out of the frames and glass cases that are so often seen in galleries and museums; by allowing the children to touch, explore and play they truly have a sense of wonder and enchantment whilst in the worlds and can really let their imagination and curiosity run wild. Fairy Tales was truly magical and succeeding in bringing the much loved and well-known stories to life!" Northern partner Z-arts

b) Grow our externally presented programme to deliver more income to Discover

Our commitment to reaching more audiences beyond the wall of the Discover centre is central to our charitable mission and identity – Discover's work is a practice and set of beliefs, not a venue.

Our ability to deliver extraordinary work for children and families with little support, space or tech requirements is also an asset and one for which there is demand from external organisations. We have no core funding that enables us to deliver this work but will seize opportunities to work with others where financing can be found.

In 2023-24, commissions for delivery of external work delivered gross income of £47,200 to the organisation, extending the value of our core funds and demonstrating growth of £22,442 on 2022-23 which represents a 91% increase.

c) Deliver a minimum of two sustained engagements in a school setting per year

In 2023-24, we received 308 school visits to the centre, including 15 from special educational needs classes – a total of 9261 children taking part in creative workshops to build their literacy, oracy, confidence and creativity.

"Reception had the most wonderful visit to The Discovery Children's Centre. The trip inspired the class to create their own imaginative and creative stories, full of trolls, planets and ginormous gummy bears! Thank you so much @discover_story for an exceptional day!" Teacher

Our Teachers' Forum of primary school teachers from across East London guides us in ensuring that our work continues to support schools' needs.

In addition to this core work we are committed to sustained engagements in school settings in order to provide the benefits of longer-term engagement to pupils and to support teachers with skills, confidence and opportunity in creative story telling.

In 2023-24 we have delivered two in-depth, artist-led projects with schools: 'Voices of East Bank', exploring spoken language around the Queen Elizabeth Olympic Park area with 60 pupils from Manor Primary and 'Story Seed', an environmental fable project across three primary schools.

Case study: Story Seed and 'The Fox Who Cried Human'

We are grateful to the Paul Hamlyn Foundation for funding support for a three year programme building arts-based teaching and learning in primary schools where their pupils experience systemic inequality and barriers to learning particularly in the wake of the Covid-19 pandemic.

For year 2, our Teacher's Forum requested a move away from the year 1 focus on wellbeing and highlighted a need for exploring environmental themes through arts activities, as the topic is mainly covered by schools through STEM. Consultation with our Children's Forum provided important nuance, as they were concerned that discussion of the climate crisis is frightening, and they valued the opportunities that Discover typically provides to have fun and be creative. These two directives, from teachers and children, created a clear brief for Discover to pilot ways to explore environmental sustainability through characters, positivity and storytelling – Story Seed.

Three East London schools took part in the programme – three year 5 classes, one year 6 class and a SEN group. The programme began with workshops with Discover's creative facilitators – 'Story Builders' – who lead introductory sessions of play and exploration around the idea of an environmental fable. Artists then worked in residence with the children across six workshops, exploring different creative arts approaches to storytelling – theatre, drawing, animation, sensory communication. Story Builders then helped the children to shape and rehearse short performances incorporating different elements of the artforms explored to tell their stories. The performances – featuring music, drama, narration, illustration and props made by the children – were then shared at Rich Mix with all 120 children and 10 educators who took part, and an online CPD (Continuous Professional Development) session for teachers reinforced learning and legacy of the work.

The project evidenced a strong range of key educational and developmental outcomes:

- Improve pupils' speaking and listening skills
- Raise pupils' enjoyment of stories by providing an opportunity to see a performance from an artist
- Encourage creativity in participating pupils
- Build skills in collaborative working
- Build on vocabulary to talk about the environment
- Improve opportunities and ability to discuss concerns around environmental issues in a productive way, in line with good creative wellbeing
- Engage vulnerable children and children with SEN and EAL (English as an Additional Language)
- Engage parents and carers with their children's learning
- Affirm children's creativity by showcasing their creations in a professional environment

The project also delivered some wonderful new stories! "The Fox Who Cried Human" reimagined the classic Boy Who Cried Wolf fable, centring on a mischievous fox facing trial for causing chaos. The story highlights the environmental impact of human activities on wildlife, addressing urban issues like littering and pollution. In a semi-interactive performance, child onlookers were encouraged to question information and cheer for the foxes striving to create a safer environment, blending whimsy with serious environmental concerns. Through a variety of roles and activities for participants, the performance empowered children to recognise their voice in the climate conversation.

"The children thoroughly enjoyed the workshop. We observed such a high level of engagement from children who usually struggle to participate. The music, sensory resources, and fabulous storytelling really brought the story to life and allowed all the children to take part and be part of the session." Teacher participant

"I learned my lines and I'm more confident." Pupil participant

"It made me think more about nature and learn a new thing." Pupil participant

3. Play and Learn: Champion Discover's approach and learn from others

Discover is not a campaigning organisation. But our core belief that stories are critical to child development, that they can transform lives and shape strong and vibrant communities is one we are passionate about, and our practice of hands-on ('kinaesthetic') learning through creative, story-based play has been shown to be hugely effective. We are keen to champion this approach and share what we have learned as part of our role in the cultural, educational and child development sectors, whilst continually improving our work through insight and learnings from great practice elsewhere.

a) Establish a programme to support parents with storytelling

Our daily Baby Story Sessions are at 92% capacity and designed to enable babies and caregivers to take part in sensory storytelling together, picking up tricks such as repetition, singing, questions and tactility that can be used easily at home.

It is an important aspect of Discover that it's not just about the visit itself, but about the further impact that this can have on children and families. We have laid the groundwork this year for extending our work in this area by consulting with parents and stakeholders. In our deep dive evaluation interviews with 163 parents / carers we learned that:

- 100% enjoyed their visit
- 70% said their child had read, made up or listened to a story during their visit
- 60% said that they'd been inspired with ideas to play or read at home with their child
- 44% said that they had discovered a new author during their visit
- 43% said they had read a new story with their child during their visit

Consulting with authors and illustrators who visited, we learned anecdotally that they find a lot of parents are uncomfortable reading out loud to their children and have reported gaining confidence by taking part in workshop sessions as a family.

These findings give us a clear mandate to use our existing work as a platform to build on further opportunities that focus on the element of parent experience. We have built these insights into a number of new project plans for 2024-25 and will continue to explore how best we can deliver further support in this area with our community and partners.

"That evening at bedtime my 5 year old grandson asked me to make up a story about him and his friends, visiting planet Nan and meeting other people there. I had to make up stories on two consecutive nights developing this idea and adding his favourite theme of portals to other lands. He totally believed that he had been to a different planet and really liked going over what had happened – e.g. holding on so you don't fall over when the rocket takes off - and loved discussing it. He felt very confident putting up his hand and answering questions and said he really liked the person who was in charge of the mission." Grandparent

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b) Work in partnership to develop accredited training using Discover's practice

Discover is regularly visited by educators, cultural organisations and artists to learn more about what we do and how we do it. This year, our offer of an internship working with our Design and Exhibitions team received over 100 applications from people keen to develop their career through working with us, and over 200 applications for our Story Builder (creative facilitator) positions. We want to share proactively the opportunities that working with Discover gives more widely as part of our commitment to hands-on creative learning and storytelling.

This year we have built a strong partnerships with UEL (University of East London) through our joint research project into interactions and narrative forming within our immersive exhibition, have partnered with the London College of Fashion on a local community project and have begun conversations with UCL (University of Central London) about how to engage their students from the new East Bank campus.

c) Champion Discover's practice in at least 25 professional networking events per year

This year we have engaged professionally with the following organisations; *starred names indicate those who have visited to tour the Discover Centre, @ indicates presentations given by Discover staff.

UCL-Creative Health Newham@	Hive Curates*	Sadlers Wells East
V&A Design Team*	The Reader*	National Literacy Trust
BookTrust*	The British Library***	Paul Hamlyn India*
Goldsmiths MA Students*@	Eureeka	Children in Museums Award@
Eastbourne Council@*	Chickenshed*	ACE's Buildings-based CYP Forum
UEL Drama students	UCL – Power of the Arts	Festival.org*
Theatre Alibi	Hopetown Darlington	Abu Dhabi Early Childhood Authority*
Imagine Festival	NYU MA Students*	CLPE
Disney	Family Arts Conference	Foundation for Future London
A New Direction@	Gravesham Council*	Basildon Council*
Postcode Innovation Trust@*	Creative Basildon	Culture Within Newham*
National Taiwan Museum of Art*	Creative Estuary@	Oslo children's creative network@*
QK Studio	Newham Loves Creatives	Newham Council*
East London Rotary Club	The Story Museum	Museum Next@@
AMA	Art Fund	The Royal Central School of Speech and Drama*

d) Create and deliver training courses, workshops and masterclasses for 1,000 people across 5 years

In this inception year we have trained 48 people:

- 3 training sessions for teachers (attendance: 30)
- 2 days of training for Story Builders (attendance: 12)
- 3 days of intensive artist training with Oily Cart in story making with disabled children and children with special educational needs (attendance: 6).

We hope to build on this foundation with training for authors and illustrators in working directly with children and in developing our offer around our core practice of sensory storytelling for teachers, librarians and other artists.

e) Use our learning from outside the organisation to make at least 5 positive changes every year

We are committed to continuous improvement to ensure we deliver the very best support to children and families, and ensure our organisation is well run. We pay regular learning visits to peers, participate in sectoral networks and include review of such activity as a standing item in management meetings. Amongst smaller adaptations, in 2023-24 we have made the following five changes:

1. Toilets - visiting our sister story centre The Story Museum in Oxford we loved finding the story decor carried on into their toilets. We have made bringing the Discover design ethos into the functional areas of the centre an ambition for our capital redevelopment project and, meanwhile, have introduced some brilliant artwork from Sue Hendra and Paul Linnet's glorious picture book *I Need A Wee* to inspire visitors to the toilet facilities on the ground floor.

2. The Hands On Museum conference, held in Bern, Switzerland in October 2023, was an amazing meeting point for peers in hands on museum work across the world. Amidst many inspirations, a workshop gave us particular ideas for how to ensure an ever-closer connection between the views of our children's forum and our adult decision-makers.

3. Milkshakes! Our friends at Seven Stories have recently renovated their café, turning an underperforming resource into a profit centre for the organisation. And our friends The Reader, running a highly successful community café in Calderstones Park in Liverpool, shared some of their stock secrets likewise. Both venues have found that a good range of milkshakes satisfies children and adult customers' demands for treats that aren't entirely devoid of nutritional value; we have introduced a range at Discover with great success.

4. New CEO Rebekah Polding drew on her broad range of consultancy experience creating evaluation methods for organisations across the cultural and creative sector to introduce a dashboard for Board and internal monitoring. An attractively designed, one page document now presents information across a wide range of quantitative and qualitative performance indicators that allows the Board to see at a glance how the organisation is performing; a second dashboard captures key data for the Finance Committee.

5. Front of house staff with a strong commitment to environmental sustainability suggested that we replace our single-use visitor wristbands with reusable ribbon bands that they'd spotted at other venues. They also learned how to make them and set up an internal production line. After some trial and error, we now have the reusable bands in daily use and successfully collected back from the majority of visitors, saving money and environmental resources.

4. More Storytellers Like Me: Ensure every child can find themselves in Discover

The annual 'Reflecting Realities' research by the Centre for Literacy in Primary Education demonstrates unequivocally the need for a more inclusive and representative children's literature. The curation of our reading spaces, bookshop, events programme and exhibitions strives to make a difference by making commonplace the representation of marginalised characters and /or authorial voices. We do not collect statistics from visiting artists on their ethnicity, the themes or characters of their books but are pleased to receive regular visitor feedback that confirms that this curation is noticed and appreciated.

"Nice diverse mix of books which I like. Representation is key and I think you guys do a great job here"
Parent / carer evaluation interview, June 2023

a) Overrepresent the underrepresented voices in children's books and storytelling

During 2023/24 Discover engaged 119 contractual artists and freelancers to work on our artistic, community and education programmes. This included authors, illustrators, creative and production teams, creative engagement practitioners, technical staff and other contractual roles. We have continued to develop an exciting portfolio of artists working on our exhibition, storytelling and events offer, ensuring our programme is representative of our diverse local area and that all our audiences can see themselves in our work.

Examples include our most recent exhibition, *The Box Rocket*, created in collaboration with renowned author/illustrator Dapo Adeola and writer Tola Okogwu, storytelling with Rabia Bahir and Little Hibba, Aisha's Choice storytelling and crafts with Juweyira, and an event with James Catchpole around his book *What Happened to You?*

Case Study: Rich and Inclusive Programming for February Half Term 2024

The best way to demonstrate how our commitment to overrepresenting the underrepresented works in practice is to share a slice of rich programming. Between 10th and 18th February, visitors could enjoy:

- *The Box Rocket* exhibition, celebrating global majority characters and creators
- *Not Yet A Yeti* story show, in which a young yeti finds his true role in life is . . . as a unicorn
- An exhibition exploring the book *Adoette* by Lydia Monks, following life in London across decades in the life of a little girl – and a tree
- *My Crown* storytelling and crafts with Erina Lewis, a rhyming picture book about learning to love curly Afro hair (Sold Out)
- A storybuild and screening of *Encanto*, in partnership with Film London and The New Black Film Club
- Baboo Drag Story Time and Crafts (Sold Out)
- A takeover day from inclusive theatre company Chickenshed (Sold Out)
- Storytelling with Sufiya Ahmed (Sold Out)
- Storytelling with Chitra Soundar (Sold Out)
- World Book Day Costume making (Sold Out)
- *Guess How Much I Love You* story workshop (Sold Out)
- Year of the Dragon storytelling and crafts (Sold Out)

"This event [My Crown] was a game-changer for my two kids. Especially my daughter she has embraced her curly hair and now tells everyone she meets she has a crown. Thank you for sharing your story and we enjoyed meeting you

b) Grow our special educational needs and disabled audiences year on year

In 2022-23, we recorded 2,051 Disabled or Carer Entry tickets; in 2023-24, this figure was 2,612.

With our focus on multi-sensory experience, a low-rules environment and non-verbal storytelling the general visitor experience is a welcoming one for a wide range of children: we strive to make our core delivery an inclusive one. To ensure that the offer really can be universal however, we also ran 44 sessions of our Mighty Mega club for disabled children and children with SEN (496 attendees) and have this year introduced monthly sensory adapted exhibition sessions and monthly BSL exhibition sessions and storytelling, which have been enjoyed by 574 attendees.

"There were so many opportunities for children to allow their imagination to run free and be present in an immersive world independently or with friends. All parts of the sessions were very engaging from the moment we arrived to the moment we left. The environment wasn't too over stimulating for any of them which was a concern of ours as it is an SEN group." Teacher

c) Work collaboratively with at least two specific communities per year to develop and improve our welcome

This February we were delighted to receive funding from National Lottery Heritage Fund for 'Newham Stories', a project to work with local communities to hear their stories and storytelling traditions and bring these back to Discover to ensure that our work in the centre continues to reflect those around us. We have worked closely with lead partner organisations Stratford Library, the Dovetail Community Centre of the Carpenters Estate and the Alternatives Trust to reach out to local residents, working with artists and Story Builders to share and make up stories together. This foundational work will hopefully establish a template for how we might develop and improve a welcome with specific groups through story sharing.

d) Develop the make-up of our team to be more representative of London's communities

We are proud of Discover's diverse workforce and culture, and ensure our recruitment practices are accessible and inclusive for all people from all backgrounds, cultures and with diverse lived experiences. We aspire to recruit more posts from within our local area and aim to be as representative of Newham's cultures as possible in all we do.

5. No Place Like Newham: Make a difference to every child in Newham

a) Work with every Newham primary school

Working with the universal offer that is schools is fundamental to achieving our goal of making a difference to every child in our home borough.

At point of target setting in August 2023, we had worked with 23 out of 63 Newham primaries within the last 12 months (though have worked with nearly all Newham primaries over the longer term).

Following the introduction of our new strategic framework, we dedicated staff time to reaching out to those schools with whom we had less recent contact and, by year end, we had grown our reach to 32 out of 63 schools. In addition to class trips for workshops to the centre, we are also now delivering higher numbers of

our 'Discover In A Suitcase' sessions, co-designed with artists and teachers, in schools themselves; we hope this will prove a gateway for those schools also to visit in person.

b) Hold an annual festival in Newham, of Newham, for Newham

Case Study: The Fifth Newham Word Festival

In June – July we delivered our fifth successful edition of the Newham Word Festival on behalf of Newham Council, with support from Arts Council England.

It was a fantastic two weeks celebrating words, creativity and the Newham community, with 50 free events taking place in libraries, community centres, arts venues and schools as well as online. We commissioned 17 local artists to deliver word-themed programming, and 3,098 people took part in workshops, talks and performances – an increase of 130% on 2022. The programme mixed established talents – Michael Rosen, Vaseem Khan, Angie Thomas – with the up-and-coming and unexpected: traditional story telling in a bar, poetry workshops in the park, a new novel from a local author set amidst her family's Barbadian history.

Of 217 people completing feedback forms, 97% described the events they attended as good or very good. Our Newham Word Festival website saw an increase in usage again, up by 23% on 2022 (comparison between 1 May – 17 July). Social media reach across the festival channels increased 123% to 309,109 – thanks to a combination of increased following, paid promotion and great interaction with programmed and commissioned artists.

Sadly Newham Council have confirmed that they no longer have funding available to continue the festival. However, the need remains to provide additional creative opportunities in a borough with one of the lowest levels of cultural opportunity in the UK (Active Lives, 2018) and our strong partnerships across the borough's libraries and artist community. We have begun conversations on how to build on this legacy and hope to continue this inclusive cultural celebration of words and stories in a new guise next year.

c) Ensure 1 in 10 of our audience experience Discover for free

It is a founding principle that Discover should be accessible to everyone, and that price should not provide a barrier to entry.

Across 2023-24, our free offer included:

- Babies (0-1) and carers
- Participants in our weekly After School, Story Sandwich and Mighty Mega clubs for local schoolchildren, families facing homelessness and children with disabilities and/or special educational needs respectively
- Ticket distribution via our community partners, including other local charities, community and voluntary groups, libraries and food banks
- Partnership events in libraries and festivals

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We are proud that in 2023-24 at least 9,189 people – just over 8.5% - experienced Discover for free in this financial year and we again thank our partners, supporters and funders for enabling us to give so many people transformative story experiences. We note that our allocation of free tickets was larger than take-up, and will be working closely with our community partners to ensure we continue to address barriers to attendance and help more children and families experience Discover.

d) Prioritise Newham in governance, procurement, partnerships and pricing

Our Children's Forum of fifteen 8–11-year-olds are all recruited from local schools, and of our 11 trustees, five have lived experience of Newham – a quality we will continue to prioritise in future Board recruitment.

Our new Ethical Procurement Policy (July 2023) commits us to proactively seeking out local suppliers, to keep business in our community and seek short supply chains and requires larger suppliers to commit to paying Newham-based sub-contractors 10 days from receipt of an invoice.

Tickets to Discover are discounted for Newham residents (£9 as opposed to £10), and this year 22,928 visitors used this offer (22.5% of all tickets sold). This marks a drop on the 24% of all visitors recorded for 2022-23, something we will continue to monitor.

We took part in Newham Heritage Month and delivered work in the majority of Newham's libraries.

This year, we have worked with the following local community partners:

Bonny Downs Community Association	Newham Nurture	Parents in Mind
The Magpie Project	Alternatives Trust	Dovetail Community Hub
Happy Baby Community	Together! 2012 CIC	Stratford Salvation Army
The Renewal Programme	Welcome Newham	John F Kennedy Special School
Vicarage Lane Community Centre	Ambition Aspire Achieve	Empowering Deaf Society

Case Study: Discover's 20th Birthday Party

Twenty years of transforming lives through stories, in the heart of Newham, demanded a celebration with and for our Newham community with the very best of all that Discover has to offer.

Over 1,400 visitors joined us for a FREE birthday weekend on 16th and 17th September, thanks to our ticket giveaway partnership with Newham Libraries and local community groups.

Thank you to the Highways Team at Newham Council, who enabled us to host our first ever Play Street alongside the centre; to London Play who supported the street with some fabulous toys and games; and to the team at Jan Kattein Architects who designed and delivered the amazing 'Monster Talent Show' creative workshop in the street through which we consulted families on what to build into Discover's future.

A special thanks to Children's Laureate Joseph Coelho and illustrator Fiona Lumbers who shared their work in a storytelling session and left us a beautiful 'Luna Loves Dance' mural in the cafe, as well as to all the artists who launched Box Rockets, explored Maya's Market, made monsters, danced, sung and twirled ribbons.

Thank you to Stratford Original, Westbridge Hotel, pay-it-forward ticket purchasers and donators to our Childhood Trust Champions for Children campaign, who supported us to make the weekend free.

Thank you to our founders, Children's Forum and Board, who joined us for the festivities.

And thank you to every one of Discover's amazing staff team, all of whom took part in the weekend and made it wild and magical fun for everyone.

Structure, Governance and Management

Discover is a charitable company limited by guarantee, incorporated on 11 December 1997 and registered as a charity on 9 July 1998. The company was established under a Memorandum of Association which states the objects and powers of the charity as:

"to promote, maintain, improve and advance public education in the arts, sciences, humanities, and technology in particular by the provision, promotion and maintenance of facilities and amenities for the education of children, young people and their families, and to relieve poverty, in particular by providing or assisting in providing recreational or other leisure-time facilities and amenities for children and young persons and their families."

The directors of the company are also charity trustees for the purposes of company law. The charity is governed under its Articles of Association. These state that the Board must consist of between 3-20 Trustees. Current Board membership includes Trustees with skills and experience in business, education including SENCo, finance, fundraising, human resources, law (including property), PR and communications, regeneration, stakeholder engagement, writing and publishing. Many have lived experience of Newham and / or parenting. All trustees give their time voluntarily.

The Board of Trustees is responsible for the direction and management of Discover. It is elected by members at its AGM. Membership of the charity is open to any individual who supports the aims and policies of the company and is approved by the Trustees.

The Board has overall responsibility for the strategic control and direction of Discover with day-to-day management delegated to the Chief Executive. The Board currently meets five times per year; the Finance, Personnel and Risk Committee meets a minimum of four times per year. When necessary, the Board also establishes working groups or offers additional support on specific areas, e.g. capital projects, governance, fundraising and website development.

New Trustees visit the centre, meet with the Chair and CEO and are given a mentor from existing Trustees. Their inception pack includes the most recent Annual Report and Audited Accounts, the latest set of Board papers and the current Business Plan. During the year the charity provided indemnity insurance for its Trustees.

Senior Management Team

Chief Executive	(1.0)	Rebekah Polding
Finance Director	(0.6)	Mary King
Head of Development	(0.8)	Kathy Everett (until May 2024)
Director of Development	(0.8)	Livvy Brinson (From Apr 2024)
Head of Creative Programming	(1.0)	Charlotte Métairie
Head of Operations	(1.0)	Richard Smith-Gore
Head of Audiences	(0.8)	Jessica Ziebland
Head of Creative Events	(0.6)	Caroline Jeyaratnam – Joyner (until July 2023)

Remuneration

Key management salaries are determined through consideration of our financial position and constraints as well as testing against the wider market. Salary levels are initially agreed by the Finance Committee, which then makes a recommendation for approval by the Board.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

Financial Review

In 2023-24 Discover's total income was £2,064,103 (2023: £1,812,053). This represents a 14% increase from the previous year. The revenue comes from a variety of sources including earned income from admission fees and rental income from sub-letting space. Income also comes from grants, from trusts and foundations and commissions from a variety of sources to deliver specific services. The total expenditure in the year was £2,289,953 (2023: £2,199,356). The overall general unrestricted fund position has decreased by £36,220 with a fund balance at the year-end of £444,172 (2023: £480,392).

Fundraising

We are committed to ensuring that we are completely open about our fundraising and spending and follow the Code of Fundraising Practice.

We undertake fundraising activity to our supporters via formal applications, direct mail and direct contact at events.

We do not use any third parties to assist with raising funds and have had no complaints during this financial year.

Financial Sustainability

Total visitor income was £1,135,183 (2023: £919,117). This represents a 24% increase from the previous year. Our earned income for the year was £457,865 (2023: £516,877). Grant income was £440,247 (2023: £311,479).

Reserves policy

In October 2023, following a review of the capital asset and maintenance plan, the Trustees agreed to invest reserves to ensure the long-term future of the building and of the organisation, this investment to be monitored by the Finance, Risk and Personnel committee to ensure the maintenance of cashflow and appropriate return as evidenced by business projections. The Trustees agreed a policy whereby reserves were expected to fall across 2023-5 but be steadily replenished following the capital works such that by 2030 the unrestricted funds not committed or invested in tangible fixed assets (the free reserves) will be the equivalent of 3 months' expenditure.

On 31 March 2024 the free reserves of the charity were £444,172 (2023: £480,392). Our budgeted expenditure for 2024 is £1.98 million. The reserves represent the equivalent of 2.64 months' expenditure.

Investment Policy

The Trustees have considered the most appropriate policy for investing funds. In the current economic climate, they felt it prudent to spread the cash across savings accounts with different degrees of accessibility to maximise interest.

Risk Management

The Trustees have a risk management strategy which comprises:

- review and monitoring of the risks that the charity faces by the Finance, Risk and Personnel Committee no less than four times per year;
- the establishment of systems and procedures to mitigate those risks identified in the plan;
- the implementation of procedures designed to minimise any potential impact on the charity should those risks materialise.

The Trustees view the current risks to be financial, the main risks being:

- adequacy of reserves and cashflow
- achieving income targets, including raising funds for the capital project and revenue grants
- significant drop in visitor figures due to the impact of the cost-of-living increases, or competition within the area

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

- issues arising in relation to our tenancy income
- rising overheads especially due to energy price rises and increase in real living wage
- cyber security.

To mitigate the financial risks, the Finance, Risk and Personnel committee reviews management account and cashflow forecasts four times a year and reports directly to the Board of Trustees.

To mitigate the cyber security risk, a cyber security working group and action plan has been established which is monitored by the Finance, Personnel and Risk Committee.

Accounting Compliance

The Trustees (who are also directors of Discover for the purposes of company law) confirm that the accounts comply with current statutory requirements and with the requirements of the charity's governing document.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Directors/Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing the financial statements, the Directors/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 estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards 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 charitable company will continue in business.

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

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The Trustees have taken all the steps that they ought to have taken to make any relevant audit information and to establish that the auditors are aware of that information.

The Directors/Trustees have prepared this report in accordance with the special provisions of Part VII of the Companies Act 2006 relating to small companies.

Approved by the Board of Directors on 24 July 2024



Alexandra Marks CBE
Chair

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Opinion

We have audited the financial statements of Children's Discovery Centre East London for the year ended 31 March 2024 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Chair's Report and the Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 24, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to the regulatory requirements of the Charity Commission, and regulations regarding safeguarding, health and safety, and employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the Charities Act 2011, payroll taxes and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the posting of inappropriate journal entries or the manipulation of accounting judgements and estimates. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Reviewing minutes of Trustees' meetings during the year;

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

- Identifying and testing journals, in particular journal entries posted around the year-end; and
- Challenging assumptions and judgements made by management in their critical accounting estimates

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Lee Stokes (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditor

10 Queen Street Place
London
EC4R 1AG

Date: 24 July 2024

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
INCOME					
<i>Income and endowments from:</i>					
Donations and Legacies					
Grants Receivable	2	97,597	274,467	372,064	286,479
Donations and Gifts	3	19,860	-	19,860	21,956
Charitable Activities					
Operation of Centre and Outreach	4	1,182,384	-	1,182,384	933,341
Other Trading Activities					
Contract Income	2	-	68,183	68,183	25,000
Investments					
Rents Receivable		342,482	-	342,482	477,653
Interest Receivable		2,261	-	2,261	3,184
Other Income		76,869	-	76,869	64,440
Total Income		1,721,453	342,650	2,064,103	1,812,053
EXPENDITURE					
<i>Expenditure on:</i>					
Raising Funds					
Fundraising and Marketing	6	241,889	-	241,889	225,186
Charitable Activities					
Development of the Centre		145,690	-	145,690	109,921
Operation of the Centre and Outreach		1,622,706	279,668	1,902,374	1,864,249
Total Expenditure	7	2,010,285	279,668	2,289,953	2,199,356
Net income/(expenditure)		(288,832)	62,982	(225,850)	(387,303)
Transfer between funds	16	49,600	(49,600)	-	-
Net movement in funds		(239,232)	13,382	(225,850)	(387,303)
Fund Balances carried forward at 31 March 2023		3,183,638	46,700	3,230,338	3,617,641
Fund Balances carried forward at 31 March 2024		2,944,406	60,082	3,004,488	3,230,338

The notes on pages 22 to 33 form part of these financial statements. Details of comparative figures by fund are given on page 33.

All income and expenditure are derived from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006 and includes all gains and losses recognised in the year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
BALANCE SHEET
AS AT 31 MARCH 2024

Company Registration No 03479284

	Notes	2024 £	£	2023 £	£
FIXED ASSETS					
Tangible fixed assets	11		2,500,234		2,703,246
CURRENT ASSETS					
Stock		9,527		6,803	
Debtors	12	163,605		311,403	
Cash at bank and in hand		476,088		328,372	
		649,220		646,578	
CURRENT LIABILITIES					
CREDITORS: Amounts falling due within one year	13	(112,966)		(119,486)	
NET CURRENT ASSETS			536,254		527,092
CREDITORS: Amounts falling due after one year			(32,000)		-
TOTAL NET ASSETS			3,004,488		3,230,338
Unrestricted					
Designated - Building & Fixed Assets	17	2,500,234		2,703,246	
General Funds		444,172		480,392	
			2,944,406		3,183,638
Restricted Funds	16		60,082		46,700
			3,004,488		3,230,338

The notes form part of these accounts.

The financial statements were approved and authorised for issue by the Board of Trustees on 24 July 2024 and were signed below on its behalf by:

Amit Rama

Amit Rama
Treasurer

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2024

	2024 £	2024 £	2023 £	2023 £
CASH FLOWS FROM OPERATING ACTIVITIES:				
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	(225,850)		(387,303)	
Adjustments for:				
Depreciation Charges	270,340		273,772	
Dividends, interest and rents from investments	(2,261)		(3,184)	
Decrease/ (Increase) in stocks	(2,724)		9,040	
(Increase)/decrease in debtors	147,797		(137,290)	
Increase/(Decrease) in creditors	25,479		(80,484)	
Net cash (used in)/provided by operating activities		212,781		(325,449)
CASH FLOW FROM INVESTING ACTIVITIES				
Purchase of tangible fixed assets	(67,325)		(7,495)	
Dividends, interest and rents from investments	2,261		3,184	
Net cash used in investing activities		(65,065)		(4,311)
Change in cash and cash equivalents in the reporting period		147,716		(329,760)
Cash and cash equivalents at the beginning of the reporting period		328,372		658,132
Cash and cash equivalents at the end of the reporting period		476,088		328,372
		2024		2023
		£		£
Cash in hand		476,088		328,372
Total Cash and Cash Equivalents		476,088		328,372

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

1 ACCOUNTING POLICIES

1.1 Basis of Preparation

The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP 2015) (Second Edition, effective 1 January 2019) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

1.2 Going Concern

The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives trustees confidence the charity remains a going concern for the foreseeable future.

1.3 Income

All income is recognised once the charity has entitlement to income, it is probable that income will be received and the amount of income receivable can be measured reliably.

1.4 Expenditure

Expenditure is recognised in the period in which it is incurred and is allocated to the activities to which it relates. Where necessary a best estimate of allocation between activities is adopted.

The cost of raising funds comprises costs associated with generating funds including the cost of staff directly engaged in fundraising.

Charitable expenditure comprises costs directly attributable to running the Centre's core charitable function as well as the other programmes run.

Governance costs are those associated with the governance of the charity, compliance with statutory obligations and costs related to the strategic management of the Charity.

Support costs are attributed to each activity and are apportioned on the basis of staff time spent.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Individual fixed assets costing £500 or more are capitalised at

379-381 improvements	15 years
Long leasehold improvements - specific offices	20% on cost
Long leasehold premises	50 years
Exhibits	8 years
Furniture, Fittings & Equipment	25% on cost

Assets under the course of construction are not depreciated until the work is completed and the asset brought into use.

1.6 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

1 ACCOUNTING POLICIES (Continued)

1.7 Stock

Stock is valued at the lower of cost and net realisable value. Stock comprises materials used during workshops and refreshments and souvenirs for resale.

1.8 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.

1.9 Cash in bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

1.10 Creditors and provisions

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.

1.11 Restricted funds

Restricted funds are funds received subject to specific conditions imposed by the donor.

1.12 Unrestricted funds

Unrestricted funds are funds which are expendable at the direction of the Trustees.

1.13 Employee benefits

Short term benefits

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

Employee termination benefits

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

1.14 Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital. Financial liabilities held at amortised cost comprise all creditors except social security and other taxes and provisions.

1.15 Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, trustees are required to make judgement, estimates, and assumptions about the carrying value 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 affected current and future periods.

Judgements made by the trustees, in the application of these accounting policies that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are deemed to be in relation to the depreciation rates of tangible fixed assets and are discussed above.

In the view of the trustees, no assumptions concerning the future or estimation uncertainty affecting assets or liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:

	Unrestricted	Restricted	2024	2023
	£	£	Total	Total
			£	£
Arts Council England	95,597	-	95,597	95,597
BBC Children in Need	-	33,887	33,887	43,402
Childhood Trust	2,000	-	2,000	-
European Union	-	-	-	5,595
Garfield Weston Foundation	-	-	-	15,000
Greater London Authority (Royal Docks Team)	-	-	-	7,500
London Borough of Newham	-	89,600	89,600	25,000
London Borough of Redbridge	-	-	-	4,000
London Legacy Development Corporation	-	12,060	12,060	-
Macquarie Foundation	-	-	-	553
Man Group plc Charitable Trust	-	40,000	40,000	40,000
National Lottery Community Fund	-	43,022	43,022	43,022
National Lottery Heritage Fund	-	30,481	30,481	-
Paul Hamlyn Foundation	-	44,000	44,000	40,000
The World Reimagined - Inspire Grant	-	-	-	3,000
The Wolfson Foundation	-	49,600	49,600	-
	97,597	342,650	440,247	311,479
Grants	97,597	274,467	372,064	286,479
Contracts	-	68,183	68,183	25,000
	97,597	342,650	440,247	311,479
Capital	-	49,600	49,600	-
Revenue	97,597	293,050	390,647	311,479
	97,597	342,650	440,247	311,479

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:

	Unrestricted	Restricted	2023
	£	£	Total
			£
Arts Council England	95,597	-	95,597
BBC Children in Need	-	10,000	10,000
Biffa Award	-	33,402	33,402
European Union	-	(5,595)	(5,595)
Garfield Weston Foundation	-	15,000	15,000
Greater London Authority (Royal Docks Team)	-	7,500	7,500
London Borough of Newham	-	25,000	25,000
Macquarie Foundation	553	-	553
Man Group plc Charitable Trust	-	40,000	40,000
National Lottery Community Fund	-	43,022	43,022
Paul Hamlyn Foundation	-	40,000	40,000
Redgbridge Arts Grants	-	1,500	1,500
Redbridge Jubilee Grants	-	2,500	2,500
The World Reimagined - Inspire Grant	-	3,000	3,000
	96,150	215,329	311,479
Grants	96,150	190,329	286,479
Contracts	-	25,000	25,000
	96,150	215,329	311,479
Capital	-	-	-
Revenue	96,150	215,329	311,479
	96,150	215,329	311,479

3 DONATIONS AND GIFTS

	2024	2023
	Total	Total
	£	£
Donations	16,754	12,890
Gift Aid	3,106	9,066
	19,860	21,956

All donations and gifts were unrestricted.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

4 OPERATION OF CENTRE AND OUTREACH

			2024	2023
	Unrestricted	Restricted	Total	Total
	£	£	£	£
Family admissions	804,953	-	804,953	659,141
School admissions	59,883	-	59,883	66,108
Shop and café income	209,428	-	209,428	156,945
Birthday party lettings	38,194	-	38,194	25,688
Hire of space	22,726	-	22,726	11,235
Community income	16,927	-	16,927	10,930
Education and participation commissions	30,273	-	30,273	3,294
	1,182,384	-	1,182,384	933,341

The expenditure on operation of centre and outreach in 2023 was unrestricted.

5 NET INCOME/(EXPENDITURE)

	2024	2023
	Total	Total
The result for the year is stated after charging:		
Auditor's remuneration	£	£
- Statutory Audit	13,200	12,000
- Other audit services	6,900	10,125
Depreciation	270,340	270,072

6 FUNDRAISING AND MARKETING

			2024	2023
	Fundraising	Marketing	Total	Total
	£	£	£	£
Direct Costs	2,555	27,346	29,901	29,228
Salaries	61,609	67,388	128,997	105,888
Governance Costs	2,517	2,753	5,270	4,546
Support Costs	37,120	40,601	77,721	85,524
	103,801	138,088	241,889	225,186

			2023
	Fundraising	Marketing	Total
	£	£	£
Direct Costs	1,422	27,806	29,228
Salaries	44,367	61,521	105,888
Governance Costs	1,905	2,641	4,546
Support Costs	35,840	49,684	85,524
	83,534	141,652	225,186

Fundraising is mainly from Trusts and Foundations. Discover does not undertake street collections or cold calling.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

7 EXPENDITURE

	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2024 £	Total 2023 £
Direct Costs						
Direct Project Costs	29,901	2,025	281,423	57,041	370,390	398,423
Temp/Consultancy Cost	-	26,693	-	-	26,693	-
Salaries	128,997	71,178	670,283	281,367	1,151,825	972,002
Support Costs						
Governance Costs						
Staff costs	3,792	2,093	19,707	8,273	33,865	29,769
Audit	1,478	816	7,681	3,224	13,199	11,999
Other Support Costs						
Bank Charges	205	113	1,066	448	1,832	1,772
Depreciation	30,276	16,706	157,319	66,039	270,340	273,771
Insurance	1,518	837	7,883	3,309	13,547	15,824
Building Costs	42,709	23,566	221,922	93,157	381,354	468,197
Printing & Postage	90	50	472	198	810	464
Professional Fees	877	484	4,558	1,913	7,832	15,425
Stationery	1,121	619	5,825	2,445	10,010	4,549
Telephone	925	510	4,804	2,017	8,256	7,161
	241,889	145,690	1,382,943	519,431	2,289,953	2,199,356

	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2023 £
Direct Costs					
Direct Project Costs	29,228	815	316,190	52,190	398,423
Capital Development	-	-	-	-	-
Temp/Consultancy Cost	-	-	-	-	-
Salaries	105,888	58,872	699,291	107,951	972,002
Support Costs					
Governance Costs					
Staff costs	3,243	1,803	21,417	3,306	29,769
Audit	1,303	727	8,636	1,333	11,999
Other Support Costs					
Bank Charges	193	107	1,275	197	1,772
Depreciation	29,745	16,591	197,027	30,408	273,771
Insurance	1,719	959	11,388	1,758	15,824
Building Costs	50,869	28,374	336,951	52,003	468,197
Printing & Postage	50	28	334	52	464
Professional Fees	1,676	935	11,101	1,713	15,425
Stationery	494	276	3,274	505	4,549
Telephone	778	434	5,154	795	7,161
	225,186	109,921	1,612,038	252,211	2,199,356

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

8 EMPLOYEES

The average number of employees during the year was as follows:

Number of Employees	2024	2023
Direct Charitable Expenditure	50	47
Fundraising and Publicity & Marketing	6	5
	56	52

Staff Costs	2024	2023
	£	£
Wages and Salaries	1,081,291	909,366
Social Security Costs	68,463	58,085
Pension Costs	35,936	34,321
	1,185,690	1,001,772

	2024	2023
	£	£
Senior Management Team salaries totalled	340,556	352,628

Senior Management Team is composed of the following number of posts:	2024	2023
Chief Executive Officer	1.0	0.8
Deputy Chief Executive (post was made redundant in Jun 2023)	-	1.0
Finance Director	0.6	0.6
Head of Development	0.8	0.8
Head of Creative Programming (formerly Head of Learning)	1.0	1.0
Head of Operations	1.0	1.0
Head of Marketing	0.8	0.7
Head of Events (post was made redundant in Jun 2023)	-	0.6

There was one employee whose annual emoluments were £60,000 or more (2023: nil).

There was one settlement agreement of £15,558 and no compromise agreements during the year (2023: nil).

9 TRUSTEES

Vaseem Khan, a trustee, was paid £300 for services for Newham Word Festival (2023: £450). No other trustees received any remuneration from the charity in the year (2023: nil).

10 RELATED PARTIES

Vaseem Khan was paid £300 for services for Newham Word Festival (2023: £450). There were no other related party transactions in the current or preceding year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

11 TANGIBLE FIXED ASSETS

	Leasehold Premises			Furniture, Fittings & Equipment	Total
	Discover House	Discover Story Centre	Exhibition		
	£	£	£	£	£
Cost or valuation					
At 1 April 2023	1,003,704	4,428,431	515,280	180,402	6,127,816
Additions	5,824	56,390	667	4,445	67,325
Disposals	-	-	-	(9,854)	(9,854)
At 31 March 2024	1,009,528	4,484,821	515,947	174,993	6,185,288
Depreciation					
At 1 April 2023	606,874	2,296,832	348,120	172,742	3,424,568
Charge in Year	16,704	184,720	64,493	4,423	270,340
Disposals	-	-	-	(9,854)	(9,854)
At 31 March 2024	623,578	2,481,552	412,613	167,311	3,685,054
Net book value					
At 31 March 2024	385,950	2,003,269	103,333	7,682	2,500,234
At 31 March 2023	396,831	2,131,598	167,158	7,659	2,703,246

Net book value at 31 March 2024 represents fixed assets used for:

	Leasehold Premises			Computer Equipment	Total
	Discover House	Discover Story Centre	Exhibition		
	£	£	£	£	£
Direct charitable purposes					
Operation of the Centre	-	2,003,269	103,333	7,682	2,114,284
Leased Property	385,950	-	-	-	385,950

The Sub-leased building represents expenditure on 379/381 High Street, Stratford which is a property subleased to Skills for Growth/Landmark on a 10 year lease from Oct 2015. The building improvements specifically for the tenant are being depreciated over the period of the lease.

The Sub-leased building was revalued at 11 October 2006 by Glenny LLP, Chartered Surveyors, on the basis of open market value at £985,000. This resulted in an unrealised impairment loss of £289,135 which was accounted for in the financial statements for the year ended 31 March 2006. The Trustees do not believe that there has been a further permanent diminution in value since 11 October 2006.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

12 DEBTORS

	2024	2023
	£	£
Trade debtors	25,021	18,919
Rent / Service Charges	56,904	106,800
Prepayments and accrued income	81,680	185,684
	<u>163,605</u>	<u>311,403</u>

13 CREDITORS: Amounts falling due within one year

	2024	2023
	£	£
Taxes and social security costs	33,289	20,828
Other creditors	54,304	61,129
Accruals and deferred income	25,373	37,529
	<u>112,966</u>	<u>119,486</u>

14 DEFERRED INCOME

	2024	2023
	£	£
Total deferred income at 1 April 2023	13,257	38,880
Amounts realised in the year	(13,257)	(38,880)
Deferred income in the year	7,965	13,257
Total Deferred Income at 31 March 2024	<u>7,965</u>	<u>13,257</u>

15 SHARE CAPITAL

The company is limited by guarantee and does not have any share capital. Each member guarantees up to £5 payable in the event of a winding up under the terms of the Memorandum and Articles of Association.

NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

16 RESTRICTED FUNDS

	Balance at 1 Apr 2023 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2024 £
Capital Project	-	49,600	-	(49,600)	-
Community Projects	46,700	293,050	(279,668)		60,082
	<u>46,700</u>	<u>342,650</u>	<u>(279,668)</u>	<u>(49,600)</u>	<u>60,082</u>
	Balance at 1 Apr 2022 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2023 £
Capital Project	-	-	-	-	-
Community Projects	165,161	215,329	(341,238)	7,448	46,700
	<u>165,161</u>	<u>215,329</u>	<u>(341,238)</u>	<u>7,448</u>	<u>46,700</u>

The Capital Project represents improvements to the lighting and windows of Discover Story Centre. The transfer of funds represents the capitalisation of the expenditure.

Community Projects represents income and expenditure in relation to promoting the objectives of the charity in the local area.

17 DESIGNATED FUNDS

	Balance at 1 Apr 2023 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2024 £
Building Fund	2,703,246	17,728	(270,340)	49,600	2,500,234
	<u>2,703,246</u>	<u>17,728</u>	<u>(270,340)</u>	<u>49,600</u>	<u>2,500,234</u>
	Balance at 1 Apr 2022 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2023 £
Building Fund	2,969,523	7,495	(273,772)	-	2,703,246
	<u>2,969,523</u>	<u>7,495</u>	<u>(273,772)</u>	<u>-</u>	<u>2,703,246</u>

The Strategic Fund is for essential maintenance and repairs of the building and garden.

The Building Fund represents the net book value of the tangible fixed assets held at 31 March 2024.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2024

18 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fund balances at 31 March 2024 are represented by:				
Fixed Assets	-	2,500,234	-	2,500,234
Current Assets	589,138	-	60,082	649,220
Creditors: amounts falling due within one year	(112,966)	-	-	(112,966)
Creditors Amounts Falling due after one year	(32,000)	-	-	(32,000)
	<u>444,172</u>	<u>2,500,234</u>	<u>60,082</u>	<u>3,004,488</u>
	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fund balances at 31 March 2023 are represented by:				
Fixed Assets	-	2,703,246	-	2,703,246
Current Assets	599,878	-	46,700	646,578
Creditors: amounts falling due within one year	(119,486)	-	-	(119,486)
	<u>480,392</u>	<u>2,703,246</u>	<u>46,700</u>	<u>3,230,338</u>

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2024

19 STATEMENT OF FINANCIAL ACTIVITIES - 2023

	Unrestricted Funds £	Restricted Funds £	Total 2023 £
INCOME			
<i>Income and endowments from:</i>			
Donations and Legacies			
Grants Receivable	96,150	190,329	286,479
Donations and Gifts	21,956	-	21,956
Charitable Activities			
Operation of Centre and Outreach	933,341	-	933,341
Other Trading Activities			
Contract Income	-	25,000	25,000
	-	-	
Investments			
Rents Receivable	477,653	-	477,653
Interest Receivable	3,184	-	3,184
Other Income	64,440	-	64,440
Total Income	1,596,724	215,329	1,812,053
EXPENDITURE			
<i>Expenditure on:</i>			
Raising Funds			
Fundraising and Marketing	225,186	-	225,186
Charitable Activities			
Development of the Centre	109,921	-	109,921
Operation of the Centre and Outreach	1,523,011	341,238	1,864,249
Total Expenditure	1,858,118	341,238	2,199,356
Net income/(expenditure)	(261,394)	(125,909)	(387,303)
Transfer between funds	(7,448)	7,448	-
Net movement in funds	(268,842)	(118,461)	(387,303)
Fund Balances brought forward at 1 April 2022	3,452,480	165,161	3,617,641
Fund Balances carried forward at 31 March 2023	3,183,638	46,700	3,230,338

Accounts



**Children's Discovery Centre East London
Trading as Discover**

Trustees' Report and Financial Statement For the Year ended 31 March 2023

"We recently went to this beautiful fun story centre and as you can see Ivy had a BLAST! (as did I 😊) she isn't the best at sitting and listening to stories so I wasn't sure how it would go but turns out it's super interactive and there is soooo much to see and do! She actually sat for the longest she ever has in her life and enjoyed the animated book reading! Defo a must do for little Londoners!"

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CHILDREN'S DISCOVERY CENTRE EAST LONDON

LEGAL AND ADMINISTRATIVE DETAILS

Trustees	Alexandra Marks – Chair Amit Rama – Treasurer Andrew Murray (Resigned 30 November 2022) Graham Massie (Appointed 30 November 2022) Giorgia Stewart (Re-appointed 8 February 2023) Helen Whiteman (Appointed 30 November 2022) Joe Robinson (Re-appointed 8 February 2023) Oghenevese Aghoghovbia Siobhan Tighe (Appointed 30 November 2022) Vaseem Khan Victoria Dance (Re-appointed 8 February 2023)											
Company Secretary	Karla Barnacle-Best (Resigned 31 March 2023) Rebekah Polding (Appointed 3 April 2023)											
Chief Executive	Karla Barnacle-Best (Resigned 31 March 2023) Rebekah Polding (Appointed 3 April 2023)											
Charity Number	1070468											
Company Number	03479284											
Registered Name	Children’s Discovery Centre, East London											
Registered Office	383 - 387 High Street Stratford, London E15 4QZ											
Telephone	020 8536 5555											
Fax	020 8522 1003											
Email	team@discover.org.uk											
Website	www.discover.org.uk											
Auditor	Haysmacintyre LLP 10 Queen Street Place London EC4R 1AG											
Bankers	<table><tr><td>National Westminster Plc 1– 11 Broadway Stratford London E15 4DX</td><td>Beverley Building Society 57 Market Place Beverley East Yorkshire HU17 8AA</td><td>Cambridge and Counties Bank Charnwood Court 5B New Walk Leicester LE1 6TE</td></tr><tr><td>Nationwide Building Society Nationwide House Pipers Way Swindon Wiltshire SN38 1NW</td><td>Charity Bank Fosse House 182 High Street Tonbridge Kent TN9 1BE</td><td>Redwood Bank limited The Nexus Building Broadway, Letchworth Garden City Herts SG6 3TA</td></tr><tr><td>Hampshire Trust Bank PO Box 74003 London EC2P 2QR</td><td></td><td></td></tr></table>			National Westminster Plc 1– 11 Broadway Stratford London E15 4DX	Beverley Building Society 57 Market Place Beverley East Yorkshire HU17 8AA	Cambridge and Counties Bank Charnwood Court 5B New Walk Leicester LE1 6TE	Nationwide Building Society Nationwide House Pipers Way Swindon Wiltshire SN38 1NW	Charity Bank Fosse House 182 High Street Tonbridge Kent TN9 1BE	Redwood Bank limited The Nexus Building Broadway, Letchworth Garden City Herts SG6 3TA	Hampshire Trust Bank PO Box 74003 London EC2P 2QR		
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Hampshire Trust Bank PO Box 74003 London EC2P 2QR												

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

Chair's Report

2022/23 has been an important year for Discover. With the immediate pressures of lockdowns passed, it has been a time to reflect on our values, bring in our pandemic learnings to our operation and lay strong foundations for our next chapter as we come of age entering our third decade.

During this year, the charity has welcomed new board and local Children's Forum members, improved its visitor operations with a new approach to peak and off-peak sessions and delivered an extraordinarily rich array of creative literacy experiences. Our exhibition *The 100 Story Hotel* has delighted nearly 45,000 visitors and our events range from a week of author and illustrator visits for May half term to the pan-borough Newham Word Festival, a drop-in Easter trail based on *We're Going on an Egg Hunt* by Laura Hughes to the Fabula festival in Redbridge. We have also maintained our support for libraries with over 25 free events across our own and surrounding East London boroughs.

We are proud that our work strives to represent the many communities of Newham and to champion diversity and inclusion. *The 100 Story Hotel* visually depicts an ethnically diverse range of children. Our next exhibition (opening 1st April 2023) is being created with best-selling illustrator Dapo Adeola who creates graphics that challenge race and gender stereotypes. 50% of the creatives contributing to 0-3's storytelling were from minority ethnic backgrounds and one artist was disabled. A wide range of diverse books are circulated on the Story Worlds and promoted online as Book of the Month.

Our work is rooted in Newham and we aim to provide both practical support and inspiration for our local community. We have ensured access to the centre for those most in need via our free ticket schemes, which are operated in partnership with local charities and community groups. 10,487 free tickets were taken up this year, with a big increase in usage over the autumn thanks to a successful flier distribution via libraries. We are pleased to have found such an effective way to reach Newham residents and will use this learning to continue to strengthen the scheme and widen participation.

Overall, the year shows how fantastically Discover has reconnected with its communities and the strength of the organisation. The Story Centre received just over 97,000 visitors – 92% of 2019's pre-pandemic figure – with another 696 audience members at festival events offsite, and 14,900 viewers of digital content. To our delight, we exceeded targets in all key activity areas - visitors, schools, fundraising, events, hires and parties – as family audiences craved re-connection and staff worked hard to ensure our wonderful storytelling and interactive play experiences reached as many people as possible.

With this happy return to our previous levels of audience engagement and alongside prudence in our operations management, we achieved savings in our staffing and delivery costs of £47,687 against budget. Our activities generated a surplus above budgeted levels of £65,212. Less happily however, unrelated business failures for one of our three tenancies created a loss of £156,148 such that our net financial position for the year is a loss of £2,565 which has been covered by reserves. The Trustees have taken a robust approach to managing the risk that tenancies present to protect Discover from any future losses and have also reviewed and amended the reserves policy for 2023 onwards to reflect the need to recoup this loss by generating annual surpluses through our core activities. We remain confident in the resilience of the organisation and the importance of its vital work.

I would like to thank all the trusts, foundations and businesses that provided support during 2022/23; Arts Council England and Newham Council for their continued commitment as well as BBC Children in Need, Garfield Weston Foundation, Greater London Authority (Royal Docks Team), Kusuma Trust, Man Charitable Trust, National Lottery Community Fund, Paul Hamlyn Foundation, Redbridge Arts Grants, Veolia Environmental Trust and Wolfson

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

Foundation. I would also like to thank Winkworth Sherwood for their invaluable pro bono legal advice. Finally, I should like to thank the many public and private agencies that work in partnership with us.

I am grateful to everyone who has supported us this year including partners, teachers' forum, children's forum and of course our visitors. I would like to take the opportunity to thank my colleagues on the Board, as well as all our staff for their hard work, commitment, and skill and in particular, CEO Karla Barnacle-Best who steps down this year after eight years of superb leadership. We look forward to continuing to enable the broadest possible range of children and adults to engage with, create and enjoy inspiring stories through imaginative play.

Alexandra Marks CBE
Chair

Objectives and activities

Summary of Objects as set out in the Memorandum and Articles of Association:

to promote, maintain, improve, and advance public education in the arts, sciences, humanities, and technology, in particular by the provision, promotion, and maintenance of facilities and amenities for the education of children, young persons, and their families, and to relieve poverty, in particular by providing or assisting in providing recreational or other leisure-time facilities and amenities for children and young persons and their families.

Vision, aims and services

Our vision:

A world where confident, thoughtful, articulate children grow up to shape a better future for all.

Our Mission:

We are an inspirational cultural resource, rooted in Newham, one of the most diverse boroughs in the country. The richness of experiences and ideas that this brings is something that we want to embed and share through excellent artistic, creative, play and learning experiences with and for all children to support their imagination, curiosity, and expression. We are committed to celebrating the artist in every child and promoting access to the arts for all children regardless of ability or socioeconomic status. We believe stories are critical to child development; they can transform lives and shape strong and vibrant communities.

Our Values:

- Imagination – to inspire new ideas about how things can be
- Inclusion – children and adults feel welcome, valued, and involved
- Activation – supporting everyone to feel energised, enriched, and capable
- Wonder – celebrating the importance of joy and playfulness

Charity category

- Education/Training
- Arts/Culture
- Economic/Community development/Employment

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

Charity Act 2011 classifications

- The advancement of education
- The advancement of the arts, culture, heritage, and science

Services

To achieve our objectives, our services include:

- Immersive story-based settings to explore at Discover Children's Story Centre with two floors of Story World, a Story Garden, a large-scale interactive exhibition, a story telling space and an events space.
- Inclusive hands-on creative family and schools' events and sessions which are developed and delivered in collaboration with our storybuilders, authors, illustrators, and artists and guided by children, parents/carers, teachers, and our partners.
- Dynamic creative learning programmes in early years settings, primary schools and out of school opportunities.
- External programmes delivering high quality family arts events in public community spaces.
- Range of digital activities that help us to engage with vulnerable individuals and groups and to widen access in general.
- Catering for children and their families. Seeking wide engagement by ensuring our programme speaks to and is reflective of the local community, is accessible, and offers targeted reduced price or free opportunities.
- Contributing to key cultural, educational, and social developments and agendas.
- Ensuring Discover is resilient and sustainable and is a responsible London Living Wage employer.

History

Background

Discover was established by a group of east London community leaders, educationalists, and local parents in 1997 to develop a hands-on learning resource for children and families. Discover was registered as a charity and limited company in 1998. Supported by Arts Council England and the London Borough of Newham, the Story Centre opened in 2003 and was the first children's museum in the UK to focus exclusively on stories and children's literature. 1,486 square metres of the building is leased to a nursery and two training organisations.

We completed a £1 million capital project in 2016 delivering wonderful new Story Worlds on two floors, a dedicated story telling space for 0-3's, refurbished events and party rooms, spacious new café, and improved reception area and shop. This was followed by a second phase capital project in 2019 which included deepening engagement by installing additional equipment to enhance the learning and creative play elements on the Story Worlds and improving learning facilities for disabled and SEN children. In summer 2021 we completed an exciting and enchanting re-development of our Story Garden.

Case for need

It is important to celebrate the incredible vibrancy and creative assets of the young, culturally diverse, transient Newham community that we serve, as well as to acknowledge the complex, often socio-economic, challenges. East London has seen the highest increase (16%) in London's population over the past 10 years. The two highest rates of children living in poverty are in our home borough of Newham (50%) and our neighbouring borough of Tower Hamlets (57%), according to the London Poverty Profile 2020. Newham has the second lowest cultural engagement in London (Active Lives Survey published 2018) with disadvantaged children affected most by the reduction in the number of enrichment opportunities offered through schools. Communities in east London have been significantly affected by high numbers of cases of Covid-19 and no doubt the effects of this will be felt in ways that are not yet reflected in the above data.

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Surveys have found a strong link between poverty and lack of participation in the arts. As family and public resources become tighter, this will mean that children growing up in low-income households will have even less opportunity to engage with arts and culture. Barriers are practical including cost of travel, tickets, time, and a lack of information. Equally powerful are attitudinal barriers, including people thinking that the arts and culture aren't for them or a fear of the unknown.

Despite facing these multiple disadvantages, children are achieving above the national average in their end of Primary School SATS tests. We will respond to schools' needs and pursue co-creation opportunities, building in flexibility as usual to enable schools to take up any offers.

Newham is a borough that has been through an extraordinary amount of change over the last few years, much of which is ongoing. One of the significant factors is the vast number of new homes that are being built in the area, particularly within Stratford and around the site of the Queen Elizabeth Olympic Park. This not only brings a greater density of residents but will also ultimately result in a changing demographic. Alongside affluent communities with greater disposable income, there remain longer established communities, as well as transient communities, who are alienated from much of the prosperity and opportunities of their new neighbours. Responding to the needs of all sectors will be important in the forthcoming years.

Review of activities for period ending March 2023

Impact of Covid-19

Whilst lockdown restrictions did not formally affect business in 2022-23 the impact of the pandemic has still been apparent at Discover, including as a prompt to some positive organisational changes.

Re-setting and cleaning regimes in the Story Worlds and exhibition have been adapted in line with the relaxation of government guidelines, whilst maintaining the high standards our visitors rightly expect. The return of craft materials to the

spoon trees was particularly welcomed by both visitors and staff. Covid-19 floor stickers for social distancing and directions have been removed, but all sanitary stations have remained.

Restricting our visitor numbers in 2020-21 due to COVID-19 restrictions was difficult operationally and financially. However we recognised some benefits to being able to control visitor numbers to prevent overcrowding, and in consequence introduced a new ticketing model for visitors. Whilst Monday – Friday off-peak tickets allow visitors to stay as long as they like during opening hours, at peak times (weekends, holidays and bank holidays) we now operate with two separate sessions per day with maximum 300 visitors for each.

During lockdown, we instituted a range of digital programming to maintain contact with audiences. Audience response to these was hugely positive, especially amongst our Special Educational Needs (SEN) family visitors. As people have returned to in person interaction however, audience numbers for our digital storytelling have dwindled. We have therefore discontinued the long-form digital story offerings and are working with audiences, storybuilders and marketing team to find the best ways to use our learnings about how to share Discover's practice digitally in a way that works for post-pandemic audiences.

All other programmes, including festivals and the Mighty Mega programme for disabled children and their families, have returned to IRL ('in real life') delivery.

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Overview

2022/23 was a transition year between our 2018-22 and the 2023-28 business plans towards which we have been working.

Our four priorities for the year built on our previous strategic framework and reflect Arts Council England's Investment Principles:

- **Relevant and responsive** to the needs of Newham community supporting an inclusive, community recovery from Covid-19, particularly those people with limited access to cultural participation.
- Create **thoughtful, ambitious, high-quality** work.
- Maintain a **dynamic and evolving business model** that supports the future of Discover balancing ongoing stability with change-making investment.
- Support **environmental sustainability** through internally and externally promoting best practice, and encouraging awareness of, and dialogue around, climate emergency.

1) Relevant and responsive

Objective 1: To engage with, listen to and reflect the local community at all levels of the organisation.

Why? Supporting an inclusive community recovery from Covid, addressing the limited access to cultural participation faced by disadvantaged and vulnerable children and families across the borough.

Activities:

- Our Children's Forum is made up of children from Newham schools, years 3 -6, maintaining the strong voice of local children in our governance. This year the Forum has trialled and offered feedback on our new school workshop for *The Box Rocket Exhibition*, contributing to the creative developed of session plans and activities. Additionally, they designed and created original planets for a Galaxy Chart that will feature at the entrance to the Exhibition. All Children's Forum families have been invited to *The Box Rocket* VIP Launch. Board members and senior staff attended Forum sessions to get advice and feedback on policies and programmes.
- The Teachers' Forum met three times across the year and provided consultation and information gathering opportunities for the Community and Education team. These Forum meetings are an opportunity to consult them about programmes and processes and listen to their needs.
- Feedback from visitors via surveys and online sources (Instagram, Google Business etc) is collated and disseminated on a weekly basis for discussion and action, and our daily debrief includes a section for staff to report and record any verbal feedback from visitors for discussion and action.
- 27 events in Newham Word Festival 2022 were commissioned from local artists and organisations.
- All jobs in Discover's Operations team are advertised locally via Job Centres and Indeed.

Objective 2: Programme work which challenges stereotypes and promotes diversity and inclusivity. Keep the needs of the local community at the forefront of priorities and decision making. Prioritise co-creation with, and taking work out to, east London organisations, venues, and schools.

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Why? To address the need for creative responses to social and learning challenges within schools and society. To address the lack of representation of ethnically diverse people, disabled people, and LGBT people within children's publishing.

Activities:

- We have continued to promote a wide range of stories and storytellers across all our activities, including the books on our Story Worlds and Book of the Month selections promoted online. Our bookshop promotes an inclusive array of children's literature and helps readers find books that represent and inspire them.
- 50% of creatives contributing to 0-3's storytelling were ethnically diverse and one artist identified as disabled. In our job adverts, we continue to welcome all structurally disadvantaged groups.
- We delivered four well-attended masterclasses aimed at KS1 and KS2 teachers over September – December. The September workshop on Sensory Storytelling with Moulded Theatre Company, followed by Creative Writing, Wellbeing and Diversity in Children's Literature.
- Our philosophy is to include diverse stories across all our work rather than for one-off occasions. We do also, however, work with partners to mark specific events and ensure that communities can find their stories and interests represented. This year this has included:
 - For *Untold Stories from Black History* for 6+ (funded by and part of World Reimagined): storytellers Helen McDonald and Paula David told stories of black people and their presence in British history from Tudor England to Windrush, from World War I to Notting Hill Carnival. These workshops took place at Discover, and in Newham libraries
 - Half-term external event *Royal Parade* - a storytelling performance themed around leadership and learning - was toured around six Redbridge Libraries. This performance, based on West African and Japanese folk tales, was devised by storybuilder, Laura Sampson. It was delivered to smaller audiences in local libraries, and to many families in Redbridge Central Library.
 - In early November we curated storytelling with Laura Sampson as part of Vision Redbridge's Day Of The Dead celebrations at Wanstead Library.
 - We ran a day for Fun Palaces which included: paper lantern workshops led by Pavilion Workshops for 5+. This was based around the Chinese festival calendar - with artists Rebecca Strickson and Emma-Lee Moss. We also delivered Map Of Me as part of Newham's Fun Palaces at Stratford and Plaistow.
 - We delivered *Best Worst Day Ever* in Stratford Library as part of the Christmas Lights switch-on: with additional deliveries with Newham Libraries for National Storytelling Week, Mental Health Week and World Book Day.
 - Discover held a sold-out Drag Story Time session to mark Pride month (June 2022). One direct message on social media raised an objection and a number of news outlets contacted the organisation in hope of finding controversy, but overall, the event was a great success and one that will be added to regular programming.
 - Our author event with Anna Orenstein-Cardona (*The Tree Of Hope*) in late November at Discover went well. It was good to see a diverse mix of audience members including many LatinX patrons. Reaching this new demographic, it was promising to see lots of first-time visitors.

Objective 3: Newham residents at the core of our strategy to support access for those people who may not be able to easily access creative offers.

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Why? Covid-19 lockdowns further exacerbated an already prevalent imbalance of opportunity for children to play, learn and develop. Key guiding principles to address this are simplicity to access, regularity of offer, and where possible ongoing opportunity.

Activities:

- With funding support from Newham Council, we allocated 4,500 free tickets primarily for targeted Newham families, accessed through partnership with organisations with which they interact e.g. foodbanks, community centres, voluntary groups, health, and wellbeing practitioners etc. Usage of our charity and community groups' free ticket offers increased significantly over the autumn thanks to the team contacting the groups with reminders and sending additional flyers.
- In addition, we provide free access to a range of different partner groups:
 - After School Stories provided free entry to Newham school children and their adults on Monday afternoons (funded until December 2023). Books and free passes are also given out to increase impact.
 - Free annual passes for Mighty Mega and Story Sandwich as part of the project funding.
 - Free tickets for children and their families participating in creative wellbeing programme.
 - Happy Baby Community which supports women with children who have fled from violence or traffickers hire rooms 2.1 & 2.2 every Thursday. As part of the arrangement, these participants are free to explore the centre.
 - Carers continue to come free as part of supporting access.
 - Babies 0-12 months are also free and 1-2 year olds are at a reduced price of £3.
- With funding from Newham Council and Arts Council England, we curated and delivered Newham Word Festival, a fantastic programme of free events over a two week period at the beginning of July across the borough for children, young people and adults. This featured established headliners such as Ben Okri and Lemn Sissay as well as new and emerging talent, and a strong representation of Newham artists and organisations.
- Our work in libraries is another important strand of our work to provide free access to creativity, inspiration and story-telling. This included work in Newham, Redbridge and Tower Hamlets, all delivered free for attendees. Examples include:
 - A one-off library event at Stratford Library with Jim Field and Rachel Bright in mid-October. This was to celebrate the launch of *The Gecko And The Echo*. A schools audience of approximately 130 young people attended.
 - Two new projects were developed in Autumn for Redbridge Libraries. The first is a jubilee themed event and the latter is from *The World Reimagined*, a national initiative bringing together different creative responses to the transatlantic slave trade and how the country is today.
- As the cost of living continues to bite, we are training the VSA's (Visitor Support Assistants) to promote our pay-monthly annual pass to spread the cost for visitors
- Afternoon Exhibition sessions are now offered to schools in addition to the morning slots, which allows us to host more schools before the end of this academic year.
- Our partnership with Magpie on the *Story Sandwich* project to support local homeless mothers and children with weekly bespoke sessions led by two regular storybuilders continues to be well attended. Additionally, we are now able offer a regular storybuilder to attend Thursday morning sessions at

Discover with the Happy Baby community group, delivering 30 minutes of guided play and story-telling once a month.

- Our Saturday morning Mighty Mega club for children with special educational needs and their families recommenced in January with a new art organisation, Artburst, delivering fully attended sessions each Saturday morning. In the summer term, the group was led by arts group Paracarnival, leading up to a planned excursion to Hackney Carnival that seven families signed up to. This was however cancelled as a mark of respect on the death of the Queen. In autumn, artists from Artburst explored sensory story-telling with families. Story-teller, Paula David, (who also works as a storybuilder at Discover) then ran a ten-week term focusing on Folk Tales. Mighty Mega members are also invited to a relaxed performance of *The Box Rocket* when it launches in April.

2) Thoughtful, ambitious, high-quality

Objective 1: Offer a multi-layered approach for visitors to engage in interactive creative experiences.

Why? Under-served community – local, ethnically diverse, lower socio-economic community, different abilities.

Activities:

- Our new large scale inter-active exhibition featuring work of Rob Biddulph, *The 100 Story Hotel*, delighted visitors across the year, with 44,196 visits. *The 100 Story Hotel* visually depicts ethnically diverse range of children and maintains our hands-on approach, with a range of interactions designed to suit a range of ages and learning styles and to support creative literacy goals for early years, KS1 and 2.
- We also designed and built the next exhibition for 2023, created with best-selling Illustrator Dapo Adeola who creates graphics that challenge race and gender stereotypes. We also brought on board a writer whose work also champions stories about characters from global majority backgrounds, Tola Okogwu, to help bring the overarching narrative together in *The Box Rocket*. *The Box Rocket* was launched with a Family and Influencer event on 31st March and is on track to be our best-selling exhibition ever.
- Z Arts, our partner arts centre in Manchester, have extended their run of our previous exhibition *Fairy Tales* and will then exhibit *The 100 Story Hotel* in 2023, extending the number of children and families who will enjoy these interactive worlds and maximising their public value.
- In early October, we programmed and delivered Redbridge Fabula Festival. This included two school events (including new Fab Prize winning author Janelle McCurdy at Hainault and Keith Axon libraries), and a livestreamed event at the Kenneth More Theatre with Children's Laureate Joseph Coelho. For the family day, we delivered events with author Viola Wang, comic book artist Ramzee, some street circus with Nearly Theatre Yet and stories from our internal and outreach programme, *The Best Worst Day Ever*. We had Story-telling and Craft (collage) for 4+ with Michael Catchpool, and inspired by '*SuperJoe – superhero in the making*'. There was also a drop-in Halloween trail where participants picked up an activity sheet from reception, and followed the trail around story worlds. This was created by students of the Advanced children's book illustration: professional practice course at City Lit.
- The *Mixed Emotions* installation was open to visitors from 24th February - 12th March in the 0-3's Storytelling Space. It featured poems written by pupils who took part in the Creative Wellbeing project in schools and celebrated their achievements. Participating children were offered free tickets to visit Discover with their families and see their work showcased. A total of 56 people took up the offer.

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- May half term was incredibly busy this year, with author events taking place almost every day. These included *My Magic Family* by Lotte Jeffes and Sharon Davey, *The Boy Who Grew a Tree* by Polly Ho-Yen, *Through the Forest* by Yijing Li, *My Must-Have Mum* by Maudie Smith, *What Makes a Lemur Listen* by Sam Langley-Swain and *The Museum of Marvellous Things* by Kristina Stephenson. We also welcomed in Coppice Theatre with Science Adventures.
- During the Easter holidays various events were held at the centre, including *The Girl and the Dragon*, by the Suitcase Storytelling Co and the hugely popular Lemn Sissay and Joe Coelho. An Easter bunny trail was installed throughout the story worlds, which consisted of an anagram to solve, with a prize at the end. The drop-in trail, developed around *We're Going on an Egg Hunt*, by Laura Hughes and published by Bloomsbury, proved to be extremely popular with families. We were also thrilled to welcome Rob Biddulph for a day of book signings and a special event around his hugely popular *Draw with Rob* activity on Saturday 7 May.
- Over the year, we devised three new 0-5s story-telling pieces. *The Best Worst Day Ever*, based on the book by Sophie Henn, was directed Naomi Cortes, designed by Hannah Sharp and developed with two storybuilders. It is about a little boy coping with his own temper. *Not Yet A Yeti*, about finding courage to be different, sold out throughout the run. *Waiting for Goliath* by Antje Damm – our first piece adapted from work in translation – was a wonderfully sensory piece for 0-3s directed by staff member Aaron Lamont.

Objective 2: Explore new ways of working: Investigate opportunities that digital technology offers, find ways to promote remote interaction and engagement, and ensure it can feed into our business model and be properly and realistically supported.

Why? Covid-19 highlighted the number of vulnerable people who are isolated. It emphasised that for many reasons including personal circumstance, travel difficulties, care responsibilities or geographical limitations, not everyone can get to Discover. Digital output was a way of keeping in touch with families and member groups during lock-down, and was an important, inclusive strand of hybrid delivery of the Newham Word Festival 2021.

Activities:

- Our online story sessions were developed during the pandemic and were hugely popular with families, especially with families from our Might Mega group. It became apparent across 2022-23 however that appetite for long-form digital experiences had dropped dramatically, such that videos received a mere handful of views instead of hundreds. We have therefore adapted our practice with shorter content on TikTok which has been well received and will continue to review and evaluate how best to use the online space.
- We expanded our advertising programme for exhibition *The 100 Story Hotel* in order to wide our reach across London and improve our use of digital: we booked Discover posters on escalators at Camden Town, Highbury and Islington and Kentish Town stations, large 6-sheet posters at Walthamstow Central, Stratford and Bethnal Green stations, and complemented this promotion with paid digital campaigns on Google Adwords, Facebook and Instagram.
- Our storybuilders received a (paid) training session at the end of February, giving them the opportunity to explore best practice in story-telling approaches for 0-5's. Feedback was hugely positive: *"I learnt a lot from Caroline and her example, different techniques and tactics as well as from Diana - specifically looking at baby storytelling and ways to engage with the little ones e.g. finger play and constantly changing*

activity/pace for that age group. I also learnt a lot from discussing with other storybuilders when in pairs etc. and hearing about different things they've tried and what spaces/times are best for e.g. travelling a story."

- We established a partnership with University of East London Baby Development Lab to share experience on child development, with a project exploring how babies and children experience our exhibition. Families with 0-3s or 4-8s were invited to attend free sessions; cameras and heart monitors were put on the babies and children, with the storybuilder also wearing a camera and additional cameras in the space to record what happens during a session. Initial results have been astonishing, with video footage showing how babies are actively engaging and learning from their experience, and we look forward to learning more as the partnership progresses.
- Our Head of Marketing joined Spektrix for a presentation on building a website with great booking integration at this year's Arts Marketing Association conference in Birmingham. Spektrix had selected Discover's website as an example of best practice, and we told the story of its creation and shared some of the impressive data demonstrating its success.

Objective 3: Create robust internal and external evaluation and learning processes.

Why? Area of improvement in recent years through Spektrix, social media analytics, audience finder etc. We evaluate schools work through feedback forms completed by teachers, visitor views through online questionnaires, social media feedback and dialogue, and project partner and participant feedback through verbal and written feedback. We use this alongside internal evaluation to help us develop and improve Discover's work. However, we feel that it is important to review how our evaluation processes could be strengthened so we can better monitor impact.

Activities:

- We have worked with Renaisi to help us develop a self-evaluation framework that has been rolled out in 2022/23, and embedded within our new Community and Learning strategy.
- We have added two questions to our ongoing post visit survey around engagement with stories – one from the parent and one from the child's perspective. This helps us evidence directly the levels of inspiration the centre is providing, in line with our new strategy.
- We undertook a website audit to make sure that our site was still operating in the best way possible. The main takeaway was that we have a much higher than normal percentage of mobile phone visitors and converters (i.e. those who complete a purchase) – and with that in mind, spent some time and money on upgrading the site's mobile functionality to ensure finding content and buying tickets is as smooth as possible. Alongside the mobile work, we have made additional functionality upgrades, such as a 'non-shouty' pop-up function to let people know which days their visits might be effected by a school in the centre. This seems to have already reduced the number of complaints and improved the visitor experience.
- New tablets were installed at café and reception allowing us to have a third Spektrix for viewing sales, and electronic staff logging for fire evacuations. Backup payments systems are now with Square which also allows us to sell at offsite locations. There are also quick links to sites like Transport For London so we can assist visitors with route planning etc. A third tablet is being used as a mobile device to log maintenance jobs and to check in events.

- We have met quarterly with the CEOs of Story Museum and Seven Stories to share industry information and insights, to disseminate and learn from organisational impact research and evaluation, and to explore future creative collaboration and measurement of quality.

3) Dynamic and evolving business model

Objective 1: Test, review and evolve earned income generation strategies.

Why? Pre-Covid we earned 70% of our income through schools and family visits, rent, and ancillary income such as café, retail, parties, hires and contracts. A further 23% of income was through trusts and foundations and individual donations, with 5% from ACE and 2% miscellaneous. With Covid creating significant periods of lockdown these levels have changed, with a greater reliance on subsidy from trusts and ACE. We acknowledge the competition for funding and need to return to the pre-Covid balance of income segmentation through 2022/23 and beyond.

Activities:

- Three new Board members with expertise in organisational management were appointed to support the organisation in managing and developing its business strategy. Following a hiatus during the Covid-era, when the whole Board met regularly to review finance, the Finance Committee has been (re-)established with agreed Terms of Reference and the participation of these new Board members.
- We have had to increase prices on most items in the café due to the rising cost prices. This is under constant review to ensure profits do not slip and we are making the most of special offers from our suppliers. A review of the range is underway to improve customer satisfaction. The café is also now vegetarian, with vegan options and offers '*Hootah snack boxes*' and an '*Astronaut*' meal deals for kids.
- Room hires are picking back up post-Covid, but it seems unlikely to ever return to pre-pandemic levels as people have become accustomed to online meetings. We have secured a regular hire from charity Happy Baby every week, which is a good fit for us.
- The new style of birthday party focusing on play has proved a huge success. Sales and future reservations in this financial year are above target. Added to these, sales of party bags are growing.
- Sales in summer started off slower than usual, likely a combination of factors including the hot weather: things picked up significantly once it started raining! Reports from the rest of the sector were that visitors were down 50% across the board and last-minute ticket buying was becoming the norm. We were seeing less of a drop than that, with visitors roughly similar to last year, but we have seen a notable increase in last-minute ticket buying. In response, we have upped our social media advertising and have had great success with Google Ads and Meta (Facebook and Instagram), bringing in £2,792 worth of online sales for £196 of spend on Google ads.
- In the shop, the cost-of-living issue is definitely having an effect on customer purchases. More lower price items are appearing in the top-selling lists. We are responding to this by having more small items available, so a good selection of bouncy balls, dino and unicorn eggs etc. We so continue with some bigger ticket items still and our new range of quality hand puppets with a range of ethnically diverse characters seem very popular.

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- Baby Story-Telling and Space Adventures (storybuilding for older children) – both offered free to visitors - had proved to be excellent models which were being brought back in whilst the next 0-3's story telling event is being created. This sort of flexible offer is greatly beneficial for maintaining the visitor offer.

Objective 2: Secure consistent levels of income from trusts and foundations and grow income from individual donations.

Why? Ensure Discover's sustainability as a charitable organisation.

Activities:

- Discover's charitable status has been made more apparent to visitors, with a large-scale display and invitation to contribute (cash or cashless) in reception. Staff have reported positive visitor feedback, with many visitors commenting that our charitable status and outreach activities were not known to them. Combined with the improved flow of the new website to enable ease of ask to visitors, we achieved a stronger than usual figure for individual donations of £12,890.
- We are thrilled to have been retained by the Arts Council as one of their National Portfolio Organisations, receiving an annual contribution to core costs of £95,597. We are delighted to have the importance of our service to children and families recognised as an important contributor to England's cultural sector and to be able to leverage further value from this award through further fundraising.
- We have maintained our relationships with a strong and supportive group of funders, including BBC Children in Need, Garfield Weston Foundation, the Man Charitable Trust and Paul Hamlyn. New funders to Discover this year include the London Legacy Development Corporation, Royal Docks

Objective 3: Invest expenditure imaginatively and with a values-based approach to support the principles underlined in our aims.

Why? To match our business model and our values for the benefit of all who work with us.

Activities:

- We have invested in a new support service for all staff, Care First. This provides help, advice and support to any staff member including counselling and legal advice. Staff have welcomed the service and we will continue to promote this new staff benefit. We have also taken on an external HR company, PACE HR, to provide better support in this area and further support staff well-being.
- After careful review, staff salaries will be increased by 7.5% for all staff except the Senior Management Team, who will receive a 5% increase in 2023-24. This has required an increase in core ticket prices which has been agreed at lowest possible level to keep Discover as accessible as possible. The price rise is matched by continued focus on delivering free tickets via our charity partners.
- A workshop discussion around Equity, Diversity and Inclusivity was held in early September. All staff were invited to attend. We had a good turnout (approximately 67%) and engagement levels from all present were excellent. It was an opportunity for staff to raise questions for management and offer feedback and future recommendations.
- The Chair and Board members have received training in the four Investment Principles set by Arts Council England and worked together on how to engage, advise and ensure accountability to best effect. All Board members have met one-to-one with the Chair, and have attended a wide range of events at Discover including Children's Forum, Might Mega and Story Sandwich.
- Two new policies have been reviewed and agreed by the Board: Complaints, Compliments and Comments and Volunteering.

4) Environmental sustainability

Objective 1: Set up processes to examine and implement best practice across the organisation in areas such as procurement.

Why? Discover has built promotion of sustainability into its operation. This has included building sustainable elements into the fabric of the building such as movement sensitive lighting, re-using elements of set within exhibition builds, using compostable materials within the café etc. Most recently we have changed our electricity supplier to a renewable source. We have massively reduced our printed marketing output and worked with Children's Forum to help raise customer awareness. However, we need to consistently keep ways of improving practice as live issue.

Activities:

- An environmental action plan has been created to accompany the environmental policy, with a dedicated staff working group established to design, deliver and monitor this work. Scope includes current operations (reducing waste in the café, minimising paper usage) through creative programming (choice of positive stories about the environment for Story Worlds) to longer term ambitions (LED lighting, solar panels, garden space for green storybuilding). The Board have appointed an environmental policy lead to oversee and support this activity.
- The Community & Education team have been working with storybuilders to devise a new school workshop for *The Box Rocket* exhibition, themed around reusing and recycling. SEN schools will take part in an accessible and sensory workshop themed around planets, stars and exploring space. Storybuilders are currently being trained for the delivery of these workshops and we already have many bookings for Exhibition schools' sessions until the end of this academic year.
- We also took GROW, a previous 0-3s show, out to Rich Mix in Bethnal Green as part of their free family Sundays. Families watched the show and planted their own seeds in decorated biodegradable pots. This is a lovely community initiative, and we plan to partner on a long-term basis.

Priorities 2023/24

- Discover is open to all children and aims to balance its rising profile across London with the commitment to its local community, evidenced by reduced price entry for all Newham residents throughout the year and targeted free tickets, distributed by partner organisations within the borough, to help us reach families with reduced socio-economic access. We will also continue to provide other free access opportunities during the year through after-school free entry targeted at local primary schools, Mighty Mega and Story Sandwich.
- We will respond to the rapidly changing demographic of the area by working with Newham's Community Wealth Building strategy, the Queen Elizabeth Olympic Park and the Royal Docks developments.
- We aim to improve access within the centre for disabled and SEN visitors, including continuing Mighty Mega sessions and increasing the number of British Sign Language signed events to one per month. We will continue to seek feedback from all our visitors as to how we can improve their experience and make the centre a welcoming space for all.
- We will open *The Box Rocket* exhibition and programme a wide range of supporting events, continuing to focus on providing a platform for emerging talent and those from structurally disadvantaged groups.

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- We will deliver a lively of programme of 0-5's immersive story-telling events.
- We shall continue to work with our Teachers' Forum to ensure our schools' strategy remains relevant. We will grow the number of schools session we can offer by opening up afternoon slots once again, and ensuring we have a dedicated SEN offer with trained storybuilders confident and sensitive in working with SEN groups.
- We will continue to explore our digital offer as a way of increasing access and using technology to inspire new creativity.
- We will deliver the fifth year of Newham Word Festival at the beginning of July 2023.
- We are programming and delivering the children's strand of Fabula Festival for Vision Redbridge Culture and Leisure.
- We will work with community partners and funders to create targeted programmes which deliver on the needs of local people across East London and support interest communities from London and its surrounding area.

Structure, Governance and Management

Discover is a company limited by guarantee governed by its Memorandum and Articles of Association. It is registered as a charity with the Charity Commission. The Board of Trustees is responsible for the direction and management of Discover. It is elected by members. Membership of the charity is open to any individual who supports the aims and policies of the company and is approved by the Trustees.

The Board has overall responsibility for the strategic control and direction of Discover with day-to-day management delegated to the Chief Executive. Discover's Board is elected by members at its AGM. The Board currently meets bi-monthly.

Discover's Articles of Association state that the Board must consist of between 3-20 Trustees. Current Board membership includes Trustees with skills and experience in business, education including SENCo, finance, fundraising, human resources, law (including property), PR and communications, regeneration, stakeholder engagement, and writing.

New Trustees receive the most recent Annual Report and Audited Accounts, the latest set of Board papers, and the current Business Plan. During the year the charity provided indemnity insurance for its Trustees.

Discover Management Team

Chief Executive	(0.8)	Karla Barnacle-Best
Deputy Chief Executive	(1.0)	Paul Callaghan
Finance Director	(0.6)	Mary King
Head of Development	(0.8)	Kathy Everett
Head of Learning	(1.0)	Charlotte Métairie
Head of Operations	(1.0)	Richard Smith-Gore
Head of Marketing	(0.8)	Jessica Ziebland
Head of Creative Events	(0.6)	Natalie Chivers / Caroline Jeyaratnam – Joyner (from November 2022)

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

Discover's remuneration policy states that key management salaries are determined through consideration of our financial position and constraints as well as testing against the wider market. Salary levels are initially agreed by the Finance Committee, which then makes a recommendation for approval by the Board.

When necessary, the Board also establishes working groups or offers additional support on specific areas, e.g. capital projects, governance, fundraising and website development.

Public Benefit

We have referred to the advice in the Charity Commission's general guidance on Public Benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set. This includes a review of the Commission's guidance on public benefit and fee charging. Discover relies upon grant income and fees from admissions to cover its operating costs. In setting the level of admission prices, the Trustees consider the accessibility of the Centre to those on low incomes. Admission is heavily subsidised for both schools and family visitors. We seek to provide several free days for local families each year as well as free entry to targeted groups via specific projects and offers.

The Story Centre is used by families and community groups during weekends, school holidays and after school. During term-time, school groups from Foundation, Key Stage 1 and Key Stage 2 visit Discover and have structured sessions led by storybuilders, which are designed to support key skills such as language, literacy, creative, social, and personal development. Many of our beneficiaries come from the six east London boroughs which represent some of the most disadvantaged communities in the UK.

Financial Review

In 2022-23 Discover's total income was £1,812,053 (2021-22: £1,634,323). This represents an 11% increase from the previous year. The revenue comes from a variety of sources including earned income from admission fees and rental income from sub-letting space. Income also comes from grants, from trusts and foundations and commissions from a variety of sources to deliver specific services. The total expenditure in the year was £2,199,356 (2021-22: £2,071,948). The overall general unrestricted fund position has decreased by £2,565 with a fund balance at the year-end of £480,392 (2021-22: £482,957).

Fundraising

- We are committed to ensuring that we are completely open about our fundraising and spending and follow the Code of Fundraising Practice.
- We undertake fundraising activity to our supporters via formal applications, direct mail, and direct contact at events, which is managed by the Centre's Fundraising Coordinator.
- We do not use any third parties to assist with raising funds and have had no complaints during this financial year.
- We did not receive any complaints with regard to our fundraising activity in the year.

Financial Sustainability

Total visitor income was £919,117 (2022: £644,289). This represents a 43% increase from the previous year. Our earned income for the year was £516,877 (2021-22: £377,758). Grant income was £311,479 (2021-22: £574,055). The prior year grant figure was exceptionally high due to the special support during the Covid-19 pandemic.

Reserves policy

The Trustees have established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the free reserves) held by the charity should be equivalent to at least three months of expenditure. On 31 March 2023 the free reserves of the charity were £480,392 (2021-22: £482,957). Our budgeted

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

expenditure for 2023-24 is £1.9 million. The reserves represent 25% which is equivalent to 3 months' expenditure.

Investment Policy

The Trustees have considered the most appropriate policy for investing funds and in the current economic climate they felt it prudent to spread the cash across six savings accounts with different degrees of accessibility to maximise interest.

Risk Management

The Trustees have a risk management strategy which comprises:

- an annual review of the risks the charity might face.
- the establishment of systems and procedures to mitigate those risks identified in the plan.
- the implementation of procedures designed to minimise any potential impact on the charity should those risks materialise.

The Trustees view the current risks to be financial, the main risks being:

- adequacy of reserves and cashflow.
- achieving income targets; for grants from trusts and foundations as well as visitor income.
- significant drop in visitor figures due to an increase in Covid-19 cases or a different pandemic, a recession, the impact of cost-of-living increases, or competition within the area.
- higher operating costs due to sickness or quarantining.
- loss of key staff.

To mitigate the financial risks, the Board of Trustees reviews management account forecasts and income targets at each meeting, and cashflow forecast twice per year. To mitigate the personnel risks, the Board of Trustees reviews key staffing issues and succession planning.

Accounting Compliance

The Trustees (who are also directors of Discover for the purposes of company law) confirm that the accounts comply with current statutory requirements and with the requirements of the charity's governing document.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Directors/Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing the financial statements, the Directors/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 estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards 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 charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company and to enable it to ensure that the financial statements

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The Trustees have taken all the steps that they ought to have taken to make any relevant audit information and to establish that the auditors are aware of that information.

The Directors/Trustees have prepared this report in accordance with the special provisions of Part VII of the Companies Act 2006 relating to small companies.

Approved by the Board of Directors on 26 July 2023:



Alexandra Marks CBE
Chair

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Opinion

We have audited the financial statements of Children's Discovery Centre East London for the year ended 31 March 2023 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Chair's Report and the Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 18, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to the regulatory requirements of the Charity Commission, and regulations regarding safeguarding, health and safety, and employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the Charities Act 2011, payroll taxes and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the posting of inappropriate journal entries or the manipulation of accounting judgements and estimates. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Reviewing minutes of Trustees' meetings during the year;

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

- Identifying and testing journals; and
- Challenging assumptions and judgements made by management in their critical accounting estimates

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Lee Stokes (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditor

10 Queen Street Place
London
EC4R 1AG

Date: 1 August 2023

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2023

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2023 £	Total 2022 £
INCOME					
<i>Income and endowments from:</i>					
Donations and Legacies					
Grants Receivable	2	96,150	190,329	286,479	532,555
Donations and Gifts	3	21,956	-	21,956	27,875
Charitable Activities					
Operation of Centre and Outreach	4	933,341	-	933,341	669,047
Other Trading Activities					
Contract Income	2	-	25,000	25,000	41,500
Investments					
Rents Receivable		477,653	-	477,653	311,500
Interest Receivable		3,184	-	3,184	2,122
Other Income		64,440	-	64,440	49,724
Total Income		1,596,724	215,329	1,812,053	1,634,323
EXPENDITURE					
<i>Expenditure on:</i>					
Raising Funds					
Fundraising and Marketing	6	225,186	-	225,186	162,692
Charitable Activities					
Development of the Centre		109,921	-	109,921	82,166
Operation of the Centre and Outreach		1,523,011	341,238	1,864,249	1,827,090
Total Expenditure	7	1,858,118	341,238	2,199,356	2,071,948
Net income/(expenditure)		(261,394)	(125,909)	(387,303)	(437,625)
Transfer between funds	16	(7,448)	7,448	-	-
Net movement in funds		(268,842)	(118,461)	(387,303)	(437,625)
Fund Balances carried forward at 31 March 2022		3,452,480	165,161	3,617,641	4,055,266
Fund Balances carried forward at 31 March 2023		3,183,638	46,700	3,230,338	3,617,641

The notes on pages 24 to 35 form part of these financial statements. Details of comparative figures by fund are given on page 33.

All income and expenditure are derived from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006 and includes all gains and losses recognised in the year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
BALANCE SHEET
AS AT 31 MARCH 2023

Company Registration No 03479284

	Notes	2023	2022
		£	£
FIXED ASSETS			
Tangible fixed assets	11	2,703,246	2,969,523
CURRENT ASSETS			
Stock		6,803	15,843
Debtors	12	311,403	174,113
Cash at bank and in hand		328,372	658,132
		<u>646,578</u>	<u>848,088</u>
CURRENT LIABILITIES			
CREDITORS: Amounts falling due within one year	13	(119,486)	(199,970)
NET CURRENT ASSETS		<u>527,092</u>	<u>648,118</u>
TOTAL NET ASSETS		<u><u>3,230,338</u></u>	<u><u>3,617,641</u></u>
Unrestricted			
Designated - Building & Fixed Assets	17	2,703,246	2,969,523
General Funds		480,392	482,957
		<u>3,183,638</u>	<u>3,452,480</u>
Restricted Funds	16	46,700	165,161
		<u><u>3,230,338</u></u>	<u><u>3,617,641</u></u>

The notes form part of these accounts.

The financial statements were approved and authorised for issue by the Board of Trustees on 26 July 2023 and were signed below on its behalf by:

Amit H Rama

Amit Rama
Treasurer

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2023

	2023 £	2023 £	2022 £	2022 £
CASH FLOWS FROM OPERATING ACTIVITIES:				
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	(387,303)		(437,625)	
Adjustments for:				
Depreciation Charges	273,772		275,216	
Dividends, interest and rents from investments	(3,184)		(2,122)	
Decrease in stocks	9,040		7,106	
Increase in debtors	(137,290)		(59,888)	
Increase/(Decrease) in creditors	(80,484)		116,447	
Net cash (used in)/provided by operating activities		(325,449)		(100,866)
CASH FLOW FROM INVESTING ACTIVITIES				
Purchase of tangible fixed assets	(7,495)		(118,707)	
Dividends, interest and rents from investments	3,184		2,122	
Net cash used in investing activities		(4,311)		(116,585)
Change in cash and cash equivalents in the reporting period		(329,760)		(217,451)
Cash and cash equivalents at the beginning of the reporting period		658,132		875,583
Cash and cash equivalents at the end of the reporting period		328,372		658,132
		2023 £		2022 £
Cash in hand		328,372		658,132
Total Cash and Cash Equivalents		328,372		658,132

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

1 ACCOUNTING POLICIES

1.1 Basis of Preparation

The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP 2015) (Second Edition, effective 1 January 2019) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

1.2 Going Concern

The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives trustees confidence the charity remains a going concern for the foreseeable future.

1.3 Income

All income is recognised once the charity has entitlement to income, it is probable that income will be received and the amount of income receivable can be measured reliably.

1.4 Expenditure

Expenditure is recognised in the period in which it is incurred and is allocated to the activities to which it relates. Where necessary a best estimate of allocation between activities is adopted.

The cost of raising funds comprises costs associated with generating funds including the cost of staff directly engaged in fundraising.

Charitable expenditure comprises costs directly attributable to running the Centre's core charitable function as well as the other programmes run.

Governance costs are those associated with the governance of the charity, compliance with statutory obligations and costs related to the strategic management of the Charity.

Support costs are attributed to each activity and are apportioned on the basis of staff time spent.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Individual fixed assets costing £500 or more are capitalised at

379-381 improvements	15 years
Long leasehold improvements - specific offices	20% on cost
Long leasehold premises	50 years
Exhibits	8 years
Furniture, Fittings & Equipment	25% on cost

Assets under the course of construction are not depreciated until the work is completed and the asset brought into use.

1.6 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

1 ACCOUNTING POLICIES (Continued)

1.7 Stock

Stock is valued at the lower of cost and net realisable value. Stock comprises materials used during workshops and refreshments and souvenirs for resale.

1.8 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.

1.9 Cash in bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

1.10 Creditors and provisions

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.

1.11 Restricted funds

Restricted funds are funds received subject to specific conditions imposed by the donor.

1.12 Unrestricted funds

Unrestricted funds are funds which are expendable at the direction of the Trustees.

1.13 Employee benefits

Short term benefits

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

Employee termination benefits

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

1.14 Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital. Financial liabilities held at amortised cost comprise all creditors except social security and other taxes and provisions.

1.15 Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, trustees are required to make judgement, estimates, and assumptions about the carrying value 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 affected current and future periods.

Judgements made by the trustees, in the application of these accounting policies that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are deemed to be in relation to the depreciation rates of tangible fixed assets and are discussed above.

In the view of the trustees, no assumptions concerning the future or estimation uncertainty affecting assets or liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:	Unrestricted	Restricted	2023 Total	2022 Total
	£	£	£	£
Arts Council England	95,597	-	95,597	170,597
BBC Children in Need	-	43,402	43,402	41,943
European Union	-	(5,595)	(5,595)	26,705
Garfield Weston Foundation	-	15,000	15,000	-
Greater London Authority (Royal Docks Team)	-	7,500	7,500	10,500
The Henry Smith Charity	-	-	-	25,000
HMRC	-	-	-	58,020
Kusuma Trust	-	-	-	25,380
Leathersellers Company Charitable Fund	-	-	-	10,000
London Borough of Newham	-	25,000	25,000	88,887
London Marathon Foundation	-	-	-	27,000
Macquarie Foundation	553	-	553	-
Man Group plc Charitable Trust	-	40,000	40,000	25,000
National Lottery Community Fund	-	43,022	43,022	43,023
Paul Hamlyn Foundation	-	40,000	40,000	-
London Borough of Redbridge	-	4,000	4,000	1,500
Rix Thompson Rothenberg Foundation	-	-	-	5,000
The Span Trust	-	-	-	2,500
The World Reimagined - Inspire Grant	-	3,000	3,000	-
Veolia Trust	-	-	-	13,000
	96,150	215,329	311,479	574,055
Grants	96,150	190,329	286,479	532,555
Contracts	-	25,000	25,000	41,500
	96,150	215,329	311,479	574,055
Capital	-	-	-	42,500
Revenue	96,150	215,329	311,479	531,555
	96,150	215,329	311,479	574,055

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:

	Unrestricted	Restricted	2022
	£	£	Total
Arts Council England	95,597	75,000	170,597
BBC Children in Need	-	41,943	41,943
European Union	-	26,705	26,705
Greater London Authority (Royal Docks Team)	-	10,500	10,500
The Henry Smith Charity	-	25,000	25,000
HMRC	-	58,020	58,020
Kusuma Trust	-	25,380	25,380
Leathersellers Company Charitable Fund	-	10,000	10,000
London Borough of Newham	-	88,887	88,887
London Marathon Foundation	-	27,000	27,000
Man Group plc Charitable Trust	-	25,000	25,000
National Lottery Community Fund	-	43,023	43,023
London Borough of Redbridge	-	1,500	1,500
Rix Thompson Rothenberg Foundation	-	5,000	5,000
The Span Trust	-	2,500	2,500
Veolia Trust	-	13,000	13,000
	95,597	478,458	574,055
Grants	95,597	436,958	532,555
Contracts	-	41,500	41,500
	95,597	478,458	574,055
Capital	-	42,500	42,500
Revenue	95,597	435,958	531,555
	95,597	478,458	574,055

3 DONATIONS AND GIFTS

	2023	2022
	Total	Total
	£	£
Donations	12,890	13,782
Donations in Kind	-	7,360
Gift Aid	9,066	6,733
	21,956	27,875

All donations and gifts were unrestricted.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

4 OPERATION OF CENTRE AND OUTREACH

			2023	2022
	Unrestricted	Restricted	Total	Total
	£	£	£	£
Family admissions	659,141	-	659,141	528,178
School admissions	66,108	-	66,108	14,151
Shop and café income	156,945	-	156,945	98,339
Birthday party lettings	25,688	-	25,688	(52)
Hire of space	11,235	-	11,235	3,673
Community income	10,930	-	10,930	7,049
Education and participation commissions	3,294	-	3,294	17,709
	933,341	-	933,341	669,047

The expenditure on operation of centre and outreach in 2022 was unrestricted.

5 NET INCOME/(EXPENDITURE)

	2023	2022
	Total	Total
The result for the year is stated after charging:		
Auditor's remuneration	£	£
- Statutory Audit	12,000	10,400
- Other audit services	10,125	3,120
Depreciation	273,772	275,216

6 FUNDRAISING AND MARKETING

			2023	2022
	Fundraising	Marketing	Total	Total
	£	£	£	£
Direct Costs	1,422	27,806	29,228	21,237
Salaries	44,367	61,521	105,888	76,485
Governance Costs	1,905	2,641	4,546	3,594
Support Costs	35,840	49,684	85,524	61,376
	83,534	141,652	225,186	162,692

			2022	
	Fundraising	Marketing	Total	
	£	£	£	
Direct Costs	2,142	19,095	21,237	
Salaries	32,330	44,155	76,485	
Governance Costs	1,520	2,074	3,594	
Support Costs	25,943	35,433	61,376	
	61,935	100,757	162,692	

Fundraising is mainly from Trusts and Foundations. Discover does not undertake street collections or cold calling.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

7 EXPENDITURE

	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2023 £	Total 2022 £
Direct Costs						
Direct Project Costs	29,228	815	316,190	52,190	398,423	346,160
Capital Development	-	-	-	-	-	6,831
Salaries	105,888	58,872	699,291	107,951	972,002	929,443
Support Costs						
Governance Costs						
Staff costs	3,243	1,803	21,417	3,306	29,769	27,730
Audit	1,303	727	8,636	1,333	11,999	15,944
Other Support Costs						
Bank Charges	193	107	1,275	197	1,772	1,446
Depreciation	29,745	16,591	197,027	30,408	273,771	275,217
Insurance	1,719	959	11,388	1,758	15,824	12,605
Building Costs	50,869	28,374	336,951	52,003	468,197	400,590
Printing & Postage	50	28	334	52	464	174
Professional Fees	1,676	935	11,101	1,713	15,425	47,027
Stationery	494	276	3,274	505	4,549	2,114
Telephone	778	434	5,154	795	7,161	6,667
	225,186	109,921	1,612,038	252,211	2,199,356	2,071,948
	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2022 £	
Direct Costs						
Direct Project Costs	21,237	879	269,999	54,045	346,160	
Capital Development	-	6,831	-	-	6,831	
Salaries	76,485	40,257	717,831	94,870	929,443	
Support Costs						
Governance Costs						
Staff costs	2,282	1,201	21,417	2,830	27,730	
Audit	1,312	691	12,314	1,627	15,944	
Other Support Costs						
Bank Charges	119	63	1,116	148	1,446	
Depreciation	22,648	11,921	212,556	28,092	275,217	
Insurance	1,037	546	9,735	1,287	12,605	
Building Costs	32,965	17,351	309,385	40,889	400,590	
Printing & Postage	14	8	134	18	174	
Professional Fees	3,870	2,037	36,320	4,800	47,027	
Stationery	174	92	1,632	216	2,114	
Telephone	549	289	5,149	680	6,667	
	162,692	82,166	1,597,588	229,502	2,071,948	

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

8 EMPLOYEES

The average number of employees during the year was as follows:

Number of Employees	2023	2022
Direct Charitable Expenditure	47	43
Fundraising and Publicity & Marketing	5	4
	52	47

Staff Costs	2023	2022
	£	£
Wages and Salaries	909,366	870,593
Social Security Costs	58,085	53,371
Pension Costs	34,321	33,210
	1,001,772	957,174

	2023	2022
	£	£
Senior Management Team salaries totalled	352,628	324,528

Senior Management Team is composed of the following number of posts:	2023	2022
Chief Executive Officer	0.8	0.8
Deputy Chief Executive	1.0	1.0
Finance Director	0.6	0.6
Head of Development	0.8	0.8
Head of Learning	1.0	0.8
Head of Operations	1.0	1.0
Head of Marketing	0.8	0.7
Head of Creative Events	0.6	0.6

There were no employees whose annual emoluments were £60,000 or more (2022: nil).

There were no settlements or compromise agreements during the year (2022: nil).

9 TRUSTEES

Vaseem Khan, a trustee, was paid £450 for services for Newham Word Festival (2022: nil). No other trustees received any remuneration from the charity in the year (2022: nil).

10 RELATED PARTIES

Vaseem Khan was paid £450 for services for Newham Word Festival (2022: nil). There were no other related party transactions in the current or preceding year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

11 TANGIBLE FIXED ASSETS

	Leasehold Premises			Furniture, Fittings & Equipment	Total
	Discover House	Discover Story Centre	Exhibition		
	£	£	£	£	£
Cost or valuation					
At 1 April 2022	1,003,704	4,428,431	512,568	213,779	6,158,482
Additions	-	-	2,711	4,784	7,495
Disposals	-	-	-	(38,162)	(38,162)
At 31 March 2023	1,003,704	4,428,431	515,279	180,401	6,127,815
Depreciation					
At 1 April 2022	591,334	2,114,932	283,711	198,982	3,188,959
Charge in Year	15,539	181,901	64,410	11,922	273,772
Disposals	-	-	-	(38,162)	(38,162)
At 31 March 2023	606,873	2,296,833	348,121	172,742	3,424,569
Net book value					
At 31 March 2023	396,831	2,131,598	167,158	7,659	2,703,246
At 31 March 2022	412,370	2,313,499	228,857	14,797	2,969,523

Net book value at 31 March 2023 represents fixed assets used for:

	Leasehold Premises			Computer Equipment	Total
	Discover House	Discover Story Centre	Exhibition		
	£	£	£	£	£
Direct charitable purposes					
Operation of the Centre	-	2,131,598	167,158	7,659	2,306,415
Leased Property	396,831	-	-	-	396,831

The Sub-leased building represents expenditure on 379/381 High Street, Stratford which is a property subleased to Skills for Growth/Landmark on a 10 year lease from Oct 2015. The building improvements specifically for the tenant are being depreciated over the period of the lease.

The Sub-leased building was revalued at 11 October 2006 by Glenny LLP, Chartered Surveyors, on the basis of open market value at £985,000. This resulted in an unrealised impairment loss of £289,135 which was accounted for in the financial statements for the year ended 31 March 2006. The Trustees do not believe that there has been a further permanent diminution in value since 11 October 2006.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

12 DEBTORS

	2023	2022
	£	£
Trade debtors	18,919	29,504
Rent / Service Charges	106,800	71,875
Prepayments and accrued income	185,684	72,734
	311,403	174,113

13 CREDITORS: Amounts falling due within one year

	2023	2022
	£	£
Taxes and social security costs	20,828	41,693
Other creditors	61,129	90,135
Accruals and deferred income	37,529	68,142
	119,486	199,970

14 DEFERRED INCOME

	2023	2022
	£	£
Total deferred income at 1 April 2022	38,880	-
Amounts realised in the year	(38,880)	-
Deferred income in the year	13,257	38,880
Total Deferred Income at 31 March 2023	13,257	38,880

15 SHARE CAPITAL

The company is limited by guarantee and does not have any share capital. Each member guarantees up to £5 payable in the event of a winding up under the terms of the Memorandum and Articles of Association.

NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

16 RESTRICTED FUNDS

	Balance at 1 Apr 2022 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2023 £
Community Projects	165,161	215,329	(341,238)	7,448	46,700
	<u>165,161</u>	<u>215,329</u>	<u>(341,238)</u>	<u>7,448</u>	<u>46,700</u>
	Balance at 1 Apr 2021 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2022 £
Capital Garden Project	52,000	42,500	(6,831)	(87,669)	-
Community Projects	320,592	435,958	(591,389)	-	165,161
	<u>372,592</u>	<u>478,458</u>	<u>(598,220)</u>	<u>(87,669)</u>	<u>165,161</u>

The Capital Garden Project represents improvements to the Story Garden. The transfers are the items in the garden that have been capitalised.

Community Projects represents income and expenditure in relation to promoting the objectives of the charity in the local area.

17 DESIGNATED FUNDS

	Balance at 1 Apr 2022 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2023 £
Building Fund	2,969,523	7,495	(273,772)	-	2,703,246
	<u>2,969,523</u>	<u>7,495</u>	<u>(273,772)</u>	<u>-</u>	<u>2,703,246</u>
	Balance at 1 Apr 2021 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2022 £
Strategic Fund	95,000	-	(95,000)	-	-
Building Fund	3,126,032	118,707	(275,216)	-	2,969,523
	<u>3,221,032</u>	<u>118,707</u>	<u>(370,216)</u>	<u>-</u>	<u>2,969,523</u>

The Strategic Fund is for essential maintenance and repairs of the building and garden.

The Building Fund represents the net book value of the tangible fixed assets held at 31 March 2023.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2023

18 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
Fund balances at 31 March 2023 are represented by:	£	£	£	£
Fixed Assets	-	2,703,246	-	2,703,246
Current Assets	599,878	-	46,700	646,578
Creditors: amounts falling due within one year	(119,486)	-	-	(119,486)
	<u>480,392</u>	<u>2,703,246</u>	<u>46,700</u>	<u>3,230,338</u>
	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
Fund balances at 31 March 2022 are represented by:	£	£	£	£
Fixed Assets	-	2,969,523	-	2,969,523
Current Assets	682,927	-	165,161	848,088
Creditors: amounts falling due within one year	(199,970)	-	-	(199,970)
	<u>482,957</u>	<u>2,969,523</u>	<u>165,161</u>	<u>3,617,641</u>

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2023

19 STATEMENT OF FINANCIAL ACTIVITIES - 2022

	General Funds £	Restricted Funds £	Total 2022 £
INCOME			
<i>Income and endowments from:</i>			
Donations and Legacies			
Grants Receivable	95,597	436,958	532,555
Donations and Gifts	27,875	-	27,875
Charitable Activities			
Operation of Centre and Outreach	669,047	-	669,047
Other Trading Activities			
Contract Income	-	41,500	41,500
Investments			
Rents Receivable	311,500	-	311,500
Interest Receivable	2,122	-	2,122
Other Income	49,724	-	49,724
Total Income	1,155,865	478,458	1,634,323
EXPENDITURE			
<i>Expenditure on:</i>			
Raising Funds			
Fundraising and Marketing	162,692	-	162,692
Charitable Activities			
Development of the Centre	82,166	-	82,166
Operation of the Centre and Outreach	1,228,870	598,220	1,827,090
Total Expenditure	1,473,728	598,220	2,071,948
Net income/(expenditure)	(317,863)	(119,762)	(437,625)
Transfer between funds	87,669	(87,669)	-
Net movement in funds	(230,194)	(207,431)	(437,625)
Fund Balances brought forward at 1 April 2021	3,682,674	372,592	4,055,266
Fund Balances carried forward at 31 March 2022	3,452,480	165,161	3,617,641

Accounts



Children's Discovery Centre East London
Trading as Discover

Trustees' Report and Financial Statement

For the Year ended 31 March 2022

"i just wanted to say that i went here as a kid a few times and its guenuinly one of my fondest memories, when i was a little younger then now i almost thought it was a dream i must of had as a kid and something as beautiful as the days i got to play there couldn't possibly be real. Its one of the reasons i think i became so passionate about story telling and having a vivid imagination and going into the film industry, so thank you for all the great work you guys do :)" - **Cinematographer and Photographer**

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CHILDREN'S DISCOVERY CENTRE EAST LONDON

LEGAL AND ADMINISTRATIVE DETAILS

Trustees	Alexandra Marks CBE – Chair (Appointed 1 December 2021) Stephen Crampton-Hayward – Chair (Resigned 1 December 2021) Amit Rama – Treasurer (Appointed 3 March 2022) Martin Clarke – Treasurer (Resigned 26 January 2022) Andrew Murray Giorgia Stewart (Appointed on 29 September 2021) Jasmin Wun (Resigned 1 December 2021) Joe Robinson Michelle Wright (Resigned 30 March 2022) Oghenevese Aghoghovbia (Appointed on 29 September 2021) Vaseem Khan (Re-appointed on 26 January 2022) Victoria Dance (Appointed on 29 September 2021)											
Company Secretary	Karla Barnacle-Best (Appointed 1 December 2021) Stephen Crampton-Hayward (Resigned 1 December 2021)											
Chief Executive	Karla Barnacle-Best											
Charity Number	1070468											
Company Number	03479284											
Registered Name	Children’s Discovery Centre, East London											
Registered Office	383 - 387 High Street Stratford, London E15 4QZ											
Telephone	020 8536 5555											
Fax	020 8522 1003											
Email	team@discover.org.uk											
Website	www.discover.org.uk											
Auditor	Haysmacintyre LLP 10 Queen Street Place London EC4R 1AG											
Bankers	<table><tr><td>National Westminster Plc 1– 11 Broadway Stratford London E15 4DX</td><td>Beverley Building Society 57 Market Place Beverley East Yorkshire HU17 8AA</td><td>Cambridge and Counties Bank Charnwood Court 5B New Walk Leicester LE1 6TE</td></tr><tr><td>Nationwide Building Society Nationwide House Pipers Way Swindon Wiltshire SN38 1NW</td><td>Charity Bank Fosse House 182 High Street Tonbridge Kent TN9 1BE</td><td>Redwood Bank limited The Nexus Building Broadway, Letchworth Garden City Herts SG6 3TA</td></tr><tr><td>Hampshire Trust Bank PO Box 74003 London EC2P 2QR</td><td></td><td></td></tr></table>			National Westminster Plc 1– 11 Broadway Stratford London E15 4DX	Beverley Building Society 57 Market Place Beverley East Yorkshire HU17 8AA	Cambridge and Counties Bank Charnwood Court 5B New Walk Leicester LE1 6TE	Nationwide Building Society Nationwide House Pipers Way Swindon Wiltshire SN38 1NW	Charity Bank Fosse House 182 High Street Tonbridge Kent TN9 1BE	Redwood Bank limited The Nexus Building Broadway, Letchworth Garden City Herts SG6 3TA	Hampshire Trust Bank PO Box 74003 London EC2P 2QR		
National Westminster Plc 1– 11 Broadway Stratford London E15 4DX	Beverley Building Society 57 Market Place Beverley East Yorkshire HU17 8AA	Cambridge and Counties Bank Charnwood Court 5B New Walk Leicester LE1 6TE										
Nationwide Building Society Nationwide House Pipers Way Swindon Wiltshire SN38 1NW	Charity Bank Fosse House 182 High Street Tonbridge Kent TN9 1BE	Redwood Bank limited The Nexus Building Broadway, Letchworth Garden City Herts SG6 3TA										
Hampshire Trust Bank PO Box 74003 London EC2P 2QR												

Chair's Report

"..due to our last minute booking and it being half term all the special exhibitions were fully booked (I really wanted to do the fairytale one!) but we still managed to fill our 2hr booking with lots of imaginative play. F loved the outdoor story garden where she made music, climbed and slid down the slides and E found a little house she liked to climb into and sit on a bed and wave at me. We got to listen to a free storytelling session, the girls listened intently at the lady orally telling the story of 'Where the Wild Things Live' by Maurice Sendak and joined in with the interactive parts. Upstairs they enjoyed the sensory snow room, the rockets and drawing and making plans on the lightboxes...Such a fun day out and I had 2 very happy little people which makes it all worthwhile." Visitor feedback

Despite Covid-19 still intruding on the year, 2021/22 was the beginning of the joy of really reconnecting in person with families, schools, authors, illustrators, partners, and supporters. Due to Covid-19 restrictions Discover remained closed for 1.5 months of the year but since 20th May we have been delighted to open our doors to the public. It has been fabulous for staff, board, freelancers, and visitors alike to gather and celebrate sharing the very best story telling and interactive play experiences.

Over the 10.5 months that we were open last year we welcomed 80,933 visitors to the centre. This included 78,219 families visits of which 6,775 were free, and 2,714 schoolchildren and teacher visits. Due primarily to restricted capacity, this is understandably significantly lower than the attendance figures that we were achieving pre-pandemic. However, we are pleased to report that we continue to see a huge appetite for children and adults to come to Discover and we are confident that we can gradually rebuild our customer base. Most pleasingly we have had overwhelmingly positive feedback from those people who have returned to the centre and to our external events.

Whilst we did have to increase session and exhibition prices by 50p to ensure financial viability, we remained mindful of the need to support access to the centre for those who might be most in need. To facilitate this we followed several strategies including subsidising general ticket entry at £7.50 per person, £6.50 for Newham residents/concessions, with a reduced rate for groups of four, 1-2's at £2 and carers and 0-1's free. Through project funding we were able to maintain free visits for our Mighty Mega club for disabled children and families and for Story Sandwich for homeless mothers and children, both for dedicated sessions and general access throughout the year.

We invested core resources to create a free offer to reach targeted groups working with a range of partners including Alternatives Trust, Docklands Settlement, Magpie, Newham Family Nurse Partnership, Royal Docks Learning and Activity Centre, and Salvation Army Foodbank. The scheme was promoted at peak times such as summer holidays and Christmas, as well as being available throughout the year.

I would like to thank all the trusts, foundations and businesses that provided support during 2021/22; Arts Council England and Newham Council for their continued commitment as well as BBC Children in Need, Garfield Weston Foundation, Henry Smith Charity, Leathersellers Company, Kusuma Trust, London Marathon Trust, Man Charitable Trust, National Lottery Community Fund, Redbridge Arts Grants, Rix Thompson Rothenberg Foundation, Royal Docks, Span Trust, Telford Homes, and Veolia Environmental Trust. I would also like to thank Winkworth Sherwood for their invaluable pro bono legal advice. Finally, I should like to thank the many public and private agencies that work in partnership with us.

I am grateful to everyone who has supported us this year including partners, teachers' forum, children's forum and of course our visitors. I would like to take the opportunity to thank my colleagues on the Board, as well as all our staff for their hard work, commitment, and skill. We aim to build on the lessons learnt over the last twelve months, on our successes as well as challenges, and look forward to continuing to enable the broadest possible range of children and adults to engage with, create and enjoy inspiring stories through imaginative play.



Alexandra Marks CBE
Chair

Objectives and activities

Summary of Objects as set out in the Memorandum and Articles of Association:

to promote, maintain, improve, and advance public education in the arts, sciences, humanities, and technology, in particular by the provision, promotion, and maintenance of facilities and amenities for the education of children, young persons, and their families, and to relieve poverty, in particular by providing or assisting in providing recreational or other leisure-time facilities and amenities for children and young persons and their families.

Vision, aims and services

Our vision:

A world where confident, thoughtful, articulate children grow up to shape a better future for all.

Our Mission:

We are an inspirational cultural resource, rooted in Newham, one of the most diverse boroughs in the country. The richness of experiences and ideas that this brings is something that we want to embed and share through excellent artistic, creative, play and learning experiences with and for all children to support their imagination, curiosity, and expression. We are committed to celebrating the artist in every child and promoting access to the arts for all children regardless of ability or socioeconomic status. We believe stories are critical to child development; they can transform lives and shape strong and vibrant communities.

Our Values:

- Imagination – to inspire new ideas about how things can be
- Inclusion – children and adults feel welcome, valued, and involved
- Activation – supporting everyone to feel energised, enriched, and capable
- Wonder – celebrating the importance of joy and playfulness

Charity category

- Education/Training
- Arts/Culture
- Economic/Community development/Employment

Charity Act 2011 classifications

- The advancement of education
- The advancement of the arts, culture, heritage, and science

Services

To achieve our objectives, our services include:

- Immersive story-based settings to explore at Discover Children's Story Centre with two floors of Story World, a Story Garden, a large-scale interactive exhibition, a story telling space and an events space.
- Inclusive hands-on creative family and schools' events and sessions which are developed and delivered in collaboration with our Story Builders, authors, illustrators, and artists and guided by children, parents/carers, teachers, and our partners.
- Dynamic creative learning programmes in early years settings, primary schools and out of school opportunities.
- External programmes delivering high quality family arts events in public community spaces.
- Range of digital activities that help us to engage with vulnerable individuals and groups and to widen access in general.
- Catering for children and their families. Seeking wide engagement by ensuring our programme speaks to and is reflective of the local community, is accessible, and offers targeted reduced price or free opportunities.
- Contributing to key cultural, educational, and social developments and agendas.
- Ensuring Discover is resilient and sustainable and is a responsible London Living Wage employer.

CHILDREN'S DISCOVERY CENTRE EAST LONDON

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2022

History

Background

Discover was established by a group of east London community leaders, educationalists, and local parents in 1997 to develop a hands-on learning resource for children and families. Discover was registered as a charity and limited company in 1998. Supported by Arts Council England and the London Borough of Newham, the Story Centre opened in 2003 and was the first children's museum in the UK to focus exclusively on stories and children's literature. 1,486 square metres of the building is leased to a nursery and two training organisations.

We completed a £1 million capital project in 2016 delivering wonderful new Story Worlds on two floors, a dedicated story telling space for 0-3's, refurbished events and party rooms, spacious new café, and improved reception area and shop. This was followed by a second phase capital project in 2019 which included deepening engagement by installing additional equipment to enhance the learning and creative play elements on the Story Worlds and improving learning facilities for disabled and SEN children. In summer 2021 we completed an exciting and enchanting re-development of our Story Garden.

Case for need

It is important to celebrate the incredible vibrancy and creative assets of the young, culturally diverse, transient Newham community that we serve, as well as to acknowledge the complex, often socio-economic, challenges. East London has seen the highest increase (16%) in London's population over the past 10 years. The two highest rates of children living in poverty are in our home borough of Newham (50%) and our neighbouring borough of Tower Hamlets (57%), according to the London Poverty Profile 2020. Newham has the second lowest cultural engagement in London (Active Lives Survey published 2018) with disadvantaged children affected most by the reduction in the number of enrichment opportunities offered through schools. Communities in east London have been significantly affected by high numbers of cases of Covid-19 and no doubt the effects of this will be felt in ways that are not yet reflected in the above data.

Surveys have found a strong link between poverty and lack of participation in the arts. As family and public resources become tighter, this will mean that children growing up in low-income households will have even less opportunity to engage with arts and culture. Barriers are practical including cost of travel, tickets, time, and a lack of information. Equally powerful are attitudinal barriers, including people thinking that the arts and culture aren't for them or a fear of the unknown.

Despite facing these multiple disadvantages, children are achieving above the national average in their end of Primary School SATS tests. However, recovering from the pressures and demands of supporting children and staff through two years of Covid-19 may still be a focus. We will respond to schools' needs and pursue co-creation opportunities, building in flexibility as usual to enable schools to take up any offers.

Newham is a borough that has been through an extraordinary amount of change over the last few years, much of which is ongoing. One of the significant factors is the vast number of new homes that are being built in the area, particularly within Stratford and around the site of the Queen Elizabeth Olympic Park (QEOP). This not only brings a greater density of residents but will also ultimately result in a changing demographic. Alongside affluent communities with greater disposable income, there remain longer established communities, as well as transient communities, who are alienated from much of the prosperity and opportunities of their new neighbours. Responding to the needs of all sectors will be important in the forthcoming years.

Review of activities for period ending March 2022

Covid-19 Update

Due to Covid-19 restrictions, Discover remained closed for 1.5 months in the early part of 2021/22. There was continued financial support of staff through topping up pay to 100% for furloughed staff during April and the beginning of May. A core team continued working, reviewing lessons learnt from the previous year and preparing once again for re-opening. With robust systems in place and a well-trained staff, we were able to re-open as soon as restrictions were lifted towards the end of May. Families were very excited to return to Discover and delighted we managed to survive; the positivity shown towards the organisation was fantastic.

CHILDREN'S DISCOVERY CENTRE EAST LONDON

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2022

There continued to be significant challenges adapting to changes in guidance, and safety of staff and visitors remained paramount. We had limited numbers of Covid-19 cases amongst our staff, but as cases within the UK rose there were, not surprisingly, occasions when staff were required to self-isolate. This left the team depleted at times and we were grateful for the hard-work, resilience and spirit that enabled us to remain open. Importantly, visitors and staff continue to comment about how safe Discover felt.

To rebuild audiences and core activities we maintained a Covid secure way of delivering reduced capacity sessions of 100 people for three sessions per day. Extensive cleaning, laundry, and sanitising rotas were instituted. Whilst this created a significant workload it maintained visitor confidence and ensured that we presented Discover in the best possible way. We continued to offer as much of a fun, interactive experience as possible despite the restrictions imposed by Covid. A key element was increasing the frequency of free stories delivered by our Story Builders on the Story Worlds as these could be done at a safe distance in well ventilated areas. We retained our costumes, puppets, books, paper, pencils, and crayons keeping visitors safe through a rigorous process of laundry and quarantining.

We embraced a hybrid model of working where required; Newham Word Festival was a celebratory feast of online and in-person events for two weeks in June/July 2021. It was a fantastic opportunity to further test and explore the pros and cons of different styles of delivery. Mighty Mega remained online as a pre-cautionary measure until September, and we continued to create recorded sessions for those members who could not return in person.

In line with our approach of methodically testing and reviewing ways of working, including gathering data and listening to visitor needs through our post-visit surveys, we gradually and incrementally increased visitor capacity into the centre reaching 175 people per session by October. The last few months of 2021 saw the rise of the Omicron variant which presented its own set of challenges. The hoped-for increase of capacity for Christmas from 175 to 200 was postponed but was implemented in time for February half term giving us a maximum daily capacity of 600. Staffing levels were significantly affected by Omicron, but the team pulled together, and we managed to stay open throughout. Schools' bookings, which had been steadily increasing during the year, were affected by Covid based cancellations in January 2022.

At the core of our response to the pandemic was, and continues to be, a commitment to our local community who include many of the people most affected by Covid-19; Newham had the highest number of furloughed jobs in London (Newham Recorder, February 2021), and the Newham Universal Credit Claimant rate has risen by 231% compared to a London average of 167% (ONS February 2021). Discover responded by making free tickets available through organisations working with Newham residents including Alternatives Trust, Docklands Settlement, Magpie, Newham Family Nurse Partnership, Royal Docks Learning and Activity Centre, and Salvation Army Foodbank.

"We really appreciate this and I know that our families have really had an amazing time visiting Discover and made some incredible memories. One mum told us that it was like being able to go away on holiday." Stratford Salvation Army

Overview

2021/22 was the fourth year of our business plan 2018-2022.

The three core themes driving the plan were:

1) Excellence and Engagement

- To deliver excellent artistic experiences in one of the most diverse areas of London.
- To increase educational attainment for children by improving literacy and communication skills.

2) Reach

- To enable more people to engage with and participate in the arts.
- To increase access to the arts for children and families from disadvantaged backgrounds.

3) Resilience and Sustainability

- To ensure that Discover is resilient and sustainable.

1) Excellence and Engagement

Artistic Activity

Exhibitions

We re-opened *Fairy Tales*, designed by the Exhibitions team with author David Litchfield and illustrator Ross Montgomery. This exhibition had started in February 2020 but, due to successive lockdowns, had only been open for 4 months in total and visitors were delighted to re-visit the enchanting locations. At the end of February half-term 2022 *Fairy Tales* successfully transferred to Z Arts in Manchester where it will run for nine months.

Over the last 12 months we developed *The 100 Story Hotel* with Rob Biddulph, which is our latest exhibition for our 0-8 year old visitors. The concept is based on a fantastical hotel run and visited by monsters, aliens, animals, and a whole host of other creatures, with a Whodunit style experience to add a back story to attract older children. Rob has amazing character design and created a draw-along video on YouTube for children twice a week during lockdown which proved very popular. Publishers HarperCollins and Macmillan both contributed to the production of a *Draw with Rob* activity in the welcome area which is now a fantastic additional activity for all visitors.

An art trail based on the illustrations by Fiona Lumbers within the beautiful picture book *Luna Loves Art* - written by Joe Coelho - was installed around Discover from May to September. Fiona was in the centre on the opening day to do a live painting, creating a mural in the café based on an image from the book.

The need to maintain social distancing throughout the building during most of 2021/22 meant that the first floor Storytelling Room was still not a space that we felt we could use for closed events. Therefore, we took the opportunity to re-open this room with an installation called *Untold Stories*. This was a collaboration between Creative Events and Exhibitions departments. Scripted by Kaveh Rahnama, sound designed by Steven Dove, performed by Story Builders Valentine Hanson and Minnie Wilkinson, the installation tells audio stories that remain unfinished. The audio ran on a 15-minute loop and families were invited to drop in and stay for as long as they wished. As well as being a thought-provoking story experience, the sensory elements within the room created a space that was both stimulating and soothing for babies and children with SEND.

Snow, a beautiful audio, and visual event made through collaboration between Creative Events, Exhibitions and Story Builders Niall Moorjani and Vickie Holden-Swinton was installed in the first floor Storytelling Space from December to February. Again, this sensory space proved very popular with visitors who enjoyed the snow themed stories, the captivating wintry landscape, and tactile animals and props.

This was followed by *All Aboard*, an installation based around our schools'-based EU funded project, which provided a setting for children to create their own comic story and play sailor games "on deck."

0-5's Storytelling Events Programme

We were able to revive *BLink Blonk* for the first three weeks of re-opening in May 2021. This was commissioned from Slot Machine, in collaboration with Story Builders Minnie Wilkinson and Vickie Holden-Swinton and delivered originally in October 2020.

We were then delighted to work once again with Malika Booker who, along with Story Builders Valentine Hanson and Marian Hoddy developed a new 0-5s event, *The Adventures of Mangolina*. This lively show which brought a host of Carnival characters into Discover ran from end June until September 2021.

Granny Moose – A Winter's Tale, written and directed by Story Builder Paula David was a funny and charming storytelling event for 0-3's about a moose in search of snow which ran from end November to early January.

The final story event of the year was *Grow*, written and directed by storybuilder Niall Moorjani. It was a delightful piece that followed the journey of an allotment gardener trying to find all the things they need to make their flower grow.

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Two new events were created by Story Builders and delivered during 2021/22. *Space Adventures*, developed by Minnie Wilkinson is a family story build session for ages 3 – 7 and *Baby Storytelling* developed by Diana Redgrave is an intimate, interactive story session for under 2s. These are both versatile events that are a fantastic addition to enrich the visitor offer and can be brought back in between 0-3's Storytelling events and exhibitions. After a successful pilot run during the Autumn term, *Space Adventures* and *Baby Storytelling* sessions returned from February to April and continue to feature in the programme.

Learning

Schools Programme

Schools' visits started again in June and gradually built momentum as the year progressed. By December we were fully booked for exhibition school visits to Discover until February half term when Fairy Tales closed. We also took some bookings for Story World visits in the Autumn and early Spring term, but these were limited as it required a closure of the building to the public while schools visited. We prioritised double school bookings in this instance, to maximise income.

Our school's newsletter was sent out twice per term and we know through monitoring opening rates that around 500 people are consistently reading our content each time.

Mighty Mega

Mighty Mega Club is one of our core projects; a weekly Saturday arts club for children with disabilities and their siblings providing access to artist-led activities all year round. When closed, we were determined to maintain regular contact with our members and created a regular online session. Our digital membership continued to steadily grow with more families hearing word-of-mouth about our offer. Throughout the summer, as a precautionary measure, we continued to work with Mighty Mega members remotely. We also partnered with national creative writing charity, Arvon, to programme a summer online author event with Tom McLaughlin for Mighty Mega members to tune into. We were delighted to welcome Mighty Mega members back in person mid-September with the first term being led by Embracing Arts. The spring term was led by Andre Pink, a clowning and theatre artist. A former Mighty Mega member attended sessions as a volunteer, supporting families and Story Builders. Digital sessions continued to run alongside in person activities, to ensure we were as inclusive as possible to families who were not able to come to Discover.

"I would like to say a big thank you to all the wonderful videos, sharing craft and fun [...] We have been to Discover many times and your online platform is the next best thing [...] We love how you are diverse and inclusive. It's evident that so much work and thought has gone into everything and we really appreciate it". Parent feedback

Teachers' Forum

We hosted very constructive Teachers' Forum sessions four times in 2021/22 with all four member schools attending. The forum was a fantastic opportunity to test ideas out with teachers and to get invaluable advice and support on projects, process, and practice.

Children's Forum

Children's forum members were invited to the first in-person session in more than a year, as a part of our soft-launch on 20th May 2021. They then met monthly, with 6-10 members per session. During the year they provided comments and ideas on the Capital Garden project, 0-5s installation, the development of the Creative Wellbeing project, curated a digital aquarium which will feature as part of The 100 Story Hotel exhibition and wrote reviews for our book of the month.

Story Sandwich

Activities for Story Sandwich members, delivered in partnership with the Magpie project which provides support for mothers and children under five in temporary or insecure accommodation in Newham met back in person at Discover when we re-opened. There has been regular attendance throughout the year, with some participants also using their free annual pass to visit together outside of the programme.

All Aboard! (EU Project – Educating Children on Gender Equality)

This was the third year of this project co-developing and implementing an educational methodology based on creative art/cultural practices to enhance education on gender equality. Theatre maker Lizzie Corscaden worked with Story Builders Laura Sampson and Arkem Walton on the development of the storytelling performance which was a rollicking, high-seas

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adventure exploring and challenging rigid gender stereotypes placed on children and young people. Comic artist RAMZEE visually adapted the original story into a 10-page comic book, which was printed and shared with children participating in the project. We delivered *All Aboard* events for pupils in five schools and for families within Discover. Feedback from children, teachers and parents was very positive and highlighted the importance of addressing gender equality and featuring non-binary characters in stories.

The Map of Me (Creative Wellbeing Project)

Merlin Evans (medical illustrator and artist) worked with Story Builders Marian Hoddy and Niall Moorjani on the development of the storytelling performance for *The Map of Me*, a project focusing on wellbeing in response to teacher concerns about the effects of the pandemic on their pupils. The original story was recorded and shared digitally with three participating schools in Newham, Hackney, and Tower Hamlets ahead of a series of in-school workshops led by the artist and Story Builders in autumn 2021. The project culminated in an eye-catching installation in the storytelling space at Discover in late November to showcase pupil artwork and the project achievements. Participating children were gifted free passes to Discover to enable them and their families to visit Discover and see their artwork on display. Feedback has been extremely positive from children, teachers, and artist/Story Builders involved in the project. We are looking to deliver the project again in the next academic year.

Events

We were delighted to programme live author events within the centre once more. We started with a residency of comic book workshops by Emily Fellah and author events, *Aziza's Fairy Door* written by Tola Okogwu and Jasmine Richards under the pen-name Lola Morayo. In addition there were single sessions delivered by: Sav Akyuz; Jen Bell & Alice Lickens; Joe Coelho & Fiona Lumbar; Ian Eagleton; Catherine Emmett; Sophy Henn; Hannah Lee; Steven Lenton; Simon Mole; Laura Mucha; Hannah Peck; Jane Riordan celebrating the 95th anniversary of Winnie the Pooh; Chitra Soundar, and Alex Willmore.

There were several lively performative storytelling events including: Paula David with *Adventures of Amari Through Black History*; a show by Pakiki Theatre called *Knowing Newham Hero Hunt*, all about local heroes, present and past, and *Drag Pirates* by Arkem Walton.

To reach those families who may not be able to attend the centre, we continued to programme digital events including a storybuilder reading of *The Best Place in the World* by Petr Horáček, and Swapna Haddow and Sheena Dempsey leading an event based on their book *Bad Panda*. Swapna currently lives in New Zealand; a more welcome outcome of the pandemic is that the new online work means we can engage our local community with inspirational artists from across the world.

Newham Word Festival

Newham Word Festival ran from 21st June to 4th July 2021. It featured a fantastic range of in-person and online events by emerging and established, local and non-local authors, illustrators, artists, and organisations. There were 20 in person workshops and events in libraries, at Stratford Youth Zone, Stratford Picturehouse, outdoor locations and in Discover, which attracted 423 people. Numbers were restricted due to social distancing requirements but those who attended were thrilled to be there. We also ran 28 online events – a mixture of pre-recorded videos and live Zoom workshops and our first ever livestream for the festival's headline event – which achieved 1,751 views across Facebook, Instagram, and YouTube. The festival was a great success, online and in person, and we learned a great deal from the process, which we can apply to future digital work.

"The workshop was very accessible and clear instructions with examples, also laid back. Unusual choice for a word festival and made me think about language differently! It's great to include a wider variety of mediums in a festival like this" participant on coding workshop with Yoke Collective (Zoom)

We curated the children's programme for Fabula Festival for Redbridge Vision in October and programmed a range of family and schools' workshops and events, including a larger scale, live streamed event, *Unleash your Creative Monster* with Olaf Falafal and Andy Jones. This was shown to 250 children in person in the Kenneth More Theatre in Redbridge and to at least 250 children through live stream in schools. The family programme was delivered in Central Library in Redbridge and included shows and a workshop by Bazazi Circus, Emily Fellah, Sophy Henn, Hannah Lee and *The Adventures of Mangolina* and Drop in Stories which were both delivered by Story Builders.

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During the summer holidays we delivered story-building workshops to children in Newham Libraries under Newham's Holiday Activity and Food Fund, a scheme which aims to keep vulnerable children looked after with activities and food during school holidays.

We also delivered an event in Leytonstone as part of a family day, where two Discover Story Builders created new pirate stories with the families who attended. An event for World Book Day, with Rikin Parekh and Joanna Nadin, took place in March 2022 for six local schools classes Newham Schools in Stratford Library.

2) Reach

During 2021/22 we welcomed 80,933 visitors to the centre including 78,219 families visits of which 6,775 were free, and 2,714 schoolchildren and teachers visits. Whilst lower than pre-pandemic visitor figures, we are pleased to report that we continue to see great demand from families and schools to visit us and we are confident that we can gradually rebuild our customer base.

Supporting families

During 2021/22, alongside our general family sessions, there were free weekly sessions with Story Sandwich, and with Mighty Mega members. Additionally, participants of both programmes were given free annual passes to enable them to visit the centre outside of those sessions.

We subsidised general ticket entry at £7.50 per person, £6.50 for Newham residents/concessions, with a reduced rate for a group of four, 1-2's at £2 and carers and 0-1's free.

During 2021/22 we used core resources to create an offer to reach targeted groups. We developed a simple system of allocating voucher codes that collaborating partners could give out to families to enable free entry. We worked with a range of partners including Alternatives Trust, Docklands Settlement, Magpie, Newham Family Nurse Partnership, Royal Docks Learning and Activity Centre, and Salvation Army Foodbank. The scheme was promoted at peak times such as summer holidays and Christmas, as well as being available throughout the year. We are pleased to report we received a Newham Business Grant in the latter part of 2021/22 that will fund many more free tickets for Newham residents in 2022/23.

In terms of reach there were benefits to retaining an element of online working. Our membership of Mighty Mega included people who had not previously been able to attend in-person sessions for geographical, timetabling, or other reasons. Whilst it is important to acknowledge in-person sessions allow a depth of engagement, inter-activity and social inter-action that is special, the on-line offer is a clearly a highly valuable element of our work.

Partnering with Sign for All Community, we programmed four BSL interpreted performances over the year, one of which was free for participants. Going forward, we are committed to increasing the number of signed performances we programme at Discover to an average of one per month. Supporting our commitment to increasing access, we also had a team from BBC See Hear (the BBC programme for deaf and hard of hearing people) at Discover filming a piece about International Children's Book Day.

Partners

Z Arts were pleased to receive Fairy Tales when it ended its run at Discover. This is a well-established partnership that supports efficient use of resources, increased public benefit, and extends Discover's profile and reach.

A strong relationship was maintained with Newham Council, primarily through the delivery of the third Newham Word Festival. We also inputted into the Newham Cultural Strategy and worked in partnership with the library service and Creative Newham Alliance.

We continued to be active in local forums including representation on the board of Stratford B.I.D. (Business Improvement District). We contributed to strategic conversations as part of a leadership group with the Story Museum and Seven Stories story organisations leadership group. We inputted into sector development through representation on the Family Arts Campaign Project Board and membership of Hands On! – International Association of Children in Museums.

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Marketing

In the early part of 2021/22 Discover reduced digital content creation, to focus on marketing Discover as a physical space although we continued to create stories, activities, and book recommendations online along with supporting online content for Community and Education projects.

Over the year we saw significant growth in the number of visits to our website with monthly average visits of 31,807 (218% increase). Our Facebook followers slightly increased by 2% to 15,168, and Twitter stayed consistent at 7,142. Instagram followers jumped by 58% to 14,700 allowing us access to new features such as swipe-up links which are directly generating website visits and conversations.

Whilst YouTube views not surprisingly dropped as people ceased to be constrained by lockdown, we still registered 15,209 views including 3,891 views for new content uploaded during the year.

Our targeted approach to inviting influencers worked well. We focused on several events and occasions such as the opening of the new garden and the run up to Christmas to encourage visits, as well as maintaining interest across the year. Instagram is now the biggest social referrer to our website and generates the largest number of conversions (website visits that directly result in sales). Influencers are a key part of this success.

Toward the end of the year we created a TikTok account, as research has shown a growing parent-audience on this channel. We will be running the platform for a trial period initially, with a review to assess if the platform is worth committing to. Because Instagram has become more video-focussed recently, with its Reels feature, we aim to share a lot of the same content onto TikTok to maximise use of resources.

Our regular email newsletter is sent out 1-2 times per month to 18,000+ subscribers with an excellent 34% open rate. Our newsletter helps create an active audience for our digital storytelling offer, as well as being an excellent and cost-effective generator of sales for in-person events.

The Gift voucher page on our website has been updated to be more attractive and user-friendly, and we have seen a 150% increase in vouchers sales over the year. We actively promoted Gift Vouchers and Gift Annual Passes in the run up to Christmas to good effect.

We created an online process for purchasing books which can then be collected from Discover. Books are recommended based on which events visitors have in their baskets.

We have continued to work with other organisations in our sector such as The Unicorn, Arts Depot, Little Angel, and Theatre Royal Stratford East, to help share and cross-promote events through social media, newsletters and printed materials.

Volunteers

We worked with volunteers towards the end of the year and they played an important role supporting Discover's exhibition development, and events.

3) Resilience and Sustainability

Environmental Sustainability

Discover recognises its responsibility to protect the environment and we are continually working to reduce the environmental impact of our work as a venue, in the office, as a landlord and through our external programmes. Our policy aims to maintain an economic working environment that strives to promote energy efficiency, recycling of waste materials and the use of recycled products in the pursuit of creating an economic and environmentally friendly workplace. We also comply with all relevant environmental legislation, regulations, and requirements.

We continue to implement our Environmental Action Plan including changing to a renewable energy supplier, installing more low energy light bulbs, operating light sensors where possible in the building, using recycled materials and recycling elements within capital and exhibition designs, and offering tap water and bottle refills to customers.

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Investing in our Building and Resources

We maintained a safe environment through the ongoing use of equipment such as a fogging machine to disinfect hard to wipe areas, mobile sinks, and sanitiser & wipe dispensers.

The garden project, designed by Made from Scratch to offer better access and improved opportunities for outdoor hands-on experiences and learning through play, was successfully completed. There was a delay of 2 weeks which did not have a major impact, and the garden opened at the beginning of August 2021 to the delight of visitors and staff. The completed work was very carefully crafted and has lots of challenging play opportunities for a wide range of children.

A flood in the basement in August 2021, caused by a drain overflow during incredibly heavy rain, forced us to temporarily close the Fairy Tales exhibition. A second flood in January, caused by a mains water pipe on the High St bursting, also forced a temporary closure of the Fairy Tales exhibition. There was damage to the set and flooring, but remedial works overnight enabled us to reopen for the rest of the run.

Chiswick College moved in as a tenant for the third floor of Discover House (379-381 High Street). Terms have been agreed with the ground floor tenant to move into the first floor at the beginning of April 2022, at which point the building will be fully occupied.

Development

We ran a series of Forward Planning sessions, led by Mel Larsen and Associates, that were open to all Board and staff members to develop our 2023-26 Business Plan.

We began a process with the community specialist consultants Renaisi to develop a Theory of Change and Evaluation Framework for Discover's ongoing work. This has been funded by the Kusuma Trust.

We looked to build on our growing online individual donations by creating a strong visual narrative about our charitable purpose within the reception area. This included commissioning Aleksei Bitskoff to create a new illustration for the backing of a new donation box which also enables contactless donations.

Priorities 2022/23

- Discover is open to all children and aims to balance its rising profile across London with the commitment to its local community, evidenced by reduced price entry for all Newham residents throughout the year and targeted free tickets, distributed by partner organisations within the borough, to help us reach families with reduced socio-economic access. We will also continue to provide other free access opportunities during the year through after-school free entry targeted at local primary schools, Mighty Mega and Story Sandwich.
- As families return to public activities, we will work with cultural partners, local authorities such as Newham and Redbridge, and libraries to re-engage regulars and attract new visitors. Locally we will respond to the rapidly changing demographic by working with Newham's Community Wealth Building strategy and the Royal Docks developments.
- Our consultation with partners will drive our Community and Education projects to prioritise communities at risk of being left behind, such as refugees; those facing homelessness; and disabled children. Our fundraising strategy focuses on raising money to enable these programmes to happen. We seek imaginative ways to support this through funders, companies and individuals but also commit core funds where required and available. We are particularly grateful for a Newham Business Grant that will support many more targeted families in the borough to enjoy Discover throughout the year.
- We will continue to run reduced capacity, timed sessions through the first four months of the year but are excited to be able to implement half day peak, and full day off peak sessions from the beginning of July 2022. This will enable family visitors to enjoy a longer stay at Discover and help us to maintain growth of visitor levels, with a target of 97,905 family visits during the year.
- We aim to improve access within the centre for disabled and SEN visitors, including increasing the number of BSL signed events to one per month.
- We have opened The 100 Story Hotel, a new exhibition designed in conjunction with best-selling, award winning author and illustrator Rob Biddulph.

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- We will deliver a lively of programme of 0-5's immersive story-telling events.
- We shall continue to work with our Teachers' Forum to ensure our schools' strategy remains relevant. We will grow the number of schools session we can offer by opening up afternoon slots once again. We will also respond to priorities that they have highlighted including gender equality and diversity in children's literature through project delivery, book availability on the Story Worlds and in our shop and reading list curation.
- We continue to create a digital offer to support wider access to creative activities, particularly for the most vulnerable. This will include 12 online stories and events for families with a target of 3,200 views. We will maintain weekly online sessions for vulnerable members of Mighty Mega through the year, alongside maintaining the hugely popular in person sessions.
- We will deliver the fourth year of Newham Word Festival at the beginning of July 2022.
- We are programming and delivering the children's strand of Fabula Festival for Vision Redbridge Culture and Leisure.
- We will complete Educating Children on Gender Equality (*Ed.G.E*) project.
- We are building on the successful Creative Wellbeing Project *Map of Me* by delivering it in libraries across London and seeking funding to roll it out to more schools.

Structure, Governance and Management

Discover is a company limited by guarantee governed by its Memorandum and Articles of Association. It is registered as a charity with the Charity Commission. The Board of Trustees, which is responsible for the direction and management of Discover, is elected by members. Membership of the charity is open to any individual who supports the aims and policies of the company and is approved by the Trustees.

The Board has overall responsibility for the strategic control and direction of Discover with day-to-day management delegated to the Chief Executive. Discover's Board is elected by members at its AGM. The Board currently meets bi-monthly.

Discover's Articles of Association state that the Board must consist of between 3-20 Trustees. Current Board membership includes Trustees with skills and experience in business, education including SENCo, finance, fundraising, human resources, law (including property), PR and communications, regeneration, stakeholder engagement, and writing.

New Trustees receive the most recent Annual Report and Audited Accounts, the latest set of Board papers, and the current Business Plan. During the year the charity provided indemnity insurance for its Trustees.

Discover Management Team

Chief Executive	(0.8)	Karla Barnacle-Best
Deputy Chief Executive	(1.0)	Paul Callaghan
Finance Director	(0.6)	Mary King
Head of Development	(0.8)	Kathy Everett
Head of Learning	(0.8)	Stephanie Bennett/Charlotte Métairie (from January 2022)
Head of Operations	(1.0)	Richard Smith-Gore
Head of Marketing	(0.7)	Jessica Ziebland
Head of Creative Events	(0.6)	Natalie Chivers

Discover's remuneration policy states that key management salaries are determined through consideration of our financial position and constraints as well as testing against the wider market. Salary levels are initially agreed by the Finance Committee, which then makes a recommendation for approval by the Board.

The Board has established a Finance and Personnel Sub-Committee but during 2021/22, because of Covid-19 and the temporary closure of Discover's building, the full Board met to scrutinise and oversee the detailed financing of the charity including management account forecasts, cashflow and reserves position. When necessary, the Board also establishes working groups or offers additional support on specific areas, e.g. capital projects, governance, fundraising and website development.

Public Benefit

We have referred to the advice in the Charity Commission's general guidance on Public Benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to

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the aims and objectives they have set. This includes a review of the Commission's guidance on public benefit and fee charging. Discover relies upon grant income and fees from admissions to cover its operating costs. In setting the level of admission prices, the Trustees consider the accessibility of the Centre to those on low incomes. Admission is heavily subsidised for both schools and family visitors. We seek to provide several free days for local families each year as well as free entry to targeted groups via specific projects and offers.

The Story Centre is used by families and community groups during weekends, school holidays and after school. During term-time, school groups from Foundation, Key Stage 1 and Key Stage 2 visit Discover and have structured sessions led by Story Builders, which are designed to support key skills such as language, literacy, creative, social, and personal development. Many of our beneficiaries come from the six east London boroughs which represent some of the most disadvantaged communities in the UK.

Financial Review

In 2021-22 Discover's total income was £1,634,322 (2020-21: £1,589,478) this represents a 3% increase from the previous year. The revenue comes from a variety of sources including earned income from admission fees and rental income from sub-letting space. Income also comes from grants, from trusts and foundations and commissions from a variety of sources to deliver specific services. The total expenditure in the year was £2,071,948 (2020-21: £1,548,175). The overall general fund position has increased by £21,315 with the fund balance at year-end of £482,957 (2020-21: £461,642).

Fundraising

- We are committed to ensuring that we are completely open about our fundraising and spending and follow the Code of Fundraising Practice.
- We undertake fundraising activity to our supporters via formal applications, direct mail, and direct contact at events, which is managed by the Centre's Fundraising Coordinator.
- We do not use any third parties to assist with raising funds and have had no complaints during this financial year.
- We did not receive any complaints with regards to our fundraising activity in the year.

Financial Sustainability

Discover was closed for nearly 2 months of the financial year due to COVID-19 (2020-21: 10 months). This had an impact on our operations income. Total visitor income was £669,047 (2020-21: £106,230). Our earned income for the year was £1022,048 (2020-21: £323,307). Grant income was £532,555 (2020-21: £1,233,160). We re-opened on a reduced capacity for family visitors, which we were able to increase during the year. However, we are not yet back to the pre-covid-19 capacity or visitor numbers.

Reserves policy

Following Covid-19, the Trustees felt the unrestricted funds not committed or invested in tangible fixed assets (the free reserves) held by the charity, should be six months of expenditure. On 31 March 2022 the free reserves of the charity were £482,957 (2020-21: £461,642). Our budget expenditure for 2022-23 is £1.7 million. The reserves represent approximately 3.3 months of budgeted expenditure. It is recognised it will take some years to build up.

Investment Policy

The Trustees have considered the most appropriate policy for investing funds and in the current economic climate they felt it prudent to spread the cash across savings accounts with different degrees of accessibility to maximise interest.

Risk Management

The Trustees have a risk management strategy which comprises:

- an annual review of the risks the charity might face.
- the establishment of systems and procedures to mitigate those risks identified in the plan.
- the implementation of procedures designed to minimise any potential impact on the charity should those risks materialise.

The Trustees view the current risks to be financial, the main risks being:

- adequacy of reserves and cashflow.
- achieving income targets; for grants from trusts and foundations as well as visitor income.

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- significant drop in visitor figures due to an increase in Covid-19 cases or a different pandemic, a recession or competition within the area.
- higher operating costs due to sickness or quarantining.
- loss of key staff.

To mitigate the financial risks, the Board of Trustees reviews management account forecasts and income targets at each meeting, and cashflow forecast twice per year. A key priority has been set to build up the level of reserves again over the next five years. To mitigate the personnel risks, the Board of Trustees reviews key staffing issues and succession planning.

Accounting Compliance

The Directors confirm that the accounts comply with current statutory requirements and with the requirements of the charity's governing document.

Statement of Trustees' Responsibilities

The Trustees (who are also directors of Discover 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 (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing the financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently.
- observe the methods and principles in the Charities SORP.
- make judgements and estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards 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 charitable company will continue in business.

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

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The Trustees have taken all the steps that they ought to have taken to make any relevant audit information and to establish that the auditors are aware of that information.

The Directors have prepared this report in accordance with the special provisions of Part VII of the Companies Act 2006 relating to small companies.

Approved by the Board of Directors on 13 July 2022:



Alexandra Marks
Chair

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Opinion

We have audited the financial statements of Children's Discovery Centre East London for the year ended 31 March 2022 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Chair's Report and the Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 15, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to the regulatory requirements of the Charity Commission, and regulations regarding safeguarding, health and safety, and employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the Charities Act 2011, payroll taxes and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the posting of inappropriate journal entries or the manipulation of accounting judgements and estimates. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Reviewing minutes of Trustees' meetings during the year;

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

- Identifying and testing journals, in particular journal entries posted around the year-end; and
- Challenging assumptions and judgements made by management in their critical accounting estimates

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Lee Stokes (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditor

10 Queen Street Place
London
EC4R 1AG

Date: 13 July 2022

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2022

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
INCOME					
<i>Income and endowments from:</i>					
Donations and Legacies					
Grants Receivable	2	95,597	436,958	532,555	1,233,160
Donations and Gifts	3	27,875	-	27,875	7,442
Charitable Activities					
Operation of Centre and Outreach	4	669,047	-	669,047	106,230
Other Trading Activities					
Contract Income	2	-	41,500	41,500	13,500
Investments					
Rents Receivable		311,500	-	311,500	203,577
Interest Receivable		2,122	-	2,122	4,760
Other Income		49,724	-	49,724	20,809
Total Income		1,155,865	478,458	1,634,323	1,589,478
EXPENDITURE					
<i>Expenditure on:</i>					
Raising Funds					
Fundraising and Marketing	6	162,692	-	162,692	156,695
Charitable Activities					
Development of the Centre		82,166	-	82,166	82,275
Operation of the Centre and Outreach		1,228,870	598,220	1,827,090	1,309,205
Total Expenditure	7	1,473,728	598,220	2,071,948	1,548,175
Net income/(expenditure)		(317,863)	(119,762)	(437,625)	41,303
Transfer between funds	16	87,669	(87,669)	-	-
Net movement in funds		(230,194)	(207,431)	(437,625)	41,303
Fund Balances brought forward at 1 April 2021		3,682,674	372,592	4,055,266	4,013,963
Fund Balances carried forward at 31 March 2022		3,452,480	165,161	3,617,641	4,055,266

The notes on pages 22 to 33 form part of these financial statements. Details of comparative figures by fund are given on page

All income and expenditure are derived from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006 and includes all gains and losses recognised in the year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
BALANCE SHEET
AS AT 31 MARCH 2022

Company Registration No 03479284

	Notes	2022 £	£	2021 £	£
FIXED ASSETS					
Tangible fixed assets	11		2,969,523		3,126,032
CURRENT ASSETS					
Stock		15,843		22,949	
Debtors	12	174,113		114,225	
Cash at bank and in hand		658,132		875,583	
		848,088		1,012,757	
CURRENT LIABILITIES					
CREDITORS: Amounts falling due within one year	13	(199,970)		(83,523)	
NET CURRENT ASSETS			648,118		929,234
TOTAL NET ASSETS			3,617,641		4,055,266
Unrestricted					
Designated - Building & Strategic Fund	17	2,969,523		3,221,032	
General Funds		482,957		461,642	
			3,452,480		3,682,674
Restricted Funds	16		165,161		372,592
			3,617,641		4,055,266

The notes form part of these accounts.

The financial statements were approved and authorised for issue by the Board of Trustees on 13 July 2022 and were signed below on its behalf by:

Amit Rama

Amit Rama
Treasurer

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2022

	2022 £	2022 £	2021 £	2021 £
CASH FLOWS FROM OPERATING ACTIVITIES:				
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	(437,625)		41,303	
Adjustments for:				
Depreciation Charges	275,216		259,418	
Dividends, interest and rents from investments	(2,122)		(4,760)	
Decrease in stocks	7,106		-	
Increase in debtors	(59,888)		(18,218)	
Increase/(Decrease) in creditors	116,447		(131,465)	
Net cash (used in)/provided by operating activities		(100,866)		146,278
CASH FLOW FROM INVESTING ACTIVITIES				
Purchase of tangible fixed assets	(118,707)		(20,062)	
Dividends, interest and rents from investments	2,122		4,760	
Net cash used in investing activities		(116,585)		(15,302)
Change in cash and cash equivalents in the reporting period		(217,451)		130,976
Cash and cash equivalents at the beginning of the reporting period		875,583		744,607
Cash and cash equivalents at the end of the reporting period		658,132		875,583
		2021 £		2021 £
Cash in hand		658,132		875,583
Total Cash and Cash Equivalents		658,132		875,583

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

1 ACCOUNTING POLICIES

1.1 Basis of Preparation

The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP 2015) (Second Edition, effective 1 January 2019) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

1.2 Going Concern

The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives trustees confidence the charity remains a going concern for the foreseeable future.

1.3 Income

All income is recognised once the charity has entitlement to income, it is probable that income will be received and the amount of income receivable can be measured reliably.

1.4 Expenditure

Expenditure is recognised in the period in which it is incurred and is allocated to the activities to which it relates. Where necessary a best estimate of allocation between activities is adopted.

The cost of raising funds comprises costs associated with generating funds including the cost of staff directly engaged in fundraising.

Charitable expenditure comprises costs directly attributable to running the Centre's core charitable function as well as the other programmes run.

Governance costs are those associated with the governance of the charity, compliance with statutory obligations and costs related to the strategic management of the Charity.

Support costs are attributed to each activity and are apportioned on the basis of staff time spent.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Individual fixed assets costing £500 or more are capitalised

379-381 improvements	15 years
Long leasehold improvements - specific offices	20% on cost
Long leasehold premises	50 years
Exhibits	8 years
Furniture, Fittings & Equipment	25% on cost

Assets under the course of construction are not depreciated until the work is completed and the asset brought into use.

1.6 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

1 ACCOUNTING POLICIES (Continued)

1.7 Stock

Stock is valued at the lower of cost and net realisable value. Stock comprises materials used during workshops and refreshments and souvenirs for resale.

1.8 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.

1.9 Cash in bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

1.10 Creditors and provisions

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.

1.11 Restricted funds

Restricted funds are funds received subject to specific conditions imposed by the donor.

1.12 Unrestricted funds

Unrestricted funds are funds which are expendable at the direction of the Trustees.

1.13 Employee benefits

Short term benefits

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

Employee termination benefits

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

1.14 Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital. Financial liabilities held at amortised cost comprise all creditors except social security and other taxes and provisions.

1.15 Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, trustees are required to make judgement, estimates, and assumptions about the carrying value 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 affected current and future periods.

Judgements made by the trustees, in the application of these accounting policies that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are deemed to be in relation to the depreciation rates of tangible fixed assets and are discussed above.

In the view of the trustees, no assumptions concerning the future or estimation uncertainty affecting assets or liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:	Unrestricted	Restricted	2022	2021
	£	£	Total	Total
			£	£
Arts Council England	95,597	75,000	170,597	245,597
BBC Children in Need	-	41,943	41,943	56,028
Drapers Charitable Trust	-	-	-	10,000
European Union	-	26,705	26,705	-
Garfield Weston Foundation	-	-	-	174,700
Greater London Authority (Royal Docks Team)	-	10,500	10,500	-
The Henry Smith Charity	-	25,000	25,000	75,000
HMRC	-	58,020	58,020	416,225
Kusuma Trust	-	25,380	25,380	-
Leathersellers Company Charitable Fund	-	10,000	10,000	-
London Borough of Newham	-	88,887	88,887	13,500
London Community Response Fund	-	-	-	14,800
London Marathon Trust	-	27,000	27,000	-
Macquarie Foundation	-	-	-	4,603
Man Group plc Charitable Trust	-	25,000	25,000	24,635
National Lottery Community Fund	-	43,023	43,023	119,422
Paul Hamlyn Foundation	-	-	-	67,650
Redbridge Arts Grants	-	1,500	1,500	-
Rix Thompson Rothenberg Foundation	-	5,000	5,000	-
The Span Trust	-	2,500	2,500	-
Stavros Niarchos Foundation	-	-	-	24,500
Veolia Trust	-	13,000	13,000	-
	95,597	478,458	574,055	1,246,660
Grants	95,597	436,958	532,555	1,233,160
Contracts	-	41,500	41,500	13,500
	95,597	478,458	574,055	1,246,660
Capital	-	42,500	42,500	-
Revenue	95,597	435,958	531,555	1,246,660
	95,597	478,458	574,055	1,246,660

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:

	Unrestricted	Restricted	2021
	£	£	Total
			£
Arts Council England	95,597	150,000	245,597
BBC Children in Need	-	56,028	56,028
Drapers Charitable Trust	-	10,000	10,000
Garfield Weston Foundation	-	174,700	174,700
The Henry Smith Charity	-	75,000	75,000
HMRC	416,225	-	416,225
London Borough of Newham	-	13,500	13,500
London Community Response Fund	-	14,800	14,800
Macquarie Foundation	4,603	-	4,603
Man Group plc Charitable Trust	-	24,635	24,635
National Lottery Community Fund	-	119,422	119,422
Paul Hamlyn Foundation	-	67,650	67,650
Stavros Niarchos Foundation	-	24,500	24,500
	516,425	730,235	1,246,660
Grants	516,425	716,735	1,233,160
Contracts	-	13,500	13,500
	516,425	730,235	1,246,660
Capital	-	-	-
Revenue	516,425	730,235	1,246,660
	516,425	730,235	1,246,660

3 DONATIONS AND GIFTS

	2022	2021
	Total	Total
	£	£
Donations	13,782	5,388
Donations in Kind	7,360	-
Gift Aid	6,733	2,054
	27,875	7,442

All donations and gifts were unrestricted.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

4 OPERATION OF CENTRE AND OUTREACH

	Unrestricted	Restricted	2022	2021
	£	£	Total	Total
			£	£
Family admissions	528,178	-	528,178	94,274
School admissions	14,151	-	14,151	385
Shop and café income	98,339	-	98,339	12,289
Birthday party lettings	(52)	-	(52)	(1,375)
Hire of space	3,673	-	3,673	407
Community income	7,049	-	7,049	-
Education and participation commissions	17,709	-	17,709	250
	669,047	-	669,047	106,230

The expenditure on operation of centre and outreach in 2021 was unrestricted.

5 NET INCOME/(EXPENDITURE)

	2022	2021
	Total	Total
The result for the year is stated after charging:		
Auditor's remuneration	£	£
- Statutory Audit	10,400	9,250
- Other audit services	3,120	-
Depreciation	275,216	259,418

6 FUNDRAISING AND MARKETING

	Fundraising	Marketing	2022	2021
	£	£	Total	Total
			£	£
Direct Costs	2,142	19,095	21,237	11,094
Salaries	32,330	44,155	76,485	93,901
Governance Costs	1,520	2,074	3,594	3,362
Support Costs	25,943	35,433	61,376	48,338
	61,935	100,757	162,692	156,695

	Fundraising	Marketing	2021
	£	£	Total
			£
Direct Costs	419	10,675	11,094
Salaries	40,677	53,224	93,901
Governance Costs	1,576	1,786	3,362
Support Costs	20,939	27,399	48,338
	63,611	93,084	156,695

Fundraising is mainly from Trusts and Foundations. Discover does not undertake street collections or cold calling.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

7 EXPENDITURE

	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2022 £	Total 2021 £
Direct Costs						
Direct Project Costs	21,237	879	269,999	54,045	346,160	76,399
Capital Development	-	6,831	-	-	6,831	-
Salaries	76,485	40,257	717,831	94,870	929,443	946,381
Support Costs						
Governance Costs						
Staff costs	2,282	1,201	21,417	2,830	27,730	27,866
Audit	1,312	691	12,314	1,627	15,944	10,346
Other Support Costs						
Bank Charges	119	63	1,116	148	1,446	1,150
Depreciation	22,648	11,921	212,556	28,092	275,217	259,418
Insurance	1,037	546	9,735	1,287	12,605	10,914
Office Costs	32,965	17,351	309,385	40,889	400,590	196,462
Printing & Postage	14	8	134	18	174	1,113
Professional Fees	3,870	2,037	36,320	4,800	47,027	11,171
Stationery	174	92	1,632	216	2,114	800
Telephone	549	289	5,149	680	6,667	6,155
	162,692	82,166	1,597,588	229,502	2,071,948	1,548,175
	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2021 £	
Direct Costs						
Direct Project Costs	11,094	111	51,741	13,453	76,399	
Salaries	93,901	52,884	667,026	132,570	946,381	
Support Costs						
Governance Costs						
Staff costs	2,335	1,479	19,874	4,178	27,866	
Audit	1,027	578	7,292	1,449	10,346	
Other Support Costs						
Bank Charges	114	64	811	161	1,150	
Depreciation	25,739	14,496	182,843	36,340	259,418	
Insurance	1,083	610	7,692	1,529	10,914	
Office Costs	19,493	10,978	138,470	27,521	196,462	
Printing & Postage	111	62	784	156	1,113	
Professional Fees	1,108	624	7,874	1,565	11,171	
Stationery	79	45	564	112	800	
Telephone	611	344	4,338	862	6,155	
	156,695	82,275	1,089,309	219,896	1,548,175	

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

8 EMPLOYEES

The average number of employees during the year was as follows:

Number of Employees	2022	2021
Direct Charitable Expenditure	43	49
Fundraising and Publicity & Marketing	4	5
	47	54

Staff Costs	2022	2021
	£	£
Wages and Salaries	870,593	884,221
Social Security Costs	53,371	55,313
Pension Costs	33,210	34,713
	957,174	974,247

	2022	2021
	£	£
Senior Management Team salaries totalled	324,528	301,310

Senior Management Team is composed of the following number of posts:	2022	2021
Chief Executive Officer	0.8	0.8
Deputy Chief Executive	1.0	1.0
Finance Director	0.6	0.6
Head of Development	0.8	0.8
Head of Learning	0.8	0.8
Head of Operations	1.0	1.0
Head of Marketing	0.7	0.7
Head of Creative Events	0.6	0.6

There were no employees whose annual emoluments were £60,000 or more (2021: nil).

There were no settlements or compromise agreements during the year (2021: nil).

9 TRUSTEES

No Trustees received any remuneration from the charity in year 2022. (2021: Vaseem Khan was paid £725 for services for Newham Word Festival).

10 RELATED PARTIES

No Trustees received any remuneration from the charity in year 2022. (2021: Vaseem Khan was paid £725 for services for Newham Word Festival).

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

11 TANGIBLE FIXED ASSETS

	Leasehold Premises			Furniture, Fittings & Equipment	Total
	Discover House	Discover Story Centre	Exhibition		
	£	£	£	£	£
Cost or valuation					
At 1 April 2021	1,003,704	4,426,443	403,632	205,996	6,039,775
Additions	-	1,988	108,936	7,783	118,707
At 31 March 2022	1,003,704	4,428,431	512,568	213,779	6,158,482
Depreciation					
At 1 April 2021	575,795	1,933,031	219,640	185,277	2,913,743
Charge in Year	15,539	181,901	64,071	13,705	275,216
At 31 March 2022	591,334	2,114,932	283,711	198,982	3,188,959
Net book value					
At 31 March 2022	412,370	2,313,499	228,857	14,797	2,969,523
At 31 March 2021	427,909	2,493,412	183,992	20,719	3,126,032

Net book value at 31 March 2021 represents fixed assets used for:

	Leasehold Premises			Computer Equipment	Total
	Discover House	Discover Story Centre	Exhibition		
	£	£	£	£	£
Direct charitable purposes					
Operation of the Centre	-	2,313,499	228,857	14,797	2,557,153
Leased Property	412,370	-	-	-	412,370

The Sub-leased building represents expenditure on 379/381 High Street, Stratford which is a property subleased to Skills for Growth/Landmark on a 10 year lease from Oct 2015. The building improvements specifically for the tenant are being depreciated over the period of the lease.

The Sub-leased building was revalued at 11 October 2006 by Glenny LLP, Chartered Surveyors, on the basis of open market value at £985,000. This resulted in an unrealised impairment loss of £289,135 which was accounted for in the financial statements for the year ended 31 March 2006. The Trustees do not believe that there has been a further permanent diminution in value since 11 October 2006.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

12 DEBTORS

	2022	2021
	£	£
Trade debtors	29,504	32,881
Rent / Service Charges	71,875	-
Prepayments and accrued income	72,734	81,344
	<u>174,113</u>	<u>114,225</u>

13 CREDITORS: Amounts falling due within one year

	2022	2021
	£	£
Taxes and social security costs	41,693	20,575
Other creditors	90,135	51,848
Accruals and deferred income	68,142	11,100
	<u>199,970</u>	<u>83,523</u>

14 DEFERRED INCOME

	2022	2021
	£	£
Total deferred income at 1 April 2021	-	62,449
Amounts realised in the year	-	(62,449)
Deferred income in the year	38,880	-
	<u>38,880</u>	<u>-</u>
Total Deferred Income at 31 March 2022	<u>38,880</u>	<u>-</u>

15 SHARE CAPITAL

The company is limited by guarantee and does not have any share capital. Each member guarantees up to £5 payable in the event of a winding up under the terms of the Memorandum and Articles of Association.

NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

16 RESTRICTED FUNDS

	Balance at 1 Apr 2021 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2022 £
Capital Garden Project	52,000	42,500	(6,831)	(87,669)	-
Community Projects	320,592	435,958	(591,389)	-	165,161
	<u>372,592</u>	<u>478,458</u>	<u>(598,220)</u>	<u>(87,669)</u>	<u>165,161</u>
	Balance at 1 Apr 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2021 £
Capital Garden Project	52,000	-	-	-	52,000
Community Projects	110,811	730,235	(520,454)	-	320,592
	<u>162,811</u>	<u>730,235</u>	<u>(520,454)</u>	<u>-</u>	<u>372,592</u>

The Capital Garden Project represents improvements to the Story Garden. The transfers are the items in the garden that have been capitalised.

Community Projects represents income and expenditure in relation to promoting the objectives of the charity in the local area.

17 DESIGNATED FUNDS

	Balance at 1 Apr 2021 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2022 £
Strategic Fund	95,000	-	(95,000)	-	-
Building Fund	3,126,032	118,707	(275,216)	-	2,969,523
	<u>3,221,032</u>	<u>118,707</u>	<u>(370,216)</u>	<u>-</u>	<u>2,969,523</u>
	Balance at 31 Mar 2020 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2021 £
Strategic Fund	25,000	95,000	(32,486)	7,486	95,000
Building Fund	3,365,388	20,062	(259,418)	-	3,126,032
	<u>3,390,388</u>	<u>115,062</u>	<u>(291,904)</u>	<u>7,486</u>	<u>3,221,032</u>

The Strategic Fund is for essential maintenance and repairs of the building and garden.

The Building Fund represents the net book value of the tangible fixed assets held at 31 March 2022.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2022

18 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
	£	£	£	£
Fund balances at 31 March 2022 are represented by:				
Fixed Assets	-	2,969,523	-	2,969,523
Current Assets	682,927	-	165,161	848,088
Creditors: amounts falling due within one year	(199,970)	-	-	(199,970)
	<u>482,957</u>	<u>2,969,523</u>	<u>165,161</u>	<u>3,617,642</u>
	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
	£	£	£	£
Fund balances at 31 March 2021 are represented by:				
Fixed Assets	-	3,126,032	-	3,126,032
Current Assets	545,165	95,000	372,592	1,012,757
Creditors: amounts falling due within one year	(83,523)	-	-	(83,523)
	<u>461,642</u>	<u>3,221,032</u>	<u>372,592</u>	<u>4,055,266</u>

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2021

	General Funds £	Restricted Funds £	Total 2021 £
INCOME			
<i>Income and endowments from:</i>			
Donations and Legacies			
Grants Receivable	516,425	716,735	1,233,160
Donations and Gifts	7,442	-	7,442
Charitable Activities			
Operation of Centre and Outreach	106,230	-	106,230
Other Trading Activities			
Contract Income	-	13,500	13,500
Sponsorship Income	-	-	-
Investments			
Rents Receivable	203,577	-	203,577
Interest Receivable	4,760	-	4,760
Other Income	20,809	-	20,809
Total Income	859,243	730,235	1,589,478
EXPENDITURE			
<i>Expenditure on:</i>			
Raising Funds			
Fundraising and Marketing	156,695	-	156,695
Charitable Activities			
Development of the Centre	82,275	-	82,275
Operation of the Centre and Outreach	788,751	520,454	1,309,205
Total Expenditure	1,027,721	520,454	1,548,175
Net income/(expenditure)	(168,478)	209,781	41,303
Transfer between funds	-	-	-
Net movement in funds	(168,478)	209,781	41,303
Fund Balances brought forward at 1 April 2020	3,851,152	162,811	4,013,963
Fund Balances carried forward at 31 March 2021	3,682,674	372,592	4,055,266

Accounts



Children's Discovery Centre East London
Trading as Discover

Trustees' Report and Financial Statement

For the Year ended 31 March 2021

"An absolutely incredible resource. The focus on stories is great and the staff are always really warm and helpful. I've taken my 4-year-old and 1 year old separately and they both loved it and interacted with it in totally different, but equally satisfying ways. Great outside space, cafe, and bookshop too!" - **Visitor**

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CHILDREN'S DISCOVERY CENTRE EAST LONDON

LEGAL AND ADMINISTRATIVE DETAILS

Trustees	Stephen Crampton-Hayward – Chair Martin Clarke – Treasurer (Re-appointed on 27 January 2021) Oghenevese Aghoghovbia (Appointed on 29 September 2021) Katy Beale (Resigned on 17 March 2021) Victoria Dance (Appointed on 29 September 2021) Vaseem Khan Andrew Murray (Re-appointed on 27 January 2021) Amit Rama Joe Robinson (Appointed on 27 January 2021) Giorgia Stewart (Appointed on 29 September 2021) Michelle Wright Jasmin Wun											
Company Secretary Chief Executive	Stephen Crampton-Hayward Karla Barnacle-Best											
Charity Number Company Number	1070468 03479284											
Registered Name Registered Office	Children’s Discovery Centre, East London 383 - 387 High Street Stratford, London E15 4QZ											
Telephone Fax Email Website	020 8536 5555 020 8522 1003 team@discover.org.uk www.discover.org.uk											
Auditor	Haysmacintyre LLP 10 Queen Street Place London EC4R 1AG											
Bankers	<table><tr><td>National Westminster Plc 1– 11 Broadway Stratford London E15 4DX</td><td>Beverley Building Society 57 Market Place Beverley East Yorkshire HU17 8AA</td><td>Cambridge and Counties Bank Charnwood Court 5B New Walk Leicester LE1 6TE</td></tr><tr><td>Nationwide Building Society Nationwide House Pipers Way Swindon Wiltshire SN38 1NW</td><td>Charity Bank Fosse House 182 High Street Tonbridge Kent TN9 1BE</td><td>Redwood Bank limited The Nexus Building Broadway, Letchworth Garden City Herts SG6 3TA</td></tr><tr><td>Hampshire Trust Bank PO Box 74003 London EC2P 2OR</td><td></td><td></td></tr></table>			National Westminster Plc 1– 11 Broadway Stratford London E15 4DX	Beverley Building Society 57 Market Place Beverley East Yorkshire HU17 8AA	Cambridge and Counties Bank Charnwood Court 5B New Walk Leicester LE1 6TE	Nationwide Building Society Nationwide House Pipers Way Swindon Wiltshire SN38 1NW	Charity Bank Fosse House 182 High Street Tonbridge Kent TN9 1BE	Redwood Bank limited The Nexus Building Broadway, Letchworth Garden City Herts SG6 3TA	Hampshire Trust Bank PO Box 74003 London EC2P 2OR		
National Westminster Plc 1– 11 Broadway Stratford London E15 4DX	Beverley Building Society 57 Market Place Beverley East Yorkshire HU17 8AA	Cambridge and Counties Bank Charnwood Court 5B New Walk Leicester LE1 6TE										
Nationwide Building Society Nationwide House Pipers Way Swindon Wiltshire SN38 1NW	Charity Bank Fosse House 182 High Street Tonbridge Kent TN9 1BE	Redwood Bank limited The Nexus Building Broadway, Letchworth Garden City Herts SG6 3TA										
Hampshire Trust Bank PO Box 74003 London EC2P 2OR												

**CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021**

Chair's Report

"Enjoyed a really lovely visit to Discover Children's Story Centre in Sep 2020. The staff were all extremely friendly and helpful, the place was spotless and well Covid managed and still remained a very enchanting place to visit. 100% recommendation to attend."

For Discover, along with the rest of the cultural sector and the UK as a whole, 2020/2021 was a challenging time. The organisation has been incredibly grateful for, and moved by, the warmth of support of funders, visitors, participants, and partners. In turn Discover has acknowledged its responsibility to continue to be a resource for the local community, to the re-building of the sector and to enable children and their families to have fun, play and learn together.

Due to Covid-19 restrictions Discover remained closed for 10 months of 2020/21. However, it was able to craft a positive, thoughtful response to take it through a turbulent, ever-changing period. We committed to sustaining services for our key target groups including Mighty Mega and Story Sandwich participants with whom we communicated on a regular basis, creating bespoke on-line stories as well as sending books and craft packs. We developed a digital offer for our wider families and local schools with fun and engaging stories and activities that maintained our profile and increased our support base. We promoted staff well-being with the implementation of a Working from Home good practice model, regular communication including with those who were furloughed through online discussions, phone calls, emails, information bulletins and informal social events. There was financial support of staff through topping up pay to 100% for furloughed staff; acknowledging that this was crucial particularly for those people who are part-time or less well paid. This included all casual staff up until beginning September when the building re-opened. We demonstrated commitment to freelancers; honouring payments for all engagements including cancelled activities and commissioning artists for online work and development of future activities. There was extensive planning and investment to ensure that when we re-opened the building could function in a safe, re-assuring way for visitors and staff and still deliver a much needed joyous experience.

We are proud of what we achieved in the most difficult circumstances. We are a resilient organisation; we have responded to the obstacles and limitations created by Covid-19 and found ways to adapt our operation and create a viable pathway forward. The strength of the business model accompanied by prudent governance and management, had built up reserves that have helped mitigate against an enormous loss of earned income during 2020/21. Thanks to invaluable assistance from our funders, higher than anticipated numbers of visitors returning to Discover when open, and the CJRS scheme, we retained a healthy level of reserves at the end of March 2021.

I would like to thank all the trusts, foundations and businesses that provided flexible and sustained support and were so understanding at this difficult time. Arts Council England and Newham Council for their continued commitment, as well as BBC Children in Need, Drapers Foundation, Garfield Weston Foundation, Henry Smith Charity, Leathersellers Company, London Community Response Fund, London Marathon Trust, Man Charitable Trust, National Lottery Community Fund, Paul Hamlyn Foundation, Rix Thompson Rothenburg Foundation, Royal Docks, Span Trust, Stavros Niarchos Foundation, Telford Homes, and Veolia Environmental Trust. I would like to thank Winkworth Sherwood for their invaluable pro bono legal advice. I would also like to thank the many public and private agencies that work in partnership with us.

I am grateful to everyone who has supported us this year including partners, teachers, and our wonderful visitors. I would like to take the opportunity to thank my other colleagues on the Board, as well as all our staff for their commitment, skill and passion. We are committed to rebuilding our programme, embracing the positive adaptations made in the last twelve months, ensuring that the broadest possible range of children and adults can engage, enjoy, and create.



Stephen Crampton-Hayward
Chair

Objectives and activities

Summary of Objects as set out in the Memorandum and Articles of Association:

to promote, maintain, improve, and advance public education in the arts, sciences, humanities, and technology, in particular by the provision, promotion, and maintenance of facilities and amenities for the education of children, young persons, and their families, and to relieve poverty, in particular by providing or assisting in providing recreational or other leisure-time facilities and amenities for children and young persons and their families.

Vision, aims and services

Our vision:

Children develop a life-long love of stories including reading, writing, and drawing. This matters because it links to success in learning and communication, creative and imaginative development, and is a source of pleasure.

Our Mission:

We aspire to be an inspirational cultural resource, rooted in the borough of Newham, one of the UK's most diverse areas and resonating through east London and beyond. We provide excellent artistic, creative, play and learning experiences for all children to support and develop their imagination, creativity, curiosity. We are committed to celebrating the artist in every child and promoting access to the arts for all children regardless of ability or socioeconomic status because we believe the arts are critical to child and youth development and to strong and vibrant communities.

Charity category

- Education/Training
- Arts/Culture
- Economic/Community development/Employment

Charity Act 2011 classifications

- The advancement of education
- The advancement of the arts, culture, heritage, and science

Services

To achieve our objectives our services include:

- Immersive story-based settings to explore at Discover Children's Story Centre with two floors of Story World, a Story Garden, and a large-scale interactive exhibition.
- Inclusive hands-on creative family and schools' events and sessions which are developed and delivered in collaboration with our Story Builders, authors, illustrators, and artists and guided by children, parents/carers, teachers, and our partners.
- Dynamic creative learning programmes in early years settings, primary schools and out of school opportunities.
- External programmes delivering high quality family arts events in accessible public community spaces.
- A range of digital activities that help us to engage with vulnerable individuals and groups and to widen access in general.
- Catering for children aged 0-11 and their families. Actively seeking wide engagement by ensuring our programme speaks to and is reflective of the local community, is accessible, and offers targeted reduced price or free opportunities.
- Contributing to key cultural, educational, and social developments and agendas.
- Ensuring that Discover is resilient and sustainable and is a responsible London Living Wage paying employer.

History

Background

Discover was established by a group of east London community leaders, educationalists, and local parents in 1997 to develop a hands-on learning resource for children and families. Discover was registered as a charity and limited company in 1998. Supported by Arts Council England and the London Borough of Newham, the Story Centre opened in 2003 and was the first children's museum in the UK to focus exclusively on stories and children's literature. 1,486 square metres is leased to a nursery and two training organisations.

We completed a £1 million capital project in 2016 delivering wonderful new Story Worlds on two floors, a dedicated story telling space for 0-3's, refurbished events and party rooms, spacious new café, and improved reception area and shop. This was followed by a second phase capital project in 2019 which included deepening engagement by installing additional equipment to enhance the learning and creative play elements on the Story Worlds and improving learning facilities for children with Special Educational Needs and Disabilities. We have just completed an exciting and enchanting re-development of our Story Garden.

"Slides, rice cakes, climbing frames and tree houses with actual upholstered settees! Where can you find such wonderful things? At the @discover_story Stratford of course! The new play garden is absolutely beautiful and jam packed with everything a small human could possibly desire! There is a mud kitchen, musical pipes a mini climbing wall and lots, lots more to feed and encourage their young minds to use their imagination, discover and enjoy reading and to use and explore the equipment and the garden in fun ways."

Case for need

Based in east London, we serve a young, vibrant, culturally diverse (68%), transient community many of whom face complex socio-economic challenges. East London has seen the highest increase (16%) in London's population over the past 10 years. Newham, Tower Hamlets, Waltham Forest, Redbridge, Barking & Dagenham, and Hackney have some of the highest rates of child poverty in the UK. The two highest rates of children living in poverty are in our home borough of Newham (53%) and our neighbouring borough of Tower Hamlets (57%), according to the London Poverty Profile 2020. Newham has the highest number of households (44.52%) and more specifically, 4,500 children, living in temporary accommodation.

Newham has the second lowest cultural engagement in London (Active Lives Survey published 2018) with disadvantaged children affected most by the reduction in the number of enrichment opportunities offered through schools. 72.5% of Newham's Lower Super Output Areas lie in the bottom 3 Deciles of the most deprived areas in England according to the 2019 Index of Multiple Deprivation. Communities in east London have been significantly affected by high numbers of cases of Covid-19 and no doubt the effects of this will be felt in ways that are not yet reflected in the above data.

Surveys have found a strong link between poverty and lack of participation in the arts. As family and public resources become tighter, this will mean that children growing in low-income households will have even less opportunity to engage with arts and culture. The barriers range from the practical, cost of travel, tickets, time, and lack of information. Equally powerful are attitudinal barriers, including people thinking that the arts and culture aren't for them or a fear of the unknown.

Despite facing these multiple disadvantages, children are achieving above the national average in their end of Primary School SATS tests. Discover is proud to contribute to this positive development and will continue to work closely with the schools and families to support these children's ongoing achievements and progression.

Newham is a borough that has been through an extra-ordinary amount of change over the last few years, much of which is ongoing. One of the significant factors is the vast number of new homes that are being built in the area, particularly within Stratford and round the site of the Queen Elizabeth Olympic Park. This not only brings a greater density of residents but will also ultimately result in a changing demographic. However, near what is likely to be more affluent communities with greater disposable income, there remain longer established communities as well as growing refugee communities who are alienated from much of the prosperity and opportunities of the new neighbours. Responding to the needs of all sectors will be important in forthcoming years.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

In terms of schools, recovering from the pressures and demands of supporting children and staff through a year of Covid-19 will be a slow process. Whilst there will be a significant need for activities that explore well-being and mental health, flexibility will be required to enable schools to take up any offers.

Review of activities for period ending March 2021

Covid-19 Update

Our local community included many of the people most affected by Covid-19; Newham had the highest number of furloughed jobs in London (Newham Recorder, February 2021), and the Newham Universal Credit Claimant rate rose by 231% compared to a London average of 167% (ONS February 2021). Discover responded with both a targeted and universal offer for children and families.

Over the last 12 months we created 33 digital story, author and craft videos for children and their families. Digital content was created in house and was freely available. Videos were distributed via YouTube, Facebook, and Instagram with number of views steadily growing. We also created other digital resources, curating a wide range of book recommendations, and supporting the sector through promotion of online activities by other organisations. We commissioned five artists/organisations to work with Mighty Mega (a weekly Saturday arts club for children with disabilities and their siblings) and delivered a consistent programme of 37 bespoke sessions for them, Story Sandwich (delivered in partnership with the Magpie project which provides support for mothers and children under five in temporary or insecure accommodation in Newham), and Children's Forum that each offered a range of different carefully conceived activities. This virtual engagement was enhanced by the distribution of craft packs and books to participating families to extend creative engagement with the online content. Mindful of the pressure on schools we created 10 digital packs to support learning which were distributed free to over 1,500 teachers via our education newsletter.

There was financial support of staff through topping up pay to 100% for those who were furloughed. In addition, there was a commitment to freelancers, honouring payments for all engagements including cancelled activities and commissioning artists for online work and development of future activities.

To rebuild audiences and core activities when open we created a Covid secure way of delivering reduced capacity sessions which retained play and interaction opportunities through rigorous surface cleaning and materials rotation. We also re-worked spaces to find new, safe ways to run activities. We were proud to collaborate with Andersen Press to host a *Monsters* exhibition which showcased work by established illustrators joined by participants from Pathways; a 2-year programme for illustrators from backgrounds which are under-represented in children's publishing.

Children and families were delighted to return to Discover and during the 2 months that we were open we welcomed 13,401 family visitors to the centre. We were able to run Story Sandwich sessions in person which were well attended, and we had two visits by nursery classes, which was a highlight of the period, and delivered 3 physical outreach sessions in two schools. This helped us to trial safe delivery in the Covid context as well as test new sessions that we had redeveloped over the summer. During September and October of this year we re-opened *Fairy Tales*; to enable distancing we reduced the capacity by 50%. In October 2020 we opened *BLinK BLonK*, a new commission from Slot Machine. While we were only able to run a limited number of sessions before closure once again it felt like a significant achievement to create new work.

As we moved into 2021/22 we reviewed lessons learnt from the previous year and prepared once again for re-opening. With robust systems in place and a well-trained staff, we were able to re-open as soon as restrictions were lifted. We are pleased to report that we have had limited numbers of Covid-19 cases within Discover but, as cases within the UK have risen, there have not surprisingly been occasions when staff have been required to self-isolate. This has left the team depleted at times and we are grateful for the hard-work, resilience and spirit that has enabled us to remain open. Importantly, visitors and staff continue to comment about how safe Discover feels. We continue to embrace a hybrid model of working, for example maintaining a weekly digital Mighty Mega offer alongside in person sessions, to promote wider access particularly for the most vulnerable.

CHILDREN'S DISCOVERY CENTRE EAST LONDON

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2021

"It was such a pleasant experience, my grandsons loved the fairy tales and there was so much space for them to move around and play with the reduced numbers. Staff were very welcoming and everywhere was being cleaned throughout our time there, therefore it felt a very safe experience in the current climate. I am exempt from wearing a face mask and I really appreciated the additional wristband that showed this and avoided having to explain multiple times. I think you have made a tremendous effort in ensuring your reopening was safe for everyone and yet not in any way affecting the experience of the children. Thank you."

Overview

2020/21 was the third year of our business plan 2018-2022.

The three core themes driving the plan are:

1) Excellence and Engagement

- To deliver excellent artistic experiences in one of the most diverse areas of London.
- To increase educational attainment for children by improving literacy and communication skills.

2) Reach

- To enable more people to engage with and participate in the arts.
- To increase access to the arts for children and families from disadvantaged backgrounds.

3) Resilience and Sustainability

- To ensure that Discover is resilient and sustainable.

1) Excellence and Engagement

Artistic Activity

For the first 5 months of the year Discover was closed. We speedily moved to creating regular high quality online stories developed, delivered, edited, and promoted inhouse by our team who showed great flexibility and rapidly acquired new skills to take on this challenge. The online stories were freely available for families via YouTube, Facebook, and Instagram.

"Based in east London, the magical Discover Children's Story Centre has, for the past year, been sorely missed. But it's still possible to get your fix of author events, activities, fairy tales and art sessions. The Centre's YouTube channel is a feast of free videos. Watch the Drag Pirates on their voyage to create a better world, join illustrator Alex Willmore for a reading of his book, The Big Trip, or join Discover's story builders as they tell tales from around the world." www.thegreenparent.co.uk

When able to open, we were determined to offer as much of a fun, interactive experience as possible despite the restrictions imposed by Covid-19. A key element was increasing the frequency of free stories delivered by our Story Builders on the Story Worlds as these could be done at a safe distance in well ventilated areas. We re-invented our spoon puppet activity by creating individual packs for each visitor; this had an added benefit of reducing waste. We retained our costumes, puppets, books, paper, pencils, and crayons keeping visitors safe through a rigorous process of laundry and quarantining.

Exhibitions

Fairy Tales, designed by Discover with author David Litchfield and illustrator Ross Montgomery, re-opened in September 2020. Visitors were delighted to explore the enchanting locations from the three bears' bed and breakfast to fairy tale town, to the land of dark woods, a golden palace, a bustling gingerbread cafe and mysterious treasure cave. Again, we kept all the interactive features that bring the exhibition alive, with staff working tirelessly to clean surfaces, and rotate and disinfect props and play items to support safety.

"What an amazing day at the Story Centre in Stratford. We love the enchanted forest and the intricacies of the Space area with the spaghetti corridor. Their new outdoor playground is fantastic with poles, muddy kitchen and rockets...but today's discovery was the wonderful world of Fairytales".

CHILDREN'S DISCOVERY CENTRE EAST LONDON

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2021

The need to enable social distancing throughout the building made us re-think our use of spaces. The first floor Storytelling Room was no longer appropriate as a closed in space for 20 people. So we took the opportunity to host a temporary exhibition in collaboration with Andersen Press which allowed us to open up the room and invite visitors to wander in and out in small self-regulating groups. Celebrating 40 years of David McKee's iconic picture book *Not Now, Bernard*, illustrators including Rob Biddulph, Posy Simmonds, Chris Riddell, Lydia Monks, Axel Scheffler, Marion Deuchars and Tony Ross created unique pieces based on their own 'Inner Monster' or Bernard's famous purple monster in the garden. Established illustrators were joined by participants from Pathways; a 2-year programme for illustrators from backgrounds which are under-represented in children's publishing. Thirteen artists from the programme took part, with many displaying their art for the first time. Entry was free with a day pass and the pieces in this exhibition, plus many more, were auctioned online by the publishers to raise money for Action For Children.

Over the last 12 months we have also been developing *The Story Hotel* which will be the next exhibition for our 2-8 year old visitors. The concept is based on a fantastical hotel run and visited by monsters, aliens, animals, and a whole other host of creatures, with a Whodunit style experience to add a back story to attract older children. We commissioned illustrator Rob Biddulph to work with us on the exhibition; Rob has amazing character design and did a draw along video twice a week of some of his characters on YouTube for children during lockdown which proved very popular.

0-5's programme

We commissioned Slot Machine, in collaboration with Story Builders Minnie Wilkinson and Vickie Holden-Swinton, to develop a new 0-5's event that was due to take place in May. Determined to honour the commitment and create new work the commission was completed over the summer and *BLink BLonk* was delivered from October in room 2.2. which was suitably spacious and airy. It was delightful to see children and adults enjoying live performance. Whilst the run ended abruptly when we had to lockdown once more we were pleased to reach agreement from Slot Machine to revive it when we next re-opened in May 2021.

Learning

During the year the Community and Education team maintained regular contact with vulnerable and disadvantaged families in Newham, east London and beyond, providing regular tailored support to people isolating in the most difficult circumstances. Additionally, dialogue was maintained with schools to ensure resources were created that were appropriate and required to complement their difficult job home-schooling young children.

Mighty Mega

Mighty Mega Club is one of our core projects; a weekly Saturday arts club for children with disabilities and their siblings providing access to artist-led activities all year round. Despite being closed, we were determined to maintain regular contact with our members. We launched a new member newsletter in July which helped us better monitor digital engagement with members while we remain closed. Our first fully digital Mighty Mega term wrapped up in July with a final video from artist Jasmine Hall, of Jasmine Hall Dance. Handprint Theatre were commissioned to create a bridging video between terms, to provide members and families with more information about our closure, and our plans going forward. We continued with Moulded Theatre, providing a programme which was again delivered digitally. We hoped in mid-October to re-commence in-person sessions for families but after consultation with other specialists and internal reflection we decided it was not yet safe to do so due to members complex health vulnerabilities. Therefore we engaged Handprint Theatre to deliver online sessions that provided familiarity for members to support engagement at a difficult time. This was followed by an invitation to explore folktales and songs from around the world with Story Builder Paula David. At the end of the financial year we started working with Together!2012 artist Hazel Brill who delivered a multi-sensory series of digital workshops. Families were once again sent physical activity packs to support their engagement with the workshops.

"I would like to say a big thank you to all the wonderful videos, sharing craft and fun. My twin boys are huge fans of anything space and Hazel Brill is fantastic! The space helmet project was a great idea, they found it fun and engaging. We also really enjoyed Paula's stories The Old woman and the Pumpkin was our favourite. We have been to discover many times and your online platform is the next best thing. We love how you are diverse and inclusive. It's evident that so much work and thought has gone into everything and we really appreciate it."

CHILDREN'S DISCOVERY CENTRE EAST LONDON TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2021

Children's Forum

It was challenging to engage our Children's Forum online. However, amongst other remote activities they reviewed *The Tale of a Toothbrush – A Story of Plastic in our Oceans* by M.G. Leonard, illustrated by Daniel Rieley as part of our regular "Book of the Month" feature. This has proved to be a great way, amongst other things, of promoting books that raise important issues and/or platform under-represented writers and illustrators.

Catching Words

Whilst we completed all books that were created as part of 2019/20 Catching Words, due to restrictions we were not able to deliver year 3 of the project. We were incredibly grateful to Paul Hamlyn for allowing us to move the funding to un-restricted core funding to support organisational viability.

Story Sandwich

Activities for Story Sandwich members, delivered in partnership with the Magpie project which provides support for mothers and children under five in temporary or insecure accommodation in Newham, continued with pre-recorded videos. We also arranged for a large order of picture books, purchased through Newham Bookshop, to be distributed to families via Magpie. When open for 2 months in the autumn we were delighted to welcome back mothers and children into the centre for bespoke sessions and regular play. In February, when our doors were once again closed, two Story Builders delivered a live remote workshop with Story Sandwich families hosted by our partner Magpie Project. The workshop included stories, songs, and some activities for families.

EU Project – Educating Children on Gender Equality (Ed.G.E)

This was the second year of this project co-developing and implementing an educational methodology based on creative art/cultural practices to enhance education on gender equality. We commissioned a researcher to undertake desk-based research on the State of Art in Gender Equality. The aim was to report on the current situation regarding Gender Equality in the UK. This included looking at previous/recent surveys and research; curricula, action plans and educational policies; initiatives and good practices to inform the development of the project.

Creative Wellbeing Project

We explored possibilities for a new funded project to support pupil wellbeing and mental health as they return to school. We surveyed 16 local teachers to get their thoughts on needs in-school and where arts/culture activities might support in terms of pupil wellbeing and mental health. Recent research from the DfE, NSPCC and other mental health charities also supported our proposal ideas. Funding was secured to enable us to deliver a 10-week workshop series in three schools across Newham, Tower Hamlets, and Hackney in autumn 2021. The project will focus on creativity and children's mental health in response to the impact of Covid on local schools and the local community.

Teachers Forum

We maintained the Teachers Forum to better engage local teachers in our work and offer direct professional development opportunities to literacy leads and primary educators; members met online four times during the year to discuss project, process and learning practice.

The monthly Education newsletter was established as a useful tool for communicating with schools with over 1500 subscribers and a strong opening rate between 15-20% per newsletter. Additionally, we developed educational activities to go alongside our storytelling videos to be shared with schools.

Events

Over October half-term we showcased recorded events by David Litchfield and A-Line Arts. In February half-term we were delighted to host a recorded event by Alex Willmore, and then one from Joe Coelho and Fiona Lumbers for World Book Day. Exhibitions and Creative Events departments collaborated on a drop in audio and sensory installation for the First Floor Story room, with Kaveh Rahnama commissioned to write the script. This developed into *Untold Stories* which was finally able to launch when we re-opened in May 2021. During February the BBC World Service hired Discover for two days filming to record an Iranian version of Jackanory. The stories told promoted equality and inclusion and were broadcast to around 50,000 Iranian people living in London.

CHILDREN'S DISCOVERY CENTRE EAST LONDON

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Newham Word Festival

We undertook preparation for the third Newham Word Festival – due to be delivered in June 2020 but postponed due to Covid-19. We had programmed an exciting range of national and local authors and illustrators and an increased number of commissions reflecting the variety, breadth, and diversity of Newham communities. However, as planning continued through the year it became clear that flexibility of approach would be required to ensure that regardless of any delay in lifting restrictions there would be a core festival programme.

Therefore working with the same artists and commissions wherever possible, towards the end of 2020/2021 we agreed a programme combining online (primarily pre-recorded but with some live streamed) events, and in person events both outdoors and inside venues. All schools' sessions were planned to be pre-recorded as we could not guarantee that they would feel ready to attend in person. Similarly several events led by disabled arts organisations, including Together!2012, were scheduled to take place online as they did not feel that their artists or audiences are yet ready to attend in person. The hybrid Festival was successfully delivered in June/July 2021.

2) Reach

Re-focusing activities

With our doors closed, Discover was mindful to offer a carefully curated range of activities to support people. We focused on what we do best, creating playful, intimate, imaginative storytelling events that were delivered online and freely accessible to all on a variety of platforms and suitable for everyday media and technology including phones. The story videos, book recommendations, author events, activities and more that we have shared in 20/21 have seen significant interaction. Across our networks, 20/21's video content has had over 87,000 views. Our burgeoning digital offer enabled us to reach families who were not able to physically visit Discover. During the first three months of 2021 we refined our model to create regular fortnightly stories, premiering at the same time on the same day with scheduled trailers and follow up activities, which led to a significant increase in video views.

In terms of reach there were benefits to the online mode of working. Our membership of Mighty Mega extended to include people who had not previously been able to attend in-person sessions for geographical, timetabling, or other reasons. Whilst it is important to acknowledge in-person sessions allow a depth of engagement, inter-activity and social engagement that is special, the on-line offer is a clearly a highly valuable development. It is therefore being continued in tandem with the much anticipated invitation for members to return to the Discover centre.

During the two months we were open in 2020/21, alongside our general family sessions there were free weekly sessions with Story Sandwich, and a limited number of visits by Mighty Mega members who have free annual passes. We subsidised general ticket entry at £6.50 per person, £5.50 for Newham residents/concessions, with a reduced rate for a group of four, 1-2's £2 and 0-1's free.

Partners

Z Arts were not able to re-open *The Tiger Who Came to Tea and the Adventures of Mog the Forgetful Cat* during the year but retained the exhibition ready for future visitors. We had helpful conversations sharing planning and approach to navigate this difficult year. They remain valued partners and will be receiving Fairy Tales when it ends its run at Discover.

A close relationship was maintained with Newham Council, primarily as we navigated postponement of and planning for future delivery of the third Newham Word Festival.

We continued to be active in local forums including representation on the board of Stratford B.I.D. (Business Improvement District), attendance at and input into Newham Council's Community based Covid-19 response. We also contributed to strategic conversations as part of a nation-wide story organisations leadership group. Emerging from an Arts Council England-led one-off meeting, this group subsequently convened on a regular basis to share re-opening planning and delivery intelligence and experience. A valuable support space was created and again lessons were learnt about the speed and ease of connecting on-line rather than always requiring time-consuming and less environmentally friendly travel to a physical location.

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Marketing

The work that was done to improve our marketing structure – particularly our new website, digital reach, booking and CRM system (Spektrix) and family networks stood us in good stead during the last, turbulent year.

Our booking system Spektrix, introduced in September 2019, continued working well and provided us with invaluable data on our customers. Using a web-based booking system was crucial when remotely refunding customers after our closure. Working with our web developers and Spektrix we were able to change to a 'Session Pass' model and adjust visitor numbers to good effect.

Our social media following continued to grow steadily – pre-closure our posts from the centre had great reach with lots of active sharing and commenting as well as numerous influencer posts directing new visitors to us throughout the year. During 2020/21 our Facebook following grew by 10% and Instagram grew by 11% with high engagement rates from those followers (likes, shares and video views).

We cross promoted and undertook reciprocal marketing in our newsletter and on social media with peer organisations such as Little Angel, artsdepot, Ministry of Stories, Jackson's Lane and more. We continued to use Instagram Stories to tell the behind the scenes story of Discover. These more spontaneous posts are popular with our core audience, with several hundred active views for each story – and help bring people into more familiar relationship with our organisation. We also ensure we tag key partners such as publishers, helping to build ongoing relationships by using our content.

Our regular email newsletter is now managed through our booking system and can be easily subscribed to as part of the online, phone or front of house booking process. This has seen a 50% increase in subscribers in the past year, with 13,500 now receiving our fortnightly updates and good rates of click through and booking.

Volunteers

We were not able to work with volunteers over the last year, but we look forward to them once again playing an important role in supporting Discover's exhibition development, evaluation, events, and programmes in the future.

3) Resilience and Sustainability

Environmental Sustainability

Discover recognises its responsibility to protect the environment and is continually working to reduce the environmental impact of our work as a venue, in the office, as a landlord and through our external programmes. Our policy aims to maintain an economic working environment that strives to promote energy efficiency, recycling of waste materials and the use of recycled products in the pursuit of creating an economic and environmentally friendly workplace. We also comply with all relevant environmental legislation, regulations, and requirements.

We continue to implement our Environmental Action Plan including changing to a renewable energy supplier, installing more low energy light bulbs, operating light sensors where possible in the building, using recycled materials and recycling elements within capital and exhibition designs, and offering tap water and bottle refills to customers.

Investing in our Building and Resources

To maintain a safe environment, we purchased a substantial amount of equipment for the physical opening of the site including sanitiser & wipe dispensers, toilet door locks to allow single family use and a fogging machine to disinfect hard to wipe areas. We began preparation to develop our Story Garden to offer better access and improved opportunities for outdoor hands-on experiences and learning through play which, as mentioned earlier, was successfully completed to great acclaim in July 2021.

At the beginning of October 2020 our long-term tenant moved out of 379-381 High Street. We retained existing sub-tenants on the ground and second floors. Undertaking a significant amount of work to improve the building, we were pleased to find a tenant for the third floor who moved in at the beginning of June 2021, and to agree terms with the ground floor tenant who will shortly be expanding into the first floor.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
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Priorities 2021/22

- Discover is open to all children and aims to balance its rising profile across London with the commitment to its local community, evidenced on a universal level by reduced price entry for all Newham residents throughout the year and targeted free tickets, distributed by partner organisations within the borough, to help us reach families with reduced socio-economic access. We will also continue to provide other free access opportunities during the year through after-school free entry targeted at local primary schools, Mighty Mega and Story Sandwich.
- As families return to public activities, we will work with cultural partners, local authorities such as Newham and Redbridge, and libraries to re-engage regulars and attract new visitors. Locally we will respond to the rapidly changing demographic by working with Newham's Community Wealth Building strategy and the Royal Docks developments.
- Our consultation with partners will drive our Community and Education projects to prioritise communities at risk of being left behind, such as refugees or those facing homelessness and disabled children. Our fundraising strategy focuses on raising money to enable these programmes to happen. We seek imaginative ways to support this through funders, companies and individuals but also commit core funds where required and available.
- Complete refurbishment and redevelopment of Discover's Story Garden to offer improved opportunities for outdoor hands-on experiences and learning through play.
- As a result of Covid-19, Discover closed until mid-May 2021. We will continue to run reduced capacity, timed sessions but will aim to gradually grow visitor levels, with a target of 79,410 visits during the year.
- Work with our Teachers' Forum to ensure our schools' strategy remains relevant to re-start class visits in the autumn term.
- Continue to create a digital offer to support wider access to creative activities, particularly for the most vulnerable. This will include 12 online stories and events for families with a target of 12k views. We will maintain weekly online sessions for vulnerable members of Mighty Mega through the year, alongside welcoming members back to in-person weekly sessions from September 2021.
- Retain Fairy Tales through to Easter holidays 2022 to maximise investment in the exhibition. Develop and install *The Story Hotel*, a new exhibition designed in conjunction with best-selling, award winning author and illustrator Rob Biddulph.
- Phased re-introduction of our programme of 0-5's immersive story-telling starting with a newly commissioned event from Malika Booker.
- Deliver the re-scheduled third year of Newham Word Festival, postponed to June 2021.
- Programme and deliver the children's strand of Fabula Festival for Vision Redbridge Culture and Leisure.
- Deliver Educating Children on Gender Equality (*Ed.G.E*) project across four schools in east London.
- Deliver the Creative Wellbeing Project across three schools in east London.

Structure, Governance and Management

Discover is a company limited by guarantee governed by its Memorandum and Articles of Association. It is registered as a charity with the Charity Commission. The Board of Trustees, which is responsible for the direction and management of Discover, is elected by members. Membership of the charity is open to any individual who supports the aims and policies of the company and is approved by the Trustees.

The Board has overall responsibility for the strategic control and direction of Discover with day-to-day management delegated to the Chief Executive. Discover's Board is elected by members at its AGM. The Board currently meets bi-monthly.

Discover's Articles of Association state that the Board must consist of between 3-20 Trustees. Current Board membership includes Trustees with skills and experience in development, education including SENCo, finance, fundraising, human resources, law (including property), pr and communications, regeneration, and writing.

New Trustees receive a copy of the Discover Trustee Induction pack which includes information on their legal obligations under charity and company law, information about the charity and a copy of the Memorandum and Articles of Association. They also receive information about the decision-making processes, Board structure, and receive a copy of the Business Plan. During the year the charity provided indemnity insurance for its Trustees.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
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Discover Management Team

Chief Executive	(0.8)	Karla Barnacle-Best
Deputy Chief Executive		Paul Callaghan
Finance Director	(0.6)	Mary King
Head of Development	(0.8)	Kathy Everett
Head of Learning	(0.8)	Stephanie Bennett
Head of Operations		Richard Smith-Gore
Head of Marketing	(0.7)	Jessica Ziebland
Head of Creative Events	(0.6)	Natalie Chivers

Discover's remuneration policy states that key management salaries are determined through consideration of our financial position and constraints as well as testing against the wider market. Salary levels are initially agreed by the Finance Committee, which then makes a recommendation for approval by the Board.

The Board has established a Finance and Personnel Sub-Committee but during 2020/21, because of Covid-19 and the temporary closure of Covid-19, the full Board met monthly to scrutinise and oversee the detailed financing of the charity including management account forecasts, cashflow and reserves position. Since the start of 2021/22 we have reverted to a schedule of six meetings per year. When necessary, the Board also establishes working groups or offers additional support on specific areas, e.g. capital projects, governance, fundraising and website development.

Public Benefit

We have referred to the advice in the Charity Commission's general guidance on Public Benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set. This includes a review of the Commission's guidance on public benefit and fee charging. Discover relies upon grant income and fees from admissions to cover its operating costs. In setting the level of admission prices, the Trustees consider the accessibility of the Centre to those on low incomes. Admission is heavily subsidised for both schools and family visitors. We seek to provide several free days for local families each year as well as free entry to targeted groups via specific projects and offers.

The Story Centre is used by families and community groups during weekends, school holidays and after school. During term-time, school groups from Foundation, Key Stage 1 and Key Stage 2 visit Discover and have structured sessions led by Story Builders, which are designed to support key skills such as language, literacy, creative, social, and personal development. Many of our beneficiaries come from the six east London boroughs which represent some of the most disadvantaged communities in the UK.

Financial Review

In 2020-21 Discover's total income was £1,589,478 (2019-20: £1,963,931) this represents a 19% reduction from the previous year. The revenue comes from a variety of sources including earned income from admission fees and rental income from sub-letting space. Income also comes from grants, from trusts and foundations and commissions from a variety of sources to deliver specific services. The total expenditure in the year was £1,548,175 (2019-20: £2,035,295). The overall general fund position has increased by £878 with the fund balance at year-end of £461,642 (2019-20: £460,764).

Fundraising

- We are committed to ensuring that we are completely open about our fundraising and spending and follow the Code of Fundraising Practice.
- We undertake fundraising activity to our supporters via formal applications, direct mail, and direct contact at events, which is managed by the Centre's Fundraising Coordinator.
- We do not use any third parties to assist with raising funds and have had no complaints during this financial year.
- We did not receive any complaints with regards to our fundraising activity in the year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
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Financial Sustainability

Discover was closed for 10 months of the financial year due to COVID-19. This had a significant impact on our fundraising streams. Whilst we had some major reductions in the usual income streams, we were very successful in obtaining grant income. Total visitor income was £105,980 (2019-20: £924,699). Our earned income for the year was £323,307 (2019-20: £1,408,759). Grant income was £1,233,160 (2019-20: £515,135).

Reserves policy

The Trustees have established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the free reserves) held by the charity should be at least three months of expenditure. On 31 March 2021 the free reserves of the charity were £461,642 (2019-20: £460,764) representing approximately 90% of our 3 months of expenditure.

Investment Policy

The Trustees have considered the most appropriate policy for investing funds and in the current economic climate they felt it prudent to spread the cash across six savings accounts with different degrees of accessibility to maximise interest.

Risk Management

The Trustees have a risk management strategy which comprises:

- an annual review of the risks the charity might face.
- the establishment of systems and procedures to mitigate those risks identified in the plan.
- the implementation of procedures designed to minimise any potential impact on the charity should those risks materialise.

The Trustees view the current risks to be financial, the main risks being:

- adequacy of reserves and cashflow.
- achieving income targets; for grants from trusts and foundations as well as visitor income.
- significant drop in visitor figures due to the impact of Covid-19, a recession and competition within the area.
- higher operating costs due to sickness or quarantining.
- loss of key staff.

To mitigate the financial risks, the Board of Trustees reviews cashflow, management account forecasts and income targets at each meeting. A key priority has been set to build up the level of reserves again over the next five years. To mitigate the personnel risks, the Board of Trustees reviews key staffing issues and succession planning.

Accounting Compliance

The Directors confirm that the accounts comply with current statutory requirements and with the requirements of the charity's governing document.

Statement of Trustees' Responsibilities

The Trustees (who are also directors of Discover 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 (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing the financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently.
- observe the methods and principles in the Charities SORP.
- make judgements and estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards 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 charitable company will continue in business.

**CHILDREN'S DISCOVERY CENTRE EAST LONDON
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The Trustees are responsible for keeping proper accounting records that disclose, with reasonable accuracy at any time, the financial position of the company and to enable it to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The Trustees have taken all the steps that they ought to have taken to make any relevant audit information and to establish that the auditors are aware of that information.

The Directors have prepared this report in accordance with the special provisions of Part VII of the Companies Act 2006 relating to small companies.

Approved by the Board of Directors on: *1 December 2021*



Stephen Crampton-Hayward
Chair

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Opinion

We have audited the financial statements of Children's Discovery Centre East London for the year ended 31 March 2021 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Chair's Report and the Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 14, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to the regulatory requirements of the Charity Commission, and regulations regarding safeguarding, health and safety, and employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the Charities Act 2011, payroll taxes and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the posting of inappropriate journal entries or the manipulation of accounting judgements and estimates. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Reviewing minutes of Trustees' meetings during the year;

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHILDREN'S DISCOVERY CENTRE EAST LONDON

- Identifying and testing journals, in particular journal entries posted around the year-end; and
- Challenging assumptions and judgements made by management in their critical accounting estimates

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Lee Stokes (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditor

10 Queen Street Place
London
EC4R 1AG

Date: 01 December 2021

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2021

	Notes	General Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
INCOME					
<i>Income and endowments from:</i>					
Donations and Legacies					
Grants Receivable	2	516,425	716,735	1,233,160	515,135
Donations and Gifts	3	7,442	-	7,442	17,651
Charitable Activities					
Operation of Centre and Outreach	4	106,230	-	106,230	1,029,824
Other Trading Activities					
Contract Income	2	-	13,500	13,500	65,750
Sponsorship Income		-	-	-	30,000
Investments					
Rents Receivable		203,577	-	203,577	283,185
Interest Receivable		4,760	-	4,760	3,207
Other Income		20,809	-	20,809	19,179
Total Income		859,243	730,235	1,589,478	1,963,931
EXPENDITURE					
<i>Expenditure on:</i>					
Raising Funds					
Fundraising and Marketing	6	156,695	-	156,695	175,994
Charitable Activities					
Development of the Centre		82,275	-	82,275	87,537
Operation of the Centre and Outreach		788,751	520,454	1,309,205	1,771,764
Total Expenditure	7	1,027,721	520,454	1,548,175	2,035,295
Net income/(expenditure)		(168,478)	209,781	41,303	(71,364)
Transfer between funds	16	-	-	-	-
Net movement in funds		(168,478)	209,781	41,303	(71,364)
Fund Balances brought forward at 1 April 2020		3,851,152	162,811	4,013,963	4,085,327
Fund Balances carried forward at 31 March 2021		3,682,674	372,592	4,055,266	4,013,963

The notes on pages 22 to 33 form part of these financial statements. Details of comparative figures by fund are given on page 33.

All income and expenditure are derived from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006 and includes all gains and losses recognised in the year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
BALANCE SHEET
AS AT 31 MARCH 2021

Company Registration No 03479284

	Notes	2021 £	£	2020 £	£
FIXED ASSETS					
Tangible fixed assets	11		3,126,032		3,365,388
CURRENT ASSETS					
Stock		22,949		22,949	
Debtors	12	114,225		96,007	
Cash at bank and in hand		875,583		744,607	
		1,012,757		863,563	
CURRENT LIABILITIES					
CREDITORS: Amounts falling due within one year	13	(83,523)		(214,988)	
NET CURRENT ASSETS			929,234		648,575
TOTAL NET ASSETS			4,055,266		4,013,963
Unrestricted					
Designated - Building & Strategic Fund	17	3,221,032		3,390,388	
General Funds		461,642		460,764	
			3,682,674		3,851,152
Restricted Funds	16		372,592		162,811
			4,055,266		4,013,963

The notes form part of these accounts.

The financial statements were approved and authorised for issue by the Board of Trustees on: 1 December 2021 and were signed below on its behalf by:



Martin Clarke
Treasurer

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2021

	2021 £	2021 £	2020 £	2020 £
CASH FLOWS FROM OPERATING ACTIVITIES:				
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	41,303		(71,364)	
Adjustments for:				
Depreciation Charges	259,418		268,360	
Dividends, interest and rents from investments	(4,760)		(3,207)	
(Increase)/Decrease in stocks			(1,466)	
Decrease/(Increase) in debtors	(18,218)		56,337	
Increase/(Decrease) in creditors	(131,465)		107,789	
Net cash provided by (used in) operating activities		146,278		356,449
CASH FLOW FROM INVESTING ACTIVITIES				
Purchase of tangible fixed assets	(20,062)		(72,215)	
Dividends, interest and rents from investments	4,760		3,207	
Net cash provided by (used in) investing activities		(15,302)		(69,008)
Change in cash and cash equivalents in the reporting period		130,976		287,441
Cash and cash equivalents at the beginning of the reporting period		744,607		457,166
Cash and cash equivalents at the end of the reporting period		875,583		744,607
		2021 £		2020 £
Cash in hand		875,583		744,607
Total Cash and Cash Equivalents		875,583		744,607

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

1 ACCOUNTING POLICIES

1.1 Basis of Preparation

The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP 2015) (Second Edition, effective 1 January 2019) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

1.2 Going Concern

The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives trustees confidence the charity remains a going concern for the foreseeable future.

1.3 Income

All income is recognised once the charity has entitlement to income, it is probable that income will be received and the amount of income receivable can be measured reliably.

1.4 Expenditure

Expenditure is recognised in the period in which it is incurred and is allocated to the activities to which it relates. Where necessary a best estimate of allocation between activities is adopted.

The cost of raising funds comprises costs associated with generating funds including the cost of staff directly engaged in fundraising.

Charitable expenditure comprises costs directly attributable to running the Centre's core charitable function as well as the other programmes run.

Governance costs are those associated with the governance of the charity, compliance with statutory obligations and costs related to the strategic management of the Charity.

Support costs are attributed to each activity and are apportioned on the basis of staff time spent.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Individual fixed assets costing £500 or more are capitalised at

379-381 improvements	15 years
Long leasehold improvements - specific offices	20% on cost
Long leasehold premises	50 years
Exhibits	8 years
Furniture, Fittings & Equipment	25% on cost

Assets under the course of construction are not depreciated until the work is completed and the asset brought into use.

1.6 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

1 ACCOUNTING POLICIES (Continued)

1.7 Stock

Stock is valued at the lower of cost and net realisable value. Stock comprises materials used during workshops and refreshments and souvenirs for resale.

1.8 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.

1.9 Cash in bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

1.10 Creditors and provisions

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.

1.11 Restricted funds

Restricted funds are funds received subject to specific conditions imposed by the donor.

1.12 Unrestricted funds

Unrestricted funds are funds which are expendable at the direction of the Trustees.

1.13 Employee benefits

Short term benefits

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

Employee termination benefits

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

1.14 Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital. Financial liabilities held at amortised cost comprise all creditors except social security and other taxes and provisions.

1.15 Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, trustees are required to make judgement, estimates, and assumptions about the carrying value 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 affected current and future periods.

Judgements made by the trustees, in the application of these accounting policies that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are deemed to be in relation to the depreciation rates of tangible fixed assets and are discussed above.

In the view of the trustees, no assumptions concerning the future or estimation uncertainty affecting assets or liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:	Unrestricted	Restricted	2021	2020
	£	£	Total	Total
			£	£
Arts Council England	95,597	150,000	245,597	93,870
BBC Children in Need	-	56,028	56,028	49,784
Drapers Charitable Trust	-	10,000	10,000	-
The Edward Gosling Foundation	-	-	-	5,100
European Union	-	-	-	27,557
Garfield Weston Foundation	-	174,700	174,700	-
The Henry Smith Charity	-	75,000	75,000	34,100
HMRC	416,225	-	416,225	12,595
L & Q Place Makers Fund	-	-	-	38,500
Leathersellers Company Charitable Fund	-	-	-	10,000
London Borough of Newham	-	13,500	13,500	65,750
London Community Response Fund	-	14,800	14,800	-
Macquarie Foundation	4,603	-	4,603	11,827
Man Group plc Charitable Trust	-	24,635	24,635	24,980
National Lottery Community Fund	-	119,422	119,422	43,022
Paul Hamlyn Foundation	-	67,650	67,650	46,350
People's Postcode Lottery	-	-	-	12,950
Greater London Authority (Royal Docks Team)	-	-	-	28,000
Stavros Niarchos Foundation	-	24,500	24,500	24,500
Veolia Trust	-	-	-	52,000
	516,425	730,235	1,246,660	580,885
Grants	516,425	716,735	1,233,160	515,135
Contracts	-	13,500	13,500	65,750
	516,425	730,235	1,246,660	580,885
Capital	-	-	-	52,000
Revenue	516,425	730,235	1,246,660	528,885
	516,425	730,235	1,246,660	580,885

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

2 GRANTS AND CONTRACTS RECEIVABLE

Analysis by Funder:

	Unrestricted	Restricted	2020
	£	£	Total
			£
Arts Council England	93,870	-	93,870
BBC Children in Need	-	49,784	49,784
The Edward Gosling Foundation	-	5,100	5,100
European Union	-	27,557	27,557
The Henry Smith Charity	-	34,100	34,100
HMRC	12,595	-	12,595
L & Q Place Makers Fund	-	38,500	38,500
Leathersellers Company Charitable Fund	10,000	-	10,000
London Borough of Newham	15,750	50,000	65,750
Macquarie Foundation	11,827	-	11,827
Man Group plc Charitable Trust	-	24,980	24,980
National Lottery Community Fund	-	43,022	43,022
Paul Hamlyn Foundation	-	46,350	46,350
People's Postcode Lottery	-	12,950	12,950
Greater London Authority (Royal Docks Team)	-	28,000	28,000
Stavros Niarchos Foundation	-	24,500	24,500
Veolia Trust	-	52,000	52,000
	144,042	436,843	580,885
Grants	128,292	386,843	515,135
Contracts	15,750	50,000	65,750
	144,042	436,843	580,885
Capital	-	52,000	52,000
Revenue	144,042	384,843	528,885
	144,042	436,843	580,885

3 DONATIONS AND GIFTS

	2021	2020
	Total	Total
	£	£
Donations	5,388	10,004
Donations in Kind	-	2,250
Gift Aid	2,054	5,397
	7,442	17,651

All donations and gifts were unrestricted.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

4 OPERATION OF CENTRE AND OUTREACH

	Unrestricted	Restricted	2021 Total	2020 Total
	£	£	£	£
Family admissions	94,274	-	94,274	619,392
School admissions	385	-	385	70,664
Shop and café income	12,289	-	12,289	234,643
Birthday party lettings	(1,375)	-	(1,375)	27,680
Hire of space	407	-	407	17,804
Community income	-	-	-	33,877
Education and participation commissions	250	-	250	25,764
	106,230	-	106,230	1,029,824

The expenditure on operation of centre and outreach in 2020 was unrestricted.

5 NET INCOME/(EXPENDITURE)

	2021 Total	2020 Total
The result for the year is stated after charging:		
Auditor's remuneration	£	£
- Statutory Audit	9,250	9,250
- Other audit services	-	5,025
Depreciation	259,418	268,360

6 FUNDRAISING AND MARKETING

	Fundraising	Marketing	2021 Total	2020 Total
	£	£	£	£
Direct Costs	419	10,675	11,094	29,127
Salaries	40,677	53,224	93,901	98,654
Governance Costs	1,576	1,786	3,362	3,818
Support Costs	20,939	27,399	48,338	44,395
	63,611	93,084	156,695	175,994

	Fundraising	Marketing	2020 Total
	£	£	£
Direct Costs	694	28,433	29,127
Salaries	46,002	52,652	98,654
Governance Costs	1,850	1,968	3,818
Support Costs	21,506	22,889	44,395
	70,052	105,942	175,994

Fundraising is mainly from Trusts and Foundations. Discover does not undertake street collections or cold calling.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

7 EXPENDITURE

	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2021 £	Total 2020 £
Direct Costs						
Direct Project Costs	11,094	111	51,741	13,453	76,399	437,794
Capital Development	-	-	-	-	-	439
Salaries	93,901	52,884	667,026	132,570	946,381	1,021,532
Support Costs						
Governance Costs						
Staff costs	2,335	1,479	19,874	4,178	27,866	27,865
Audit	1,027	578	7,292	1,449	10,346	17,722
Other Support Costs						
Bank Charges	114	64	811	161	1,150	1,925
Depreciation	25,739	14,496	182,843	36,340	259,418	268,361
Insurance	1,083	610	7,692	1,529	10,914	10,205
Office Costs	19,493	10,978	138,470	27,521	196,462	222,881
Printing & Postage	111	62	784	156	1,113	2,832
Professional Fees	1,108	624	7,874	1,565	11,171	16,208
Stationery	79	45	564	112	800	988
Telephone	611	344	4,338	862	6,155	6,543
	156,695	82,275	1,089,309	219,896	1,548,175	2,035,295
	Fundraising & Marketing £	Development of Centre £	Operations £	Outreach £	Total 2020 £	
Direct Costs						
Direct Project Costs	29,127	331	339,247	69,089	437,794	
Capital Development	-	439	-	-	439	
Temp/Consultancy Costs	-	-	-	-	-	
Salaries	98,654	56,214	715,172	151,492	1,021,532	
Support Costs						
Governance Costs						
Staff costs	2,334	1,479	19,874	4,178	27,865	
Audit	1,484	941	12,640	2,657	17,722	
Other Support Costs						
Bank Charges	161	102	1,373	289	1,925	
Depreciation	22,482	14,247	191,399	40,233	268,361	
Insurance	855	542	7,278	1,530	10,205	
Office Costs	18,671	11,833	158,962	33,415	222,881	
Printing & Postage	237	150	2,020	425	2,832	
Professional Fees	1,358	860	11,560	2,430	16,208	
Stationery	83	52	705	148	988	
Telephone	548	347	4,667	981	6,543	
	175,994	87,537	1,464,897	306,867	2,035,295	

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

8 EMPLOYEES

The average number of employees during the year was as follows:

Number of Employees	2021	2020
Direct Charitable Expenditure	49	58
Fundraising and Publicity & Marketing	5	5
	54	63

Staff Costs	2021	2020
	£	£
Wages and Salaries	884,221	946,125
Social Security Costs	55,313	67,628
Pension Costs	34,713	35,644
	974,247	1,049,397

	2021	2020
	£	£
Senior Management Team salaries totalled	301,310	321,954

Senior Management Team is composed of the following number of posts:	2021	2020
Chief Executive Officer	0.8	0.8
Deputy Chief Executive	1.0	1.0
Finance Director	0.6	0.6
Head of Development	0.8	0.8
Head of Learning	0.8	0.8
Head of Operations	1.0	1.0
Head of Marketing	0.7	0.7
Head of Creative Events	0.6	0.6

There were no employees whose annual emoluments were £60,000 or more (2020: nil).

There were no settlements or compromise agreements during the year (2020: nil).

9 TRUSTEES

Vaseem Khan was paid £725 for services for Newham Word Festival (2020: nil).

No other Trustees received any remuneration from the charity in the year (2020: nil). No Travel and other expenses were reimbursed to any other Trustees during the year (2020: nil).

10 RELATED PARTIES

Vaseem Khan, Trustee, received £725 for services for Newham Word Festival. (2020: nil).

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

11 TANGIBLE FIXED ASSETS

	Leasehold Premises			Furniture, Fittings & Equipment	Total
	Discover House £	Discover Story Centre £	Exhibition £	£	£
Cost or valuation					
At 1 April 2020	985,000	4,426,443	403,632	204,638	6,019,713
Additions	18,704	-	-	1,358	20,062
At 31 March 2021	1,003,704	4,426,443	403,632	205,996	6,039,775
Depreciation					
At 1 April 2020	560,256	1,751,528	169,186	173,355	2,654,325
Charge in Year	15,539	181,503	50,454	11,922	259,418
At 31 March 2021	575,795	1,933,031	219,640	185,277	2,913,743
Net book value					
At 31 March 2021	427,909	2,493,412	183,992	20,719	3,126,032
At 31 March 2020	424,744	2,674,915	234,446	31,283	3,365,388

Net book value at 31 March 2021 represents fixed assets used for:

	Leasehold Premises			Computer Equipment	Total
	Discover House £	Discover Story Centre £	Exhibition £	£	£
Direct charitable purposes					
Operation of the Centre	-	2,493,412	183,992	20,719	2,698,123
Leased Property	427,909	-	-	-	427,909

The Sub-leased building represents expenditure on 379/381 High Street, Stratford which is a property subleased to Skills for Growth/Landmark on a 10 year lease from Oct 2015. The building improvements specifically for the tenant are being depreciated over the period of the lease.

The Sub-leased building was revalued at 11 October 2006 by Glenny LLP, Chartered Surveyors, on the basis of open market value at £985,000. This resulted in an unrealised impairment loss of £289,135 which was accounted for in the financial statements for the year ended 31 March 2006. The Trustees do not believe that there has been a further permanent diminution in value since 11 October 2006.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

12 DEBTORS

	2021 £	2020 £
Trade debtors	32,881	33,723
Rent	-	7,311
Prepayments and accrued income	81,344	54,973
	<u>114,225</u>	<u>96,007</u>

13 CREDITORS: Amounts falling due within one year

	2021 £	2020 £
Taxes and social security costs	20,575	38,034
Other creditors	51,848	85,526
Accruals and deferred income	11,100	91,428
	<u>83,523</u>	<u>214,988</u>

14 DEFERRED INCOME

	2021 £	2020 £
Total deferred income at 1 April 2020	62,449	22,343
Amounts realised in the year	(62,449)	(22,343)
Deferred income in the year	-	62,449
Total Deferred Income at 31 March 2021	<u>-</u>	<u>62,449</u>

15 SHARE CAPITAL

The company is limited by guarantee and does not have any share capital. Each member guarantees up to £5 payable in the event of a winding up under the terms of the Memorandum and Articles of Association.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

16 RESTRICTED FUNDS

	Balance at 1 Apr 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2021 £
Capital Garden Project	52,000	-	-	-	52,000
Community Projects	110,811	730,235	(520,454)	-	320,592
	<u>162,811</u>	<u>730,235</u>	<u>(520,454)</u>	<u>-</u>	<u>372,592</u>
	Balance at 31 Mar 2019 £	Income £	Expenditure £	Transfers £	Balance at 31 Mar 2020 £
Phase 2 Capital Project	16,063	-	(439)	(15,624)	-
Capital Garden Project	-	52,000	-	-	52,000
Community Projects	101,892	384,843	(375,924)	-	110,811
	<u>117,955</u>	<u>436,843</u>	<u>(376,363)</u>	<u>(15,624)</u>	<u>162,811</u>

The Phase 2 Capital project represents improvements to the Story World. The transfer of funds represents unrestricted funds spent on capital expenditure.

The Capital Garden Project represents improvements to the Story Garden.

Community Projects represents income and expenditure in relation to promoting the objectives of the charity in the local area.

17 DESIGNATED FUNDS

	Balance at 1 Apr 2020 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2021 £
Strategic Fund	25,000	95,000	(32,486)	7,486	95,000
Building Fund	3,365,388	20,062	(259,418)	-	3,126,032
	<u>3,390,388</u>	<u>115,062</u>	<u>(291,904)</u>	<u>7,486</u>	<u>3,221,032</u>
	Balance at 31 Mar 2019 £	New Designations £	Expenditure £	Transfers £	Balance at 31 Mar 2020 £
Strategic Fund	92,607	-	(17,685)	(49,922)	25,000
Building Fund	3,561,533	72,215	(268,360)	-	3,365,388
	<u>3,654,140</u>	<u>72,215</u>	<u>(286,045)</u>	<u>(49,922)</u>	<u>3,390,388</u>

The Strategic Fund is for essential maintenance and repairs of the building and garden.

The Building Fund represents the net book value of the tangible fixed assets held at 31 March 2021.

CHILDREN'S DISCOVERY CENTRE EAST LONDON
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31 MARCH 2021

18 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
Fund balances at 31 March 2021 are represented by:	£	£	£	£
Fixed Assets	-	3,126,032	-	3,126,032
Current Assets	545,165	95,000	372,592	1,012,757
Creditors: amounts falling due within one year	(83,523)	-	-	(83,523)
	<u>461,642</u>	<u>3,221,032</u>	<u>372,592</u>	<u>4,055,266</u>
	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
Fund balances at 31 March 2020 are represented by:	£	£	£	£
Fixed Assets	-	3,365,388	-	3,365,388
Current Assets	675,752	25,000	162,811	863,563
Creditors: amounts falling due within one year	(214,988)	-	-	(214,988)
	<u>460,764</u>	<u>3,390,388</u>	<u>162,811</u>	<u>4,013,963</u>

CHILDREN'S DISCOVERY CENTRE EAST LONDON
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2020

	General Funds £	Restricted Funds £	Total 2020 £
INCOME			
<i>Income and endowments from:</i>			
Donations and Legacies			
Grants Receivable	128,292	386,843	515,135
Donations and Gifts	17,651	-	17,651
Charitable Activities			
Operation of Centre and Outreach	1,029,824	-	1,029,824
Other Trading Activities			
Contract Income	15,750	50,000	65,750
Sponsorship Income	30,000	-	30,000
Investments			
Rents Receivable	283,185	-	283,185
Interest Receivable	3,207	-	3,207
Other Income	19,179	-	19,179
Total Income	1,527,088	436,843	1,963,931
EXPENDITURE			
<i>Expenditure on:</i>			
Raising Funds			
Fundraising and Marketing	175,994	-	175,994
Charitable Activities			
Development of the Centre	87,098	439	87,537
Operation of the Centre and Outreach	1,395,840	375,924	1,771,764
Total Expenditure	1,658,932	376,363	2,035,295
Net income/(expenditure)	(131,844)	60,480	(71,364)
Transfer between funds	15,624	(15,624)	-
Net movement in funds	(116,220)	44,856	(71,364)
Fund Balances brought forward at 1 April 2019	3,967,372	117,955	4,085,327
Fund Balances carried forward at 31 March 2020	3,851,152	162,811	4,013,963