



**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

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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 <a href="mailto:team@discover.org.uk">team@discover.org.uk</a> <a href="http://www.discover.org.uk">www.discover.org.uk</a>											
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		
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**CHILDREN'S DISCOVERY CENTRE EAST LONDON  
TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 MARCH 2021**

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## **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.

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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.



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*"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](http://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".*



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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."*

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#### 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.

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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 be 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**  
**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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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**  
**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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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**  
**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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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  
TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 MARCH 2021**

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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

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### 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

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### **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

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- 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](http://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 £
<b>INCOME</b>					
<i>Income and endowments from:</i>					
<b>Donations and Legacies</b>					
Grants Receivable	2	516,425	716,735	<b>1,233,160</b>	515,135
Donations and Gifts	3	7,442	-	<b>7,442</b>	17,651
<b>Charitable Activities</b>					
Operation of Centre and Outreach	4	106,230	-	<b>106,230</b>	1,029,824
<b>Other Trading Activities</b>					
Contract Income	2	-	13,500	<b>13,500</b>	65,750
Sponsorship Income		-	-	-	30,000
<b>Investments</b>					
Rents Receivable		203,577	-	<b>203,577</b>	283,185
Interest Receivable		4,760	-	<b>4,760</b>	3,207
<b>Other Income</b>		20,809	-	<b>20,809</b>	19,179
<b>Total Income</b>		<b>859,243</b>	<b>730,235</b>	<b>1,589,478</b>	1,963,931
<b>EXPENDITURE</b>					
<i>Expenditure on:</i>					
<b>Raising Funds</b>					
Fundraising and Marketing	6	156,695	-	<b>156,695</b>	175,994
<b>Charitable Activities</b>					
Development of the Centre		82,275	-	<b>82,275</b>	87,537
Operation of the Centre and Outreach		788,751	520,454	<b>1,309,205</b>	1,771,764
<b>Total Expenditure</b>	7	<b>1,027,721</b>	<b>520,454</b>	<b>1,548,175</b>	2,035,295
<b>Net income/(expenditure)</b>		<b>(168,478)</b>	<b>209,781</b>	<b>41,303</b>	<b>(71,364)</b>
Transfer between funds	16	-	-	-	-
<b>Net movement in funds</b>		<b>(168,478)</b>	<b>209,781</b>	<b>41,303</b>	<b>(71,364)</b>
Fund Balances brought forward at 1 April 2020		3,851,152	162,811	<b>4,013,963</b>	4,085,327
Fund Balances carried forward at 31 March 2021		3,682,674	372,592	<b>4,055,266</b>	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 £	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	11		<b>3,126,032</b>		3,365,388
<b>CURRENT ASSETS</b>					
Stock		<b>22,949</b>		22,949	
Debtors	12	<b>114,225</b>		96,007	
Cash at bank and in hand		<b>875,583</b>		744,607	
		<b>1,012,757</b>		<b>863,563</b>	
<b>CURRENT LIABILITIES</b>					
CREDITORS: Amounts falling due within one year	13	<b>(83,523)</b>		(214,988)	
<b>NET CURRENT ASSETS</b>			<b>929,234</b>		648,575
<b>TOTAL NET ASSETS</b>			<b>4,055,266</b>		<b>4,013,963</b>
Unrestricted					
Designated - Building & Strategic Fund	17	<b>3,221,032</b>		3,390,388	
General Funds		<b>461,642</b>		460,764	
			<b>3,682,674</b>		3,851,152
Restricted Funds	16		<b>372,592</b>		162,811
			<b>4,055,266</b>		<b>4,013,963</b>

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 £
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>				
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	41,303		(71,364)	
<b>Adjustments for:</b>				
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	
<b>Net cash provided by (used in) operating activities</b>		146,278		356,449
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>				
Purchase of tangible fixed assets	(20,062)		(72,215)	
Dividends, interest and rents from investments	4,760		3,207	
<b>Net cash provided by (used in) investing activities</b>		(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
<b>Cash and cash equivalents at the end of the reporting period</b>		875,583		744,607
		2021 £		2020 £
Cash in hand		875,583		744,607
<b>Total Cash and Cash Equivalents</b>		875,583		744,607



**CHILDREN'S DISCOVERY CENTRE EAST LONDON**  
**NOTES TO THE FINANCIAL STATEMENTS (Continued)**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**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**

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**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**

<b>Analysis by Funder:</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>	<b>Total</b>	<b>Total</b>
			<b>£</b>	<b>£</b>
Arts Council England	95,597	150,000	<b>245,597</b>	93,870
BBC Children in Need	-	56,028	<b>56,028</b>	49,784
Drapers Charitable Trust	-	10,000	<b>10,000</b>	-
The Edward Gosling Foundation	-	-	-	5,100
European Union	-	-	-	27,557
Garfield Weston Foundation	-	174,700	<b>174,700</b>	-
The Henry Smith Charity	-	75,000	<b>75,000</b>	34,100
HMRC	416,225	-	<b>416,225</b>	12,595
L & Q Place Makers Fund	-	-	-	38,500
Leathersellers Company Charitable Fund	-	-	-	10,000
London Borough of Newham	-	13,500	<b>13,500</b>	65,750
London Community Response Fund	-	14,800	<b>14,800</b>	-
Macquarie Foundation	4,603	-	<b>4,603</b>	11,827
Man Group plc Charitable Trust	-	24,635	<b>24,635</b>	24,980
National Lottery Community Fund	-	119,422	<b>119,422</b>	43,022
Paul Hamlyn Foundation	-	67,650	<b>67,650</b>	46,350
People's Postcode Lottery	-	-	-	12,950
Greater London Authority (Royal Docks Team)	-	-	-	28,000
Stavros Niarchos Foundation	-	24,500	<b>24,500</b>	24,500
Veolia Trust	-	-	-	52,000
	<b>516,425</b>	<b>730,235</b>	<b>1,246,660</b>	<b>580,885</b>
Grants	516,425	716,735	<b>1,233,160</b>	515,135
Contracts	-	13,500	<b>13,500</b>	65,750
	<b>516,425</b>	<b>730,235</b>	<b>1,246,660</b>	<b>580,885</b>
Capital	-	-	-	52,000
Revenue	516,425	730,235	<b>1,246,660</b>	528,885
	<b>516,425</b>	<b>730,235</b>	<b>1,246,660</b>	<b>580,885</b>

**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:**

	<b>Unrestricted</b>	<b>Restricted</b>	<b>2020</b>
	<b>£</b>	<b>£</b>	<b>Total</b>
			<b>£</b>
Arts Council England	93,870	-	<b>93,870</b>
BBC Children in Need	-	49,784	<b>49,784</b>
The Edward Gosling Foundation	-	5,100	<b>5,100</b>
European Union	-	27,557	<b>27,557</b>
The Henry Smith Charity	-	34,100	<b>34,100</b>
HMRC	12,595	-	<b>12,595</b>
L & Q Place Makers Fund	-	38,500	<b>38,500</b>
Leathersellers Company Charitable Fund	10,000	-	<b>10,000</b>
London Borough of Newham	15,750	50,000	<b>65,750</b>
Macquarie Foundation	11,827	-	<b>11,827</b>
Man Group plc Charitable Trust	-	24,980	<b>24,980</b>
National Lottery Community Fund	-	43,022	<b>43,022</b>
Paul Hamlyn Foundation	-	46,350	<b>46,350</b>
People's Postcode Lottery	-	12,950	<b>12,950</b>
Greater London Authority (Royal Docks Team)	-	28,000	<b>28,000</b>
Stavros Niarchos Foundation	-	24,500	<b>24,500</b>
Veolia Trust	-	52,000	<b>52,000</b>
	<b>144,042</b>	<b>436,843</b>	<b>580,885</b>
Grants	128,292	386,843	<b>515,135</b>
Contracts	15,750	50,000	<b>65,750</b>
	<b>144,042</b>	<b>436,843</b>	<b>580,885</b>
Capital	-	52,000	<b>52,000</b>
Revenue	144,042	384,843	<b>528,885</b>
	<b>144,042</b>	<b>436,843</b>	<b>580,885</b>

**3 DONATIONS AND GIFTS**

	<b>2021</b>	<b>2020</b>
	<b>Total</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
Donations	<b>5,388</b>	10,004
Donations in Kind	-	2,250
Gift Aid	<b>2,054</b>	5,397
	<b>7,442</b>	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	-	<b>94,274</b>	619,392
School admissions	385	-	<b>385</b>	70,664
Shop and café income	12,289	-	<b>12,289</b>	234,643
Birthday party lettings	(1,375)	-	<b>(1,375)</b>	27,680
Hire of space	407	-	<b>407</b>	17,804
Community income	-	-	-	33,877
Education and participation commissions	250	-	<b>250</b>	25,764
	<b>106,230</b>	-	<b>106,230</b>	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	<b>9,250</b>	9,250
- Other audit services	-	5,025
Depreciation	<b>259,418</b>	268,360

**6 FUNDRAISING AND MARKETING**

	Fundraising	Marketing	2021 Total	2020 Total
	£	£	£	£
Direct Costs	419	10,675	<b>11,094</b>	29,127
Salaries	40,677	53,224	<b>93,901</b>	98,654
Governance Costs	1,576	1,786	<b>3,362</b>	3,818
Support Costs	20,939	27,399	<b>48,338</b>	44,395
	<b>63,611</b>	<b>93,084</b>	<b>156,695</b>	175,994

	Fundraising	Marketing	2020 Total
	£	£	£
Direct Costs	694	28,433	<b>29,127</b>
Salaries	46,002	52,652	<b>98,654</b>
Governance Costs	1,850	1,968	<b>3,818</b>
Support Costs	21,506	22,889	<b>44,395</b>
	<b>70,052</b>	<b>105,942</b>	<b>175,994</b>

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**

	<b>Fundraising &amp; Marketing £</b>	<b>Development of Centre £</b>	<b>Operations £</b>	<b>Outreach £</b>	<b>Total 2021 £</b>	<b>Total 2020 £</b>
<b>Direct Costs</b>						
Direct Project Costs	11,094	111	51,741	13,453	<b>76,399</b>	437,794
Capital Development	-	-	-	-	-	439
Salaries	93,901	52,884	667,026	132,570	<b>946,381</b>	1,021,532
<b>Support Costs</b>						
<b>Governance Costs</b>						
Staff costs	2,335	1,479	19,874	4,178	<b>27,866</b>	27,865
Audit	1,027	578	7,292	1,449	<b>10,346</b>	17,722
<b>Other Support Costs</b>						
Bank Charges	114	64	811	161	<b>1,150</b>	1,925
Depreciation	25,739	14,496	182,843	36,340	<b>259,418</b>	268,361
Insurance	1,083	610	7,692	1,529	<b>10,914</b>	10,205
Office Costs	19,493	10,978	138,470	27,521	<b>196,462</b>	222,881
Printing & Postage	111	62	784	156	<b>1,113</b>	2,832
Professional Fees	1,108	624	7,874	1,565	<b>11,171</b>	16,208
Stationery	79	45	564	112	<b>800</b>	988
Telephone	611	344	4,338	862	<b>6,155</b>	6,543
	<b>156,695</b>	<b>82,275</b>	<b>1,089,309</b>	<b>219,896</b>	<b>1,548,175</b>	2,035,295
	<b>Fundraising &amp; Marketing £</b>	<b>Development of Centre £</b>	<b>Operations £</b>	<b>Outreach £</b>	<b>Total 2020 £</b>	
<b>Direct Costs</b>						
Direct Project Costs	29,127	331	339,247	69,089	<b>437,794</b>	
Capital Development	-	439	-	-	<b>439</b>	
Temp/Consultancy Costs	-	-	-	-	-	
Salaries	98,654	56,214	715,172	151,492	<b>1,021,532</b>	
<b>Support Costs</b>						
<b>Governance Costs</b>						
Staff costs	2,334	1,479	19,874	4,178	<b>27,865</b>	
Audit	1,484	941	12,640	2,657	<b>17,722</b>	
<b>Other Support Costs</b>						
Bank Charges	161	102	1,373	289	<b>1,925</b>	
Depreciation	22,482	14,247	191,399	40,233	<b>268,361</b>	
Insurance	855	542	7,278	1,530	<b>10,205</b>	
Office Costs	18,671	11,833	158,962	33,415	<b>222,881</b>	
Printing & Postage	237	150	2,020	425	<b>2,832</b>	
Professional Fees	1,358	860	11,560	2,430	<b>16,208</b>	
Stationery	83	52	705	148	<b>988</b>	
Telephone	548	347	4,667	981	<b>6,543</b>	
	<b>175,994</b>	<b>87,537</b>	<b>1,464,897</b>	<b>306,867</b>	<b>2,035,295</b>	

**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:

<b>Number of Employees</b>	<b>2021</b>	<b>2020</b>
Direct Charitable Expenditure	<b>49</b>	58
Fundraising and Publicity & Marketing	<b>5</b>	5
	<b>54</b>	<b>63</b>

<b>Staff Costs</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Wages and Salaries	<b>884,221</b>	946,125
Social Security Costs	<b>55,313</b>	67,628
Pension Costs	<b>34,713</b>	35,644
	<b>974,247</b>	<b>1,049,397</b>

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Senior Management Team salaries totalled	<b>301,310</b>	321,954

<b>Senior Management Team is composed of the following number of posts:</b>	<b>2021</b>	<b>2020</b>
Chief Executive Officer	<b>0.8</b>	0.8
Deputy Chief Executive	<b>1.0</b>	1.0
Finance Director	<b>0.6</b>	0.6
Head of Development	<b>0.8</b>	0.8
Head of Learning	<b>0.8</b>	0.8
Head of Operations	<b>1.0</b>	1.0
Head of Marketing	<b>0.7</b>	0.7
Head of Creative Events	<b>0.6</b>	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 £	£	£
<b>Cost or valuation</b>					
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
<b>Depreciation</b>					
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
<b>Net book value</b>					
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 £	£	£
<b>Direct charitable purposes</b>					
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**

	<b>Unrestricted Funds £</b>	<b>Designated Funds £</b>	<b>Restricted Funds £</b>	<b>Total Funds £</b>
<b>Fund balances at 31 March 2021 are represented by:</b>				
Fixed Assets	-	3,126,032	-	<b>3,126,032</b>
Current Assets	545,165	95,000	372,592	<b>1,012,757</b>
Creditors: amounts falling due within one year	(83,523)	-	-	<b>(83,523)</b>
	<u>461,642</u>	<u>3,221,032</u>	<u>372,592</u>	<u><b>4,055,266</b></u>
	<b>Unrestricted Funds £</b>	<b>Designated Funds £</b>	<b>Restricted Funds £</b>	<b>Total Funds £</b>
<b>Fund balances at 31 March 2020 are represented by:</b>				
Fixed Assets	-	3,365,388	-	<b>3,365,388</b>
Current Assets	675,752	25,000	162,811	<b>863,563</b>
Creditors: amounts falling due within one year	(214,988)	-	-	<b>(214,988)</b>
	<u>460,764</u>	<u>3,390,388</u>	<u>162,811</u>	<u><b>4,013,963</b></u>

**CHILDREN'S DISCOVERY CENTRE EAST LONDON**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 31 MARCH 2020**

	<b>General Funds £</b>	<b>Restricted Funds £</b>	<b>Total 2020 £</b>
<b>INCOME</b>			
<i>Income and endowments from:</i>			
<b>Donations and Legacies</b>			
Grants Receivable	128,292	386,843	<b>515,135</b>
Donations and Gifts	17,651	-	<b>17,651</b>
<b>Charitable Activities</b>			
Operation of Centre and Outreach	1,029,824	-	<b>1,029,824</b>
<b>Other Trading Activities</b>			
Contract Income	15,750	50,000	<b>65,750</b>
Sponsorship Income	30,000	-	<b>30,000</b>
<b>Investments</b>			
Rents Receivable	283,185	-	<b>283,185</b>
Interest Receivable	3,207	-	<b>3,207</b>
<b>Other Income</b>	19,179	-	<b>19,179</b>
<b>Total Income</b>	<b>1,527,088</b>	<b>436,843</b>	<b>1,963,931</b>
<b>EXPENDITURE</b>			
<i>Expenditure on:</i>			
<b>Raising Funds</b>			
Fundraising and Marketing	175,994	-	<b>175,994</b>
<b>Charitable Activities</b>			
Development of the Centre	87,098	439	<b>87,537</b>
Operation of the Centre and Outreach	1,395,840	375,924	<b>1,771,764</b>
<b>Total Expenditure</b>	<b>1,658,932</b>	<b>376,363</b>	<b>2,035,295</b>
<b>Net income/(expenditure)</b>	<b>(131,844)</b>	<b>60,480</b>	<b>(71,364)</b>
Transfer between funds	15,624	(15,624)	-
<b>Net movement in funds</b>	<b>(116,220)</b>	<b>44,856</b>	<b>(71,364)</b>
Fund Balances brought forward at 1 April 2019	3,967,372	117,955	<b>4,085,327</b>
Fund Balances carried forward at 31 March 2020	<b>3,851,152</b>	<b>162,811</b>	<b>4,013,963</b>