

MAMA YOUTH PROJECT

England & Wales · Charity number 1119238

Details

Status Registered

Legal form Charitable company

Company number [06033670](#)

Registered 2007-05-16

Register [View on the Charity Commission register](#)

Contact

Address Garden Studios
The Hive 42-50 Steele Road
London
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Website www.mamayouthproject.org.uk

Activities

Objects: TO ADVANCE THE EDUCATION OF YOUNG PEOPLE WHO ARE FROM DISADVANTAGED BACKGROUNDS (INCLUDING BUT NOT LIMITED TO BLACK AND OTHER ETHNIC MINORITY BACKGROUNDS) AND/OR WHO ARE UNEMPLOYED, HEREINAFTER REFERRED TO AS "DISADVANTAGED YOUTH", BY:-A) PROVIDING TRAINING FOR DISADVANTAGED YOUTH IN THE ART OF AUDIO AND/OR VISUAL MEDIA PRODUCTION (INCLUDING BUT NOT LIMITED TO TELEVISION PRODUCTION) AND ANCILLARY MATTERS;B) PRODUCING AND STAGING SHOWS, EVENTS AND OTHER PRODUCTIONS WHICH ARE AIMED AT EDUCATING DISADVANTAGED YOUTH IN CONNECTION WITH PRACTICAL ISSUES WHICH ARE OF RELEVANCE TO THEM, AND PRODUCING ANCILLARY MATERIALS; ANDC) SPONSORING DISADVANTAGED YOUTH TO HELP THEM GAIN GREATER INVOLVEMENT IN AUDIO AND/OR VISUAL MEDIA PRODUCTION AND SPONSORING EVENTS WHICH THE COMPANY THINKS WILL HELP DISADVANTAGED YOUTH GAIN SUCH GREATER INVOLVEMENT.

Activities: MAMA Youth Project aims to equip disadvantaged and marginalised young people between the age of 18-30 with the skills & experience that will help them secure long-term and fulfilling employment. We provide training that helps them secure employment, with a particular focus on those wanting to pursue a career in TV or media-an industry particularly closed to those from BAME& disadvantaged backgrounds

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** Education/training, Arts/culture/heritage/science, Economic/community Development/employment
- **Who:** Children/young People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, Other Defined Groups

Geography

- **Area of benefit:** NOT DEFINED IN PRACTICE NATIONAL
- Throughout London

Finances

| Period end | Income | Expenditure | Assets | Employees |
|------------|----------|-------------|----------|-----------|
| 2024-12-31 | £580,125 | £732,340 | £341,349 | 15 |
| 2023-12-31 | £871,691 | £773,339 | £493,564 | 12 |
| 2022-12-31 | £822,468 | £752,551 | £395,212 | 19 |
| 2021-12-31 | £882,637 | £656,654 | £325,295 | 18 |
| 2020-12-31 | £529,412 | £521,161 | £99,312 | 15 |

Trustees

| Name | Role | Appointed |
|-----------------------------------|-------|------------|
| Safira Nazli Afzal | Chair | 2020-09-21 |
| Ayobami Akinyode OLUNLOYO | | 2024-05-30 |
| Mei Leng Yew | | 2023-11-08 |
| Scott Elliott Pope | | 2023-03-20 |
| Tallulah Inger Mary Ferner-Robson | | 2024-10-10 |

MAMA YOUTH PROJECT

England & Wales - Charity number 1119238

Accounts

Charity registration number 1119238 (England and Wales)

Company registration number 6033670

MAMA YOUTH PROJECT
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

MAMA YOUTH PROJECT

LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|---|--|--|
| Trustees | Melissa Holton Salvatore Sparace Louisa Forsyth Safira Nazli Afzal Mei Leng Yew Tallulah Ferner - Robson Ayobami Akinyode Olunloyo Scott Pope | (Appointed 10 October 2024) (Appointed 30 May 2024) |
| Charity number (England and Wales) | 1119238 | |
| Company number | 6033670 | |
| Registered office | 325-327 Oldfield Lane North Greenford Middlesex UB6 0FX | |
| Independent examiner | Berish Hoffman FCA 325-327 Oldfield Lane North Greenford Middlesex UB6 0FX | |

MAMA YOUTH PROJECT

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MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 DECEMBER 2024

The trustees present their annual report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective from 1 January 2019).

Objectives and activities

MAMA Youth Project - Mission Statement:

To support motivated and under- represented young adults facing challenges into sustained employment in the media through the provision of training, hands on work experience and access to industry networks.

The Charity's objectives are specifically:

To advance the education of young people who are from disadvantaged backgrounds (including but not limited to black and other ethnic minority backgrounds) and/or who are unemployed, hereinafter referred to as "disadvantaged youth", by:

- a) providing training for disadvantaged youth in the art of audio and/or visual media production (including but not limited to television production) and ancillary matters;
- b) producing and staging shows, events and other productions which are aimed at educating disadvantaged youth in connection with practical issues which are of relevance to them, and producing ancillary materials; and
- c) sponsoring disadvantaged youth to help them gain greater involvement in audio and/or visual media production and sponsoring events which the company thinks will help disadvantaged youth gain such greater involvement.

MAMA Youth Project is a brand that aspires to be known for giving youth of the United Kingdom from under-represented backgrounds a platform to express themselves, trusting young people, giving them the responsibility to work within a disciplined environment and supporting them with professional and personal development.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance

Training programmes

MAMA Youth Project ran 3 bootcamps in 2024:

- 8 x week Broadcast and Digital Media training – 24 trainees
- 4 x week Birmingham based Kudos Knight scripted production training – 13 trainees
- 4 x week Vodcast and Podcast training – 16 trainees

In total, 53 young people have received our training in 2024, (54 in 2023), and became part of the alumni pool receiving support into employment.

The training is based on the real experience of doing the job that is assigned to a young adult. They have to perform their duties in a highly professional manner, taking full account of the discipline that goes with working in the television industry. The young trainees who take part in this unique training environment are working to produce broadcast quality content that is distributed on various social media platforms, including ITV digital.

During each boot-camp participants trained with MYP (with an allowance for travel and lunch) with the aim to enable them into employment and self-sustainability. Upon completion, participants received 6 months of “Two way” mentoring and follow up support into employment and will also become part of our talent pool, a successful source of recruitment for employers within the broadcast media industry.

The MAMA Youth training programme is broken down into 4 key stages:

1st Stage - Primarily focussed on training, consisting of soft skills - such as communication, work ethics and office etiquette - as well as job specific skills - such as pitching ideas, production paperwork, editing on Premier Pro, camera skills, lighting techniques, sound skills, data analysis etc.

2nd Stage - The “production stage”, where trainees (under the guidance and supervision of our trainers) create their own content to be distributed on various digital platforms. During this stage participants have real work experience and are given the full responsibility of the job.

3rd Stage - CPD - Throughout the training, trainees do CV clinics, interview technique workshops, are given insight into the various roles within the broadcast and digital media, as well as advice on how to search for jobs and career progression.

4th Stage – In the final week trainees will attend interview and networking events with a view to secure a paid opportunity with one of our industry partners, adding a reputable company to their CV, putting into action some of the skills they have learnt during their time with MAMA Youth Project.

Mentoring

The “Two-way mentoring” established scheme has continued to foster a community of peer-to peer support and positive industry led conversations. Mentees have gained a better understanding of the work culture and dynamics in production environments in addition to a more balanced level of expectation management, skills in dealing with a difficult situation at work and enhanced confidence to speak out when faced with conflict.

A further 41 mentoring pairs were matched during 2024, the mentees comprising both MAMA Youth’s most recent graduates and alumni with experience at a variety of levels. The young people were paired through a bespoke matching process with mentors from MYP’s industry partners, independent volunteers and high profile alumni, many of whom are now working at executive level.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

We aim to be a major service provider to youth organisations and civil bodies supporting young adults with various social issues. Although we are very strong on discipline and work ethics, MAMA Youth Project is a brand that means opportunity for young adults. We achieve this by allowing young adults to stand up for themselves, realise their potential and have the freedom to be recognised as equal and valued members of our society.

MAMA Youth Project's main training model offers training that is totally based in a working environment and the responsibility that comes with it. MAMA Youth Project is a non conventional learning institution whose main training model concentrates on vocational learning. The working environment is a place where industry professionals guide young trainees and pass on their experience of working in the broadcast and the media industries. Young people are given the confidence to conduct phone calls and correspondence with contributors from all levels of business both known and unknown to them. This helps to build self esteem and belief in their new found abilities. The training is non-accredited and focuses all its energy on finding employment, meaningful work experience or pathways into further education.

"All the lessons I have taken from MAMA Youth, in terms of building my self-confidence, I will be referring to for the rest of my life." MAMA Youth 2024 Alumnus

"Doing this course gave me a purpose. It gave me a reason to wake up every day" MAMA Youth 2024 Alumnus

"One key lesson I've taken away is to believe in yourself, put yourself forward, and even if others don't believe in you, MAMA Youth will. " MAMA Youth Alumnus 2024

From 2005 to 2024 MYP have managed to change the lives of over 900 young adults who had little hope of finding employment within the media industry. We have also helped give many young adults the confidence and realisation that they can contribute to society as they now know that they are employable.

In 2024 MAMA Youth advertised 452 roles across more than 30 industry partners including the BBC, Sky, Disney, Gravity Media, Pottermore Publishing, Sister, Buzz16, Banijay, Whisper and more. 144 industry job roles have been filled by MAMA Youth alumni.

The trustees confirm that they have complied with the duty in section 2 (1) (b) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

Financial review

The result for the year to 31 December 2024 shows total income of £580,125 (2023: £871,691) and total expenditure of £732,340 (2023: £773,339).

MAMA Youth Project will raise more funds through the Talent Pool memberships and an increase of contributions from our patron and corporate partners. We also look to improve revenue from positive employment outcomes achieved from delivering Skills Bootcamps. Another form of revenue we will be exploring is providing services to our partners outside of London like Banijay and Kudos Knight who support the charity financially.

Reserves policy MAMA Youth Project aims to retain sufficient free reserves equivalent to approximately three months forward expenditure. These reserves will be held in case of any sudden decline in income and ensure continuing commitments to providing services for the young adults. At the year end, the charity held free reserves

Reserves policy

MAMA Youth Project aims to retain sufficient free reserves equivalent to approximately three months forward expenditure. These reserves will be held in case of any sudden decline in income and ensure continuing commitments to providing services for the young adults.

At the year end, the charity held free reserves £236,879 (2023: £396,542).

Plans for future periods

For 2025 MAMA Youth will strengthen the CPD support for our alumni and mid-level talent and will work on launching the MAMA Youth Academy to further strengthen the financial sustainability of the organisation.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

Structure, governance and management

MAMA Youth Project is a company limited by guarantee, incorporated on 20th December 2006 and registered as a charity on 16th May 2007. Its governing documents are the Memorandum and Articles of Association. The founder, Bob Clarke, who started the organisation in 2005, has been a professional editor in broadcast television for over twenty years.

Potential trustees are scrutinised by the current trustees and are subject to competitive interview. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the Project.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Melissa Holton

Salvatore Sparace

Louisa Forsyth

Safira Nazli Afzal

Mei Leng Yew

Tallulah Ferner - Robson

(Appointed 10 October 2024)

Ayobami Akinyode Olunloyo

(Appointed 30 May 2024)

Scott Pope

Trustees are sought in a variety of ways involving exploration of the field of potential candidates, including recommendations from existing trustees and supporters of MAMA Youth Project. Potential trustees are scrutinised by the current trustees and are subject to competitive interview. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the Project.

The Chief Executive, Bob Clarke, reports to the trustees on managing risk. The key risks identified within MAMA Youth Project are recorded in a Headline Risk Register (HRR) which is presented to the Trustees quarterly. The HRR details the scope of each risk, actions taken to mitigate that risk and the assessment of the degree to which the risks are being managed. Actions to address risks are planned and monitored in these quarterly reviews and used to update the HRR.

The trustees are responsible for setting the goals of the charity. The day to day management is the responsibility of the executive management team which has overall responsibility for delivery of services and activities including financial, management and fundraising.

Small Company Provision

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

The trustees report was approved by the Board of Trustees.

Safira Nazli Afzal

Chair of Trustees

14 June 2025

MAMA YOUTH PROJECT

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAMA YOUTH PROJECT

I report to the trustees on my examination of the financial statements of MAMA Youth Project (the charity) for the year ended 31 December 2024.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law), you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006.

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

Independent examiner's statement

Since the charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of The Institute of Chartered Accountants in England & Wales, which is one of the listed bodies.

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

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

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

Berish Hoffman FCA

325-327 Oldfield Lane North

Greenford

Middlesex

UB6 0FX

16 June 2025

MAMA YOUTH PROJECT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

| | Notes | Unrestricted funds 2024 £ | Restricted funds 2024 £ | Total 2024 £ | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ |
|--|-------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Income from: | | | | | | | |
| Donations and legacies | 3 | 238,043 | 47,716 | 285,759 | 314,335 | 76,100 | 390,435 |
| Charitable activities | 4 | 294,366 | - | 294,366 | 450,006 | 31,250 | 481,256 |
| Total income | | 532,409 | 47,716 | 580,125 | 764,341 | 107,350 | 871,691 |
| Expenditure on: | | | | | | | |
| Charitable activities | 5 | 684,670 | 47,670 | 732,340 | 699,089 | 74,250 | 773,339 |
| Total expenditure | | 684,670 | 47,670 | 732,340 | 699,089 | 74,250 | 773,339 |
| Net income/(expenditure) | | (152,261) | 46 | (152,215) | 65,252 | 33,100 | 98,352 |
| Transfers between funds | | 32,100 | (32,100) | - | 1,000 | (1,000) | - |
| Net movement in funds | | (120,161) | (32,054) | (152,215) | 66,252 | 32,100 | 98,352 |
| Reconciliation of funds: | | | | | | | |
| Fund balances at 1 January 2024 | | 461,464 | 32,100 | 493,564 | 395,212 | - | 395,212 |
| Fund balances at 31 December 2024 | | 341,303 | 46 | 341,349 | 461,464 | 32,100 | 493,564 |

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MAMA YOUTH PROJECT

BALANCE SHEET

AS AT 31 DECEMBER 2024

| | | 2024 | | 2023 | |
|--|-------|----------------|-----------------------|----------------|-----------------------|
| | Notes | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Tangible assets | 10 | | 104,423 | | 64,922 |
| Investments | 11 | | 1 | | 1 |
| | | | <u>104,424</u> | | <u>64,923</u> |
| Current assets | | | | | |
| Debtors | 12 | 17,416 | | 50,716 | |
| Cash at bank and in hand | | 407,990 | | 426,345 | |
| | | <u>425,406</u> | | <u>477,061</u> | |
| Creditors: amounts falling due within one year | 13 | (57,222) | | (37,171) | |
| Net current assets | | | <u>368,184</u> | | <u>439,890</u> |
| Total assets less current liabilities | | | <u>472,608</u> | | <u>504,813</u> |
| Creditors: amounts falling due after more than one year | 14 | | (131,259) | | (11,249) |
| Net assets | | | <u><u>341,349</u></u> | | <u><u>493,564</u></u> |
| The funds of the charity | | | | | |
| Restricted income funds | 18 | | 46 | | 32,100 |
| Unrestricted funds | 17 | | 341,303 | | 461,464 |
| | | | <u>341,349</u> | | <u>493,564</u> |

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2024.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on 14 June 2025

Safira Nazli Afzal
Chair of Trustees

Company registration number 6033670 (England and Wales)

MAMA YOUTH PROJECT

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2024

| | Notes | 2024 £ | £ | 2023 £ | £ |
|---|-------|-------------------|-------------------|-------------------|-------------------|
| Cash flows from operating activities | | | | | |
| Cash (absorbed by)/generated from operations | 22 | | (94,699) | | 85,812 |
| Investing activities | | | | | |
| Purchase of tangible fixed assets | | (82,601) | | - | |
| Proceeds from disposal of tangible fixed assets | | 13,184 | | 2,167 | |
| | | <u> </u> | | <u> </u> | |
| Net cash (used in)/generated from investing activities | | | (69,417) | | 2,167 |
| Financing activities | | | | | |
| Repayment of bank loans | | 132,057 | | - | |
| Payment of finance leases obligations | | 13,704 | | (15,773) | |
| | | <u> </u> | | <u> </u> | |
| Net cash generated from/(used in) financing activities | | | 145,761 | | (15,773) |
| | | | <u> </u> | | <u> </u> |
| Net (decrease)/increase in cash and cash equivalents | | | (18,355) | | 72,206 |
| Cash and cash equivalents at beginning of year | | | 426,345 | | 354,139 |
| | | | <u> </u> | | <u> </u> |
| Cash and cash equivalents at end of year | | | 407,990 | | 426,345 |
| | | | <u> </u> | | <u> </u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

Charity information

MAMA Youth Project is a private company limited by guarantee incorporated in England and Wales. The registered office is 325-327 Oldfield Lane North, Greenford, Middlesex, UB6 0FX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

1.5 Expenditure

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

All expenditure is inclusive of irrecoverable VAT.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

| | |
|------------------|----------------------|
| Office equipment | 25% reducing balance |
| Motor vehicles | 25% reducing balance |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

(Continued)

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

(Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the balance sheet as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to net income/(expenditure) for the year so as to produce a constant periodic rate of interest on the remaining balance of the liability.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

| | Unrestricted funds 2024 £ | Restricted funds 2024 £ | Total 2024 £ | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ |
|---------------------|--|--|-----------------------------|--|--|-----------------------------|
| Donations and gifts | 63,870 | - | 63,870 | 119,073 | - | 119,073 |
| Grants | 174,173 | 47,716 | 221,889 | 195,262 | 76,100 | 271,362 |
| | <u>238,043</u> | <u>47,716</u> | <u>285,759</u> | <u>314,335</u> | <u>76,100</u> | <u>390,435</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

4 Income from charitable activities

| | Unrestricted funds 2024 £ | Restricted funds 2024 £ | Total 2024 £ | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ |
|--------------------------------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Activities undertaken directly | 294,366 | - | 294,366 | 450,006 | 31,250 | 481,256 |

5 Charitable activities

| | 2024 £ | 2023 £ |
|---|----------------|----------------|
| Staff costs | 47,670 | 273,539 |
| Depreciation and impairment | 29,916 | 22,725 |
| Production costs | 1,144 | 3,125 |
| Professional fees | 41,820 | 81,980 |
| Motor, travel and subsistence | 30,727 | 36,150 |
| Presenter fees | 665 | 827 |
| Equipment costs | 2,158 | 12,092 |
| Venue hire | 6,817 | 16,579 |
| Marketing and advertising | - | 1,493 |
| Other office cost | 6,421 | 3,273 |
| (Profit) / loss on disposal of fixed assets | (5,816) | 2,167 |
| | <u>161,522</u> | <u>453,950</u> |
| Share of support costs (see note 6) | 563,780 | 311,984 |
| Share of governance costs (see note 6) | 7,038 | 7,405 |
| | <u>732,340</u> | <u>773,339</u> |
| Analysis by fund | | |
| Unrestricted funds | 684,670 | 699,089 |
| Restricted funds | 47,670 | 74,250 |
| | <u>732,340</u> | <u>773,339</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

6 Support costs

| | Support costs | Governance costs | 2024 Support costs | Governance costs | 2023 |
|----------------------------------|----------------|------------------|--------------------|------------------|----------------|
| | £ | £ | £ | £ | £ |
| Staff costs | 468,318 | - | 468,318 | 246,719 | 246,719 |
| Insurance | 7,174 | - | 7,174 | 6,549 | 6,549 |
| Motor travel and subsistence | 13,722 | - | 13,722 | 13,079 | 13,079 |
| Other office costs | 31,211 | - | 31,211 | 18,774 | 18,774 |
| Professional fees | 4,503 | - | 4,503 | - | - |
| Staff training and welfare | 671 | - | 671 | 135 | 135 |
| Marketing and advertising | 8,146 | - | 8,146 | 8,033 | 8,033 |
| Printing, postage and stationery | 14 | - | 14 | 201 | 201 |
| Telephone | 2,816 | - | 2,816 | 2,861 | 2,861 |
| Subscriptions | 12,651 | - | 12,651 | 10,152 | 10,152 |
| Sundries | 986 | - | 986 | 644 | 644 |
| Interest payable | 11,207 | - | 11,207 | 2,966 | 2,966 |
| Bookkeeping fees | 2,361 | - | 2,361 | 1,872 | 1,872 |
| Accountancy fees | - | 7,038 | 7,038 | - | 7,405 |
| | <u>563,780</u> | <u>7,038</u> | <u>570,818</u> | <u>311,985</u> | <u>319,390</u> |
| Analysed between | | | | | |
| Charitable activities | <u>563,780</u> | <u>7,038</u> | <u>570,818</u> | <u>311,984</u> | <u>319,390</u> |

Governance costs include payments to the independent examiner of £3,400 (2023: £3,400) for independent examination services and £3,638 (2023: £4,005) for accountancy services.

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

7 Trustees (Continued)

8 Employees

The average monthly number of employees during the year was:

| 2024 Number | 2023 Number |
|----------------|----------------|
| 15 | 12 |

Employment costs

| | 2024 £ | 2023 £ |
|-----------------------|----------------|----------------|
| Wages and salaries | 469,365 | 470,157 |
| Social security costs | 38,415 | 42,203 |
| Other pension costs | 8,208 | 7,898 |
| | <u>515,988</u> | <u>520,258</u> |

The number of employees whose annual remuneration was more than £60,000 is as follows:

| | 2024 Number | 2023 Number |
|-----------------|----------------|----------------|
| £70,001-£85,000 | 1 | 1 |

Remuneration of key management personnel

The key management personnel of the charity comprise the trustees, the Chief Executive Officer and the Director of Operations.

The total employee benefits of the key management personnel of the charity were:

| | 2024 £ | 2023 £ |
|------------------------|----------------|----------------|
| Aggregate compensation | <u>151,243</u> | <u>150,200</u> |

9 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

10 Tangible fixed assets

| | Office equipment £ | Motor vehicles £ | Total £ |
|------------------------------------|--------------------------|------------------------|----------------|
| Cost | | | |
| At 1 January 2024 | 196,110 | 35,000 | 231,110 |
| Additions | 36,244 | 46,357 | 82,601 |
| Disposals | - | (31,250) | (31,250) |
| | <u>232,354</u> | <u>50,107</u> | <u>282,461</u> |
| At 31 December 2024 | 232,354 | 50,107 | 282,461 |
| Depreciation and impairment | | | |
| At 1 January 2024 | 149,433 | 16,755 | 166,188 |
| Depreciation charged in the year | 20,043 | 9,873 | 29,916 |
| Eliminated in respect of disposals | - | (18,066) | (18,066) |
| | <u>169,476</u> | <u>8,562</u> | <u>178,038</u> |
| At 31 December 2024 | 169,476 | 8,562 | 178,038 |
| Carrying amount | | | |
| At 31 December 2024 | <u>62,878</u> | <u>41,545</u> | <u>104,423</u> |
| At 31 December 2023 | <u>46,677</u> | <u>18,245</u> | <u>64,922</u> |

11 Fixed asset investments

| | | Other investments |
|--------------------------------------|--------------|----------------------|
| Cost or valuation | | |
| At 1 January 2024 & 31 December 2024 | | <u>1</u> |
| Carrying amount | | |
| At 31 December 2024 | | <u>1</u> |
| At 31 December 2023 | | <u>1</u> |
| | | <u>1</u> |
| | | <u>1</u> |
| Other investments comprise: | Notes | 2024 £ |
| Investments in subsidiaries | 21 | <u>1</u> |
| | | <u>1</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

12 Debtors

| | 2024 | 2023 |
|---|---------------|---------------|
| | £ | £ |
| Amounts falling due within one year: | | |
| Trade debtors | 700 | 34,600 |
| Amounts owed by subsidiary undertakings | 16,716 | 16,116 |
| | <u>17,416</u> | <u>50,716</u> |

13 Creditors: amounts falling due within one year

| | Notes | 2024 | 2023 |
|------------------------------------|-------|---------------|---------------|
| | | £ | £ |
| Bank loans | 15 | 32,910 | - |
| Obligations under finance leases | | 4,288 | 11,447 |
| Other taxation and social security | | 11,253 | 11,624 |
| Other creditors | | 1,771 | 7,100 |
| Accruals and deferred income | | 7,000 | 7,000 |
| | | <u>57,222</u> | <u>37,171</u> |

14 Creditors: amounts falling due after more than one year

| | Notes | 2024 | 2023 |
|----------------------------------|-------|----------------|---------------|
| | | £ | £ |
| Bank loans | 15 | 99,147 | - |
| Obligations under finance leases | | 32,112 | 11,249 |
| | | <u>131,259</u> | <u>11,249</u> |

15 Loans and overdrafts

| | 2024 | 2023 |
|-------------------------|----------------|----------|
| | £ | £ |
| Bank loans | 132,057 | - |
| | <u>132,057</u> | <u>-</u> |
| Payable within one year | 32,910 | - |
| Payable after one year | 99,147 | - |
| | <u>132,057</u> | <u>-</u> |

The long term loan is a government-backed loan accessed under a small business loan scheme for businesses impacted by the coronavirus pandemic. It provides a full guarantee against the outstanding guarantee facility balance.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

16 Retirement benefit schemes

| | 2024 | 2023 |
|---|-------|-------|
| Defined contribution schemes | £ | £ |
| Charge to profit or loss in respect of defined contribution schemes | 8,208 | 7,898 |

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

17 Unrestricted funds

| | At 1 January 2024 | Incoming resources | Resources expended | Transfers | At 31 December 2024 |
|-----------------------|----------------------|-----------------------|-----------------------|-----------|---------------------------|
| | £ | £ | £ | £ | £ |
| General funds | 461,464 | 532,409 | (684,670) | 32,100 | 341,303 |
| Previous year: | | | | | |
| | At 1 January 2023 | Incoming resources | Resources expended | Transfers | At 31 December 2023 |
| | £ | £ | £ | £ | £ |
| General funds | 395,212 | 764,341 | (699,089) | 1,000 | 461,464 |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

18 Restricted funds

The income funds of the charity include restricted funds comprising the following balances held for specific purposes:

| | Movement in funds | | | | Movement in funds | | | |
|------------------------------|-------------------|-----------------|----------------|------------------------------|-------------------|-----------------|-----------------|-----------------------------------|
| | Income | Expenditure | Transfers | Balance at 1 January 2024 | Income | Expenditure | Transfers | Balance at 31 December 2024 |
| | £ | £ | £ | £ | £ | £ | £ | £ |
| Alumni Hardship Fund | 1,000 | - | (1,000) | - | - | - | - | - |
| John Lyons | 44,000 | (44,000) | - | - | - | - | - | - |
| City Bridge Trust | - | - | - | - | 47,716 | (47,670) | - | 46 |
| The Clothworkers | 32,100 | - | - | 32,100 | - | - | (32,100) | - |
| Kensington & Chelsea Council | 11,250 | (11,250) | - | - | - | - | - | - |
| Acton and Park Royal CEZ | 19,000 | (19,000) | - | - | - | - | - | - |
| | <u>107,350</u> | <u>(74,250)</u> | <u>(1,000)</u> | <u>32,100</u> | <u>47,716</u> | <u>(47,670)</u> | <u>(32,100)</u> | <u>46</u> |

City Bridge Trust

Each year the MAMA Youth Project will support **23** disadvantaged and marginalised young people (YP) with the skills and experience that will help them to secure long-term and fulfilling employment in the TV and media industry. We will run an 8-week intensive bespoke media training bootcamp for young people aged 18-25 years old from London.

The aim is to enable them into employment and self-sustainability. Participants will intensively train with MYP for 8 weeks (with an allowance for travel and lunch). Training takes place from 8.30am to 5pm giving young people a foundation and introduction to a working environment. Upon completion, participants will receive 6 months of follow up support into employment and will also become a part of our talent pool, a successful source of recruitment for employers within the broadcast media industry.

Clothworkers

Clothworkers Foundation offered a grant of £32,100 for technical training equipment towards our bespoke media training programme. This project is linked to the COVID-19 pandemic as due to a lack of funding we have not been able to fund the upgrade of vital equipment that young people will need to be trained on in order to be ready to embark on a career in the media industry. The funding was awarded in December 2023, but spent in 2024.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

19 Analysis of net assets between funds

| | Unrestricted funds 2024 £ | Restricted funds 2024 £ | Total 2024 £ |
|------------------------------|------------------------------------|----------------------------------|--------------------|
| At 31 December 2024: | | | |
| Tangible assets | 104,423 | - | 104,423 |
| Investments | 1 | - | 1 |
| Current assets/(liabilities) | 368,138 | 46 | 368,184 |
| Long term liabilities | (131,259) | - | (131,259) |
| | <u>341,303</u> | <u>46</u> | <u>341,349</u> |
| | <u>£</u> | <u>£</u> | <u>£</u> |
| At 31 December 2023: | | | |
| Tangible assets | 64,922 | - | 64,922 |
| Investments | 1 | - | 1 |
| Current assets/(liabilities) | 407,790 | 32,100 | 439,890 |
| Long term liabilities | (11,249) | - | (11,249) |
| | <u>461,464</u> | <u>32,100</u> | <u>493,564</u> |
| | <u>£</u> | <u>£</u> | <u>£</u> |

20 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

21 Subsidiaries

| Name of undertaking | Registered office | Nature of business | Class of shares held | % Held | |
|-------------------------------|-------------------|---------------------|----------------------|--------|----------|
| | | | | Direct | Indirect |
| Licklemor Productions Limited | United Kingdom | Production services | Ordinary | 100.00 | |

The aggregate capital and reserves and the result for the year of subsidiaries excluded from consolidation was as follows:

| Name of undertaking | Profit/(Loss) £ | Capital and Reserves £ |
|---------------------|--------------------|---------------------------|
| | | |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

| | | | | |
|-----------|--|---------------------|-------------------|-----------------------|
| 22 | Cash (absorbed by)/generated from operations | 2024 | 2023 | |
| | | £ | £ | |
| | (Deficit)/surplus for the year | (152,215) | 98,352 | |
| | Adjustments for: | | | |
| | Depreciation and impairment of tangible fixed assets | 29,916 | 22,725 | |
| | Movements in working capital: | | | |
| | Decrease/(increase) in debtors | 33,300 | (34,600) | |
| | (Decrease) in creditors | (5,700) | (665) | |
| | Cash (absorbed by)/generated from operations | (94,699) | 85,812 | |
| 23 | Analysis of changes in net funds | | | |
| | | At 1 January | Cash flows | At 31 December |
| | | 2024 | | 2024 |
| | | £ | £ | £ |
| | Cash at bank and in hand | 426,345 | (18,355) | 407,990 |
| | Loans falling due within one year | - | (32,910) | (32,910) |
| | Loans falling due after more than one year | - | (99,147) | (99,147) |
| | Obligations under finance leases | (22,696) | (13,704) | (36,400) |
| | | 403,649 | (164,116) | 239,533 |

MAMA YOUTH PROJECT

England & Wales - Charity number 1119238

Accounts

Charity registration number 1119238

Company registration number 6033670 (England and Wales)

MAMA YOUTH PROJECT
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

MAMA YOUTH PROJECT

LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|-----------------------------|---|-----------------------------|
| Trustees | Melissa Holton Salvatore Sparace Louisa Forsyth Safira Nazli Afzal Mei Leng Yew | (Appointed 8 November 2023) |
| Charity number | 1119238 | |
| Company number | 6033670 | |
| Registered office | 325-327 Oldfield Lane North Greenford Middlesex UB6 0FX | |
| Independent examiner | Berish Hoffman FCA Landau Morley LLP 325-327 Oldfield Lane North Greenford Middlesex UB6 0FX | |

MAMA YOUTH PROJECT

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MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 DECEMBER 2023

The trustees present their annual report and financial statements for the year ended 31 December 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's [governing document], the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

Objectives and activities

MAMA Youth Project - Mission Statement:

To support

motivated and under-represented young adults facing challenges

into

sustained employment in the media

through

the provision of training, hands on work experience and access to industry networks.

The Charity's objectives are specifically:

To advance the education of young people who are from disadvantaged backgrounds (including but not limited to black and other ethnic minority backgrounds) and/or who are unemployed, hereinafter referred to as "disadvantaged youth", by:-

- a) providing training for disadvantaged youth in the art of audio and/or visual media production (including but not limited to television production) and ancillary matters;
- b) producing and staging shows, events and other productions which are aimed at educating disadvantaged youth in connection with practical issues which are of relevance to them, and producing ancillary materials; and
- c) sponsoring disadvantaged youth to help them gain greater involvement in audio and/or visual media production and sponsoring events which the company thinks will help disadvantaged youth gain such greater involvement.

MAMA Youth Project is a brand that aspires to be known for giving youth of the United Kingdom from under-represented backgrounds a platform to express themselves, trusting young people, giving them the responsibility to work within a disciplined environment and supporting them with professional and personal development.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

MAMA Youth Project (MYP) is a leading UK media charity - building a brand focused on young adults, supported by young adults and giving back to young adults.

Although the main training programme is very much geared towards a working environment rather than theory-based, MYP aims to develop and conduct other training programmes that can take advantage of all the experiences and knowledge that has been developed. Unmuted training ensures trainees have full, hands-on responsibility for producing broadcast quality shows that are made available to the general public through broadcast and other media platforms. The work placements following Unmuted TV training are done in accordance to an entry to employment policy and include:

- Introductions to potential employers
- Health & safety awareness
- Personal development sessions
- Support with CV preparation
- Employment interview techniques
- Visits to broadcast stations
- Visits to post production houses
- Work experience placements

Young people will be selected to participate in the programme based upon:

- Representing an under-represented group
- Limited access to educational/employment opportunities
- Term of unemployment
- Aptitude for an interest in TV production
- Recommendation from a referring organisation such as Youth Services
- A clear willingness to further their personal development, and to demonstrate they are ready to change their lives
- Despite working hard and attending university are still unable to find an entry level opportunity in TV.

Strategies for achieving aims and objectives

Background

MAMA Youth Project is an off shoot of MAMA Production's Ltd which was established in 2001. Wholly owned by Bob and Caroline Clarke, the company was originally a small concern producing programmes for television and corporate videos. MAMA Productions has been dissolved since March 2009; this allowed Bob and Caroline to dedicate more time to MAMA Youth Project.

MAMA Youth Project's main training product is the Unmuted TV training a unique format specific for the television industry. The employability skills learned can, however, be transferred to any industry. The product has two main outlets:

1. Training New TV Talent

MAMA Youth Project is actively promoting diversity within the television industry by giving free training to diverse groups of people who are under-represented within the industry. There are many publications and reports on the lack of diversity in television. The main reason MAMA Youth Project exists is to give young adults the practical skills and means to have a strong chance of finding employment within the broadcast and media industry.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

2. Training Young Adults In Life Skills For Employment

From 2005 to 2023 MYP have managed to change the lives of over 900 young adults who had little hope of finding employment within the media industry. We have also helped give many young adults the confidence and realisation that they can contribute to society as they now know that they are employable. Most of our young adults have been seeking a job within the media for a long time or have been unemployed for so long their confidence had been shattered or they found themselves settling into a routine of getting up late and not really participating in society. Because of their experience with MAMA Youth Project many have had the confidence to do work experience or volunteering. We aim to be a major service provider to youth organisations and civil bodies supporting young adults with various social issues. Although we are very strong on discipline and work ethics, MAMA Youth Project is a brand that means opportunity for young adults. We achieve this by allowing young adults to stand up for themselves, realise their potential and have the freedom to be recognised as equal and valued members of our society. MAMA Youth Project's main training model offers training that is totally based in a working environment and the responsibility that comes with it. MAMA Youth Project is a non conventional learning institution whose main training model concentrates on vocational learning. The working environment is a place where industry professionals guide young trainees and pass on their experience of working in the broadcast and the media industries. Young people are given the confidence to conduct phone calls and correspondence with contributors from all levels of business both known and unknown to them. This helps to build self esteem and belief in their new found abilities. The young adults make a professional television programme, to industry standards under a strict employment code of practice. The training is non-accredited and focuses all its energy on finding employment, meaningful work experience or pathways into further education.

The trustees confirm that they have complied with the duty in section 2 (1) (b) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'. The aim of MAMA Youth Project is to advance the education of young people for the public benefit by: a) Providing training for young people from underrepresented groups including, but not limited to, those from black Asian minority and ethnic backgrounds (BAME) in the art of television media production and ancillary matters; b) Producing shows (and other media productions) which are aimed at educating young people from underrepresented groups in life skills and other practical issues that affect them. The trustees have paid due regard to the public benefit guidance issued by the charity commission.

Public benefit

The aim of MAMA Youth Project is to advance the education of young people for the public benefit by:

- a) Providing training for young people from underrepresented groups including, but not limited to, those from black Asian minority and ethnic backgrounds (BAME) in the art of television media production and ancillary matters;
- b) Producing shows (and other media productions) which are aimed at educating young people from underrepresented groups in life skills and other practical issues that affect them.

The trustees confirm that they have complied with the duty in section 2 (1) (b) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'. The aim of MAMA Youth Project is to advance the education of young people for the public benefit by: a) Providing training for young people from underrepresented groups including, but not limited to, those from black Asian minority and ethnic backgrounds (BAME) in the art of television media production and ancillary matters; b) Producing shows (and other media productions) which are aimed at educating young people from underrepresented groups in life skills and other practical issues that affect them. The trustees have paid due regard to the public benefit guidance issued by the charity commission.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance

Training programmes

MAMA Youth Project ran 4 bootcamp programmes in 2023: 2 x 6 weeks Digital media programmes in London and 1 x 6 weeks in Manchester. In addition, 40 young people completed a Level 2 qualification in Media Employability skills during a series of 3 days workshops. Across the 3 boot-camps, 54 young people successfully completed the training and became part of the alumni pool receiving support into employment.

The training targets young people and trains them on digital and broadcast media production. The training is based on the real experience of doing the job that is assigned to a young adult. They have to perform their duties in a highly professional manner, taking full account of the discipline that goes with working in the television industry. The young trainees who take part in this unique training environment are working to produce broadcast quality content that is distributed on various social media platforms.

During each boot-camp participants trained with MYP for 6 weeks (with an allowance for travel and lunch) with the aim to enable them into employment and self-sustainability. Upon completion, participants received 6 months of follow up support into employment and will also become part of our talent pool, a successful source of recruitment for employers within the broadcast media industry.

The MAMA Youth training programme is broken down into 4 key stages:

1st Stage - The first three weeks is primarily focussed on training, consisting of soft skills - such as communication, work ethics and office etiquette - as well as job specific skills - such as pitching ideas, production paperwork, editing on Premier Pro, camera skills, lighting techniques, sound skills, data analysis etc.

2nd Stage -The following four weeks is the “production stage”, where trainees (under the guidance and supervision of our trainers) create their own content to be distributed on various digital platforms. During this stage participants have real work experience and are given the full responsibility of the job.

3rd Stage - Throughout the training, trainees do CV clinics, interview technique workshops, are given insight into the various roles within the broadcast and digital media, as well as advice on how to search for jobs and career progression.

4th Stage – In the final week trainees will attend interview and networking events with a view to secure a paid opportunity with one of our industry partners, adding a reputable company to their CV, putting into action some of the skills they have learnt during their time with MAMA Youth Project.

Mentoring

The “Two-way mentoring” established scheme has continued to foster a community of peer-to-peer support and positive industry led conversations. Mentees have gained a better understanding of the work culture and dynamics in production environments in addition to a more balanced level of expectation management, skills in dealing with a difficult situation at work and enhanced confidence to speak out when faced with conflict.

A further 50 mentoring pairs were matched during 2023, the mentees comprising both MAMA Youth’s most recent graduates and alumni with experience at a variety of levels. The young people were paired through a bespoke matching process with mentors from MYP’s industry partners, independent volunteers and high profile alumni, many of whom are now working at executive level.

Celebrating another year of amazing achievements for MAMA Youth Project’s commercial arm, Licklemor Productions, first-of-its-kind partnership was formed in 2023 with MAMA Youth Project and Licklemor Productions working with the ITV Studios Global Partnerships and the Digital Distribution team, headed by its EVP, Graham Haigh.

Selected trainees from our London and Manchester programmes in 2023 were given the rare opportunity to pitch their content ideas to ITV Studios Global Partnerships’ Digital Content team. Once they were granted the greenlight, together with our Licklemor Production producers and production trainers, the trainee content creators produced their original videos, which were later distributed on various ITV Studios digital platforms.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

Financial review

The result for the year to 31 December 2023 shows total income of £871,691 (2022: £822,468) and total expenditure of £777,339 (2022: £752,551).

MAMA Youth Project will raise more funds through the Talent Pool memberships and an increase of contributions from our patron and corporate partners Sky, Netflix, Disney, Banijay, Lime Pictures, Warner Bros. Gravity Media. We also look to improve revenue from positive employment outcomes achieved from Hounslow CEZ. Another form of revenue we will be exploring is providing services to our partners who support the charity financially such as a MYP talent pool, workshops for partner employees and the chance to meet industry gurus such as an evening with the Commissioning Editors.

Reserves policy MAMA Youth Project aims to retain sufficient free reserves equivalent to approximately three months forward expenditure. These reserves will be held in case of any sudden decline in income and ensure continuing commitments to providing services for the young adults. At the year end, the charity held free reserves

Reserves policy

MAMA Youth Project aims to retain sufficient free reserves equivalent to approximately three months forward expenditure. These reserves will be held in case of any sudden decline in income and ensure continuing commitments to providing services for the young adults.

At the year end, the charity held free reserves £396,541 (2022: £305,397).

Plans for future periods

In 2023 MAMA Youth worked to diversify the revenue streams even more, by offering commercial courses and workshops to our partners and beyond. We will be seeking to develop further paid courses and hire new staff, in particular technical supervisor. We will seek to increase the number of partners moving from the talent pool to corporate partners. Our commercial arm, Licklemor Productions will continue to build on its reputation of producing new and authentic programming. In 2023 we welcomed our Fundraising manager and we are continuing to strengthen relationships with third sector and local government funding.

Future plans are to also strengthen our senior management team to free our CEO and Director of Operations to concentrate and focus on the growth and governance of the charity and Licklemor.

Structure, governance and management

MAMA Youth Project is a company limited by guarantee, incorporated on 20th December 2006 and registered as a charity on 16th May 2007. Its governing documents are the Memorandum and Articles of Association. The founder, Bob Clarke, who started the organisation in 2005, has been a professional editor in broadcast television for over twenty years.

Potential trustees are scrutinised by the current trustees and are subject to competitive interview. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the Project.

The Chief Executive, Bob Clarke, reports to the trustees on managing risk. The key risks identified within MAMA Youth Project are recorded in a Headline Risk Register (HRR) which is presented to the Trustees quarterly. The HRR details the scope of each risk, actions taken to mitigate that risk and the assessment of the degree to which the risks are being managed. Actions to address risks are planned and monitored in these quarterly reviews and used to update the HRR. The trustees are responsible for setting the goals of the charity. The day to day management is the responsibility of the executive management team which has overall responsibility for delivery of services and activities including financial, management and fundraising.

The trustees report was approved by the Board of Trustees.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

| | |
|-----------------------|------------------------------|
| Melissa Holton | |
| Shaun Darren Scoon | (Resigned 30 September 2023) |
| Salvatore Sparace | |
| Louisa Forsyth | |
| Sara Alaine Chenery | (Resigned 21 September 2023) |
| Safira Nazli Afzal | |
| Penelope Janet Morgan | (Resigned 14 September 2023) |
| Sara Fisher | (Resigned 21 September 2023) |
| Samuel Ampah | (Resigned 2 November 2023) |
| James Allen | (Resigned 2 November 2023) |
| Mei Leng Yew | (Appointed 8 November 2023) |

Trustees are sought in a variety of ways involving exploration of the field of potential candidates, including recommendations from existing trustees and supporters of MAMA Youth Project. Potential trustees are scrutinised by the current trustees and are subject to competitive interview. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the Project.

The Chief Executive, Bob Clarke, reports to the trustees on managing risk. The key risks identified within MAMA Youth Project are recorded in a Headline Risk Register (HRR) which is presented to the Trustees quarterly. The HRR details the scope of each risk, actions taken to mitigate that risk and the assessment of the degree to which the risks are being managed. Actions to address risks are planned and monitored in these quarterly reviews and used to update the HRR.

The trustees are responsible for setting the goals of the charity. The day to day management is the responsibility of the executive management team which has overall responsibility for delivery of services and activities including financial, management and fundraising.

Small Company Provision

This report has been prepared in accordance with the provisions applicable to companies entitled to the smallmcompanies' exemption.

The trustees report was approved by the Board of Trustees.

Safira Nazli Afzal
Chair of Trustees

4 August 2024

MAMA YOUTH PROJECT

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAMA YOUTH PROJECT

I report to the trustees on my examination of the financial statements of MAMA Youth Project (the charity) for the year ended 31 December 2023.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

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

Berish Hoffman FCA

Landau Morley LLP
325-327 Oldfield Lane North
Greenford
Middlesex
UB6 0FX

Dated: 4 August 2024

MAMA YOUTH PROJECT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2023

| | Notes | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ | Unrestricted funds 2022 £ | Restricted funds 2022 £ | Total 2022 £ |
|--|-------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Income from: | | | | | | | |
| Donations and legacies | 3 | 314,335 | 76,100 | 390,435 | 248,387 | 64,000 | 312,387 |
| Charitable activities | 4 | 450,006 | 31,250 | 481,256 | 510,081 | - | 510,081 |
| Total income | | <u>764,341</u> | <u>107,350</u> | <u>871,691</u> | <u>758,468</u> | <u>64,000</u> | <u>822,468</u> |
| Expenditure on: | | | | | | | |
| Charitable activities | 5 | 699,089 | 74,250 | 773,339 | 542,553 | 209,998 | 752,551 |
| Total expenditure | | <u>699,089</u> | <u>74,250</u> | <u>773,339</u> | <u>542,553</u> | <u>209,998</u> | <u>752,551</u> |
| Net income | | 65,252 | 33,100 | 98,352 | 215,915 | (145,998) | 69,917 |
| Transfers between funds | | 1,000 | (1,000) | - | (13,520) | 13,520 | - |
| Net movement in funds | | 66,252 | 32,100 | 98,352 | 202,395 | (132,478) | 69,917 |
| Reconciliation of funds: | | | | | | | |
| Fund balances at 1 January 2023 | | 395,212 | - | 395,212 | 192,817 | 132,478 | 325,295 |
| Fund balances at 31 December 2023 | | <u>461,464</u> | <u>32,100</u> | <u>493,564</u> | <u>395,212</u> | <u>-</u> | <u>395,212</u> |

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MAMA YOUTH PROJECT

BALANCE SHEET

AS AT 31 DECEMBER 2023

| | | 2023 | | 2022 | |
|--|-------|----------------|----------------|----------------|----------------|
| | Notes | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Tangible assets | 10 | | 64,922 | | 89,814 |
| Investments | 11 | | 1 | | 1 |
| | | | <u>64,923</u> | | <u>89,815</u> |
| Current assets | | | | | |
| Debtors | 12 | 50,716 | | 16,116 | |
| Cash at bank and in hand | | 426,345 | | 354,139 | |
| | | <u>477,061</u> | | <u>370,255</u> | |
| Creditors: amounts falling due within one year | 13 | (37,171) | | (42,024) | |
| Net current assets | | | <u>439,890</u> | | <u>328,231</u> |
| Total assets less current liabilities | | | 504,813 | | 418,046 |
| Creditors: amounts falling due after more than one year | 14 | | (11,249) | | (22,834) |
| Net assets excluding pension liability | | | <u>493,564</u> | | <u>395,212</u> |
| Net assets | | | <u>493,564</u> | | <u>395,212</u> |
| The funds of the charity | | | | | |
| Restricted income funds | 16 | | 32,100 | | - |
| Unrestricted funds | | | 461,464 | | 395,212 |
| | | | <u>493,564</u> | | <u>395,212</u> |

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2023.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

MAMA YOUTH PROJECT

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2023

The financial statements were approved by the trustees on 4 August 2024

Safira Nazli Afzal
Chair of Trustees

Company registration number 6033670 (England and Wales)

MAMA YOUTH PROJECT

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2023

| | Notes | 2023 £ | £ | 2022 £ | £ |
|---|-------|-----------------|----------------|--------------|----------------|
| Cash flows from operating activities | | | | | |
| Cash generated from operations | 20 | | 85,812 | | 102,145 |
| Investing activities | | | | | |
| Purchase of tangible fixed assets | | | - | (40,008) | |
| Proceeds from disposal of tangible fixed assets | | 2,167 | | - | |
| | | <u>2,167</u> | | <u>-</u> | |
| Net cash generated from/(used in) investing activities | | | 2,167 | | (40,008) |
| Financing activities | | | | | |
| Payment of finance leases obligations | | (15,773) | | 5,855 | |
| | | <u>(15,773)</u> | | <u>5,855</u> | |
| Net cash (used in)/generated from financing activities | | | (15,773) | | 5,855 |
| Net increase in cash and cash equivalents | | | 72,206 | | 67,992 |
| Cash and cash equivalents at beginning of year | | | 354,139 | | 286,147 |
| | | | <u>354,139</u> | | <u>286,147</u> |
| Cash and cash equivalents at end of year | | | <u>426,345</u> | | <u>354,139</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

Charity information

MAMA Youth Project is a private company limited by guarantee incorporated in England and Wales. The registered office is 325-327 Oldfield Lane North, Greenford, Middlesex, UB6 0FX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

1.5 Expenditure

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

All expenditure is inclusive of irrecoverable VAT.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

| | |
|------------------|----------------------|
| Office equipment | 25% reducing balance |
| Motor vehicles | 25% reducing balance |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

(Continued)

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

(Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the balance sheet as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to net income/(expenditure) for the year so as to produce a constant periodic rate of interest on the remaining balance of the liability.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

| | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ | Unrestricted funds 2022 £ | Restricted funds 2022 £ | Total 2022 £ |
|---------------------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Donations and gifts | 119,073 | - | 119,073 | 80,241 | 24,000 | 104,241 |
| Grants | 195,262 | 76,100 | 271,362 | 168,146 | 40,000 | 208,146 |
| | <u>314,335</u> | <u>76,100</u> | <u>390,435</u> | <u>248,387</u> | <u>64,000</u> | <u>312,387</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

4 Income from charitable activities

| | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ | Unrestricted funds 2022 £ | Restricted funds 2022 £ | Total 2022 £ |
|--------------------------------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Activities undertaken directly | 450,006 | 31,250 | 481,256 | 510,081 | - | 510,081 |

5 Charitable activities

| | 2023 £ | 2022 £ |
|---|----------------|----------------|
| Staff costs | 273,539 | 90,683 |
| Depreciation and impairment | 22,725 | 29,569 |
| Production costs | 3,125 | 6,810 |
| Professional fees | 81,980 | 60,923 |
| Motor, travel and subsistence | 36,150 | 39,563 |
| Presenter fees | 827 | 8,781 |
| Equipment costs | 12,092 | 4,031 |
| Venue hire | 16,579 | 7,744 |
| Marketing and advertising | 1,493 | 976 |
| Other office cost | 3,273 | 758 |
| (Profit) / loss on disposal of fixed assets | 2,167 | - |
| | <u>453,950</u> | <u>249,838</u> |
| Share of support costs (see note 6) | 311,984 | 495,333 |
| Share of governance costs (see note 6) | 7,405 | 7,380 |
| | <u>773,339</u> | <u>752,551</u> |
| Analysis by fund | | |
| Unrestricted funds | 699,089 | 542,553 |
| Restricted funds | 74,250 | 209,998 |
| | <u>773,339</u> | <u>752,551</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

6 Support costs

| | Support costs | Governance costs | 2023 Support costs | Governance costs | 2022 |
|--|----------------|------------------|--------------------|------------------|----------------|
| | £ | £ | £ | £ | £ |
| Staff costs | 246,719 | - | 246,719 | 427,683 | 427,683 |
| Insurance | 6,549 | - | 6,549 | 6,262 | 6,262 |
| Motor travel and subsistence | 13,079 | - | 13,079 | 13,333 | 13,333 |
| Other office costs | 18,774 | - | 18,774 | 22,026 | 22,026 |
| Staff training and welfare | 135 | - | 135 | 318 | 318 |
| Marketing and advertising | 8,033 | - | 8,033 | 2,895 | 2,895 |
| Printing, postage and stationery | 201 | - | 201 | 709 | 709 |
| Telephone | 2,861 | - | 2,861 | 2,749 | 2,749 |
| Subscriptions | 10,152 | - | 10,152 | 10,553 | 10,553 |
| Sundries | 644 | - | 644 | 914 | 914 |
| Interest payable | 2,966 | - | 2,966 | 2,966 | 2,966 |
| Bookkeeping fees | 1,872 | - | 1,872 | 4,925 | 4,925 |
| Accountancy fees | - | 7,405 | 7,405 | - | 7,380 |
| | <u>311,985</u> | <u>7,405</u> | <u>319,390</u> | <u>495,333</u> | <u>502,713</u> |
| Analysed between Charitable activities | <u>311,984</u> | <u>7,405</u> | <u>319,389</u> | <u>495,333</u> | <u>502,713</u> |

Governance costs include payments to the independent examiner of £3,400 (2022: £3,400) for independent examination services and £4,265 (2022: £3,980) for accountancy services.

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

7 Trustees (Continued)

8 Employees

The average monthly number of employees during the year was:

| 2023 Number | 2022 Number |
|----------------|----------------|
| 12 | 19 |

Employment costs

| | 2023 £ | 2022 £ |
|-----------------------|----------------|----------------|
| Wages and salaries | 470,157 | 470,895 |
| Social security costs | 42,203 | 41,459 |
| Other pension costs | 7,898 | 6,012 |
| | <u>520,258</u> | <u>518,366</u> |

The number of employees whose annual remuneration was more than £60,000 is as follows:

| | 2023 Number | 2022 Number |
|-----------------|----------------|----------------|
| £70,001-£85,000 | 1 | 1 |

Remuneration of key management personnel

The key management personnel of the charity comprise the trustees, the Chief Executive Officer and the Director of Operations.

The total employee benefits of the key management personnel of the charity were:

| | 2023 £ | 2022 £ |
|------------------------|----------------|----------------|
| Aggregate compensation | <u>150,200</u> | <u>132,000</u> |

9 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

10 Tangible fixed assets

| | Office equipment £ | Motor vehicles £ | Total £ |
|------------------------------------|--------------------------|------------------------|----------------|
| Cost | | | |
| At 1 January 2023 | 206,695 | 47,514 | 254,209 |
| Disposals | (10,585) | (12,514) | (23,099) |
| | <u>196,110</u> | <u>35,000</u> | <u>231,110</u> |
| At 31 December 2023 | 196,110 | 35,000 | 231,110 |
| Depreciation and impairment | | | |
| At 1 January 2023 | 142,780 | 21,616 | 164,396 |
| Depreciation charged in the year | 16,249 | 6,475 | 22,724 |
| Eliminated in respect of disposals | (9,596) | (11,336) | (20,932) |
| | <u>149,433</u> | <u>16,755</u> | <u>166,188</u> |
| At 31 December 2023 | 149,433 | 16,755 | 166,188 |
| Carrying amount | | | |
| At 31 December 2023 | <u>46,677</u> | <u>18,245</u> | <u>64,922</u> |
| At 31 December 2022 | <u>63,916</u> | <u>25,898</u> | <u>89,814</u> |

11 Fixed asset investments

| | | Other investments |
|--------------------------------------|--------------|----------------------|
| Cost or valuation | | |
| At 1 January 2023 & 31 December 2023 | | 1 |
| | | <u>1</u> |
| Carrying amount | | |
| At 31 December 2023 | | 1 |
| | | <u>1</u> |
| At 31 December 2022 | | <u>1</u> |
| | | <u>1</u> |
| Other investments comprise: | Notes | 2023 £ |
| Investments in subsidiaries | 19 | <u>1</u> |
| | | <u>1</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

12 Debtors

| | 2023 | 2022 |
|---|---------------|---------------|
| | £ | £ |
| Amounts falling due within one year: | | |
| Trade debtors | 34,600 | - |
| Amounts owed by subsidiary undertakings | 16,116 | 16,116 |
| | <u>50,716</u> | <u>16,116</u> |

13 Creditors: amounts falling due within one year

| | 2023 | 2022 |
|------------------------------------|---------------|---------------|
| | £ | £ |
| | Notes | |
| Obligations under finance leases | 11,447 | 15,635 |
| Other taxation and social security | 11,624 | 15,787 |
| Other creditors | 7,100 | 3,202 |
| Accruals and deferred income | 7,000 | 7,400 |
| | <u>37,171</u> | <u>42,024</u> |

14 Creditors: amounts falling due after more than one year

| | 2023 | 2022 |
|----------------------------------|---------------|---------------|
| | £ | £ |
| | Notes | |
| Obligations under finance leases | 11,249 | 22,834 |
| | <u>11,249</u> | <u>22,834</u> |

15 Retirement benefit schemes

| | 2023 | 2022 |
|---|--------------|--------------|
| | £ | £ |
| Defined contribution schemes | | |
| Charge to profit or loss in respect of defined contribution schemes | 7,898 | 6,012 |
| | <u>7,898</u> | <u>6,012</u> |

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

16 Restricted funds

The income funds of the charity include restricted funds comprising the following balances held for specific purposes:

| | Balance at 1 January 2022 | Movement in funds | | | Balance at 1 January 2023 | Movement in funds | | | Balance at 31 December 2023 |
|--------------------------------|------------------------------|-------------------|------------------|---------------|------------------------------|-------------------|-----------------|----------------|-----------------------------------|
| | | Income | Expenditure | Transfers | | Income | Expenditure | Transfers | |
| | £ | £ | £ | £ | £ | £ | £ | £ | £ |
| Alumni Hardship Fund | 11,325 | - | (1,005) | (10,320) | - | 1,000 | - | (1,000) | - |
| John Lyons | (613) | 40,000 | (43,424) | 4,037 | - | 44,000 | (44,000) | - | - |
| London Community Response Fund | 1,715 | 24,000 | (45,199) | 19,484 | - | - | - | - | - |
| Netflix Inc. | 120,051 | - | (120,370) | 319 | - | - | - | - | - |
| The Clothworkers | - | - | - | - | - | 32,100 | - | - | 32,100 |
| Kensington & Chelsea Council | - | - | - | - | - | 11,250 | (11,250) | - | - |
| Acton and Park Royal CEZ | - | - | - | - | - | 19,000 | (19,000) | - | - |
| | <u>132,478</u> | <u>64,000</u> | <u>(209,998)</u> | <u>13,520</u> | <u>-</u> | <u>107,350</u> | <u>(74,250)</u> | <u>(1,000)</u> | <u>32,100</u> |

The Alumni Hardship Fund relates to amounts received to help the charity's alumni and trainees affected by the Covid-19 pandemic.

The National Lottery Community fund relates to a grant received to help the charity redesign and deliver its training in accordance with Covid-19 protocols.

The grant received from the John Lyons Charity provides funding for the Digital Media Training Programme targeting children and young people under the age of 25.

The London Community Response fund was granted to provide financial support to the charity's trainees affected by the Covid-19 pandemic.

The grant received from Netflix Inc.. funds the participation of 10 young people in the charity's training program, recruitment costs and the employment of administrative staff.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

17 Analysis of net assets between funds

| | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ |
|------------------------------|------------------------------------|----------------------------------|--------------------|
| At 31 December 2023: | | | |
| Tangible assets | 64,922 | - | 64,922 |
| Investments | 1 | - | 1 |
| Current assets/(liabilities) | 407,790 | 32,100 | 439,890 |
| Long term liabilities | (11,249) | - | (11,249) |
| | <u>461,464</u> | <u>32,100</u> | <u>493,564</u> |
| | <u>461,464</u> | <u>32,100</u> | <u>493,564</u> |
| | Unrestricted funds 2022 £ | Restricted funds 2022 £ | Total 2022 £ |
| At 31 December 2022: | | | |
| Tangible assets | 89,814 | - | 89,814 |
| Investments | 1 | - | 1 |
| Current assets/(liabilities) | 328,231 | - | 328,231 |
| Long term liabilities | (22,834) | - | (22,834) |
| | <u>395,212</u> | <u>-</u> | <u>395,212</u> |
| | <u>395,212</u> | <u>-</u> | <u>395,212</u> |

18 Related party transactions

19 Subsidiaries

| Name of undertaking | Registered office | Nature of business | Class of shares held | % Held | |
|-------------------------------|-------------------|---------------------|----------------------|--------|----------|
| | | | | Direct | Indirect |
| Licklemor Productions Limited | United Kingdom | Production services | Ordinary | 100.00 | |

The aggregate capital and reserves and the result for the year of subsidiaries excluded from consolidation was as follows:

| Name of undertaking | Profit/(Loss) | Capital and Reserves |
|-------------------------------|---------------|----------------------|
| | £ | £ |
| Licklemor Productions Limited | (900) | (899) |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

| | | | | |
|-----------|--|---------------------|-------------------|-----------------------|
| 20 | Cash generated from operations | | 2023 | 2022 |
| | | | £ | £ |
| | Surplus for the year | | 98,352 | 69,917 |
| | Adjustments for: | | | |
| | Depreciation and impairment of tangible fixed assets | | 22,725 | 29,569 |
| | Movements in working capital: | | | |
| | (Increase) in debtors | | (34,600) | (16,116) |
| | (Decrease)/increase in creditors | | (665) | 18,775 |
| | Cash generated from operations | | <u>85,812</u> | <u>102,145</u> |
| 21 | Analysis of changes in net funds | | | |
| | | At 1 January | Cash flows | At 31 December |
| | | 2023 | | 2023 |
| | | £ | £ | £ |
| | Cash at bank and in hand | 354,139 | 72,206 | 426,345 |
| | Obligations under finance leases | (38,469) | 15,773 | (22,696) |
| | | <u>315,670</u> | <u>87,979</u> | <u>403,649</u> |

MAMA YOUTH PROJECT

England & Wales - Charity number 1119238

Accounts

Charity registration number 1119238

Company registration number 6033670 (England and Wales)

MAMA YOUTH PROJECT
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

MAMA YOUTH PROJECT

LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|-----------------------------|---|---|
| Trustees | Melissa Holton Shaun Darren Scoon Salvatore Sparace Louisa Forsyth Sara Alaine Chenery Safira Nazli Afzal Penelope Janet Morgan Sara Fisher Samuel Ampah James Allen | (Appointed 7 June 2022) (Appointed 19 January 2022) (Appointed 7 June 2022) |
| Charity number | 1119238 | |
| Company number | 6033670 | |
| Registered office | 325-327 Oldfield Lane North Greenford Middlesex UB6 0FX | |
| Independent examiner | Berish Hoffman FCA Landau Morley LLP 325-327 Oldfield Lane North Greenford Middlesex UB6 0FX | |

MAMA YOUTH PROJECT

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MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2022

The trustees present their annual report and financial statements for the year ended 31 December 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

Objectives and activities

MAMA Youth Project - Mission Statement:

To support

motivated and under-represented young adults facing challenges

into

sustained employment in the media

through

the provision of training, hands on work experience and access to industry networks.

The Charity's objectives are specifically:

To advance the education of young people who are from disadvantaged backgrounds (including but not limited to black and other ethnic minority backgrounds) and/or who are unemployed, hereinafter referred to as "disadvantaged youth", by:-

- a) providing training for disadvantaged youth in the art of audio and/or visual media production (including but not limited to television production) and ancillary matters;
- b) producing and staging shows, events and other productions which are aimed at educating disadvantaged youth in connection with practical issues which are of relevance to them, and producing ancillary materials; and
- c) sponsoring disadvantaged youth to help them gain greater involvement in audio and/or visual media production and sponsoring events which the company thinks will help disadvantaged youth gain such greater involvement.

MAMA Youth Project is a brand that aspires to be known for giving youth of the United Kingdom from under-represented backgrounds a platform to express themselves, trusting young people, giving them the responsibility to work within a disciplined environment and supporting them with professional and personal development.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

MAMA Youth Project (MYP) is a leading UK media charity - building a brand focused on young adults, supported by young adults and giving back to young adults.

Although the main training programme is very much geared towards a working environment rather than theory-based, MYP aims to develop and conduct other training programmes that can take advantage of all the experiences and knowledge that has been developed. Unmuted training ensures trainees have full, hands-on responsibility for producing broadcast quality shows that are made available to the general public through broadcast and other media platforms. The work placements following Unmuted TV training are done in accordance to an entry to employment policy and include:

- Introductions to potential employers
- Health & safety awareness
- Personal development sessions
- Support with CV preparation
- Employment interview techniques
- Visits to broadcast stations
- Visits to post production houses
- Work experience placements

Young people will be selected to participate in the programme based upon:

- Representing an under-represented group
- Limited access to educational/employment opportunities
- Term of unemployment
- Aptitude for an interest in TV production
- Recommendation from a referring organisation such as Youth Services
- A clear willingness to further their personal development, and to demonstrate they are ready to change their lives
- Despite working hard and attending university are still unable to find an entry level opportunity in TV.

Background

MAMA Youth Project is an off shoot of MAMA Production's Ltd which was established in 2001. Wholly owned by Bob and Caroline Clarke, the company was originally a small concern producing programmes for television and corporate videos. MAMA Productions has been dissolved since March 2009; this allowed Bob and Caroline to dedicate more time to MAMA Youth Project.

MAMA Youth Project's main training product is the Unmuted TV training a unique format specific for the television industry. The employability skills learned can, however, be transferred to any industry. The product has two main outlets:

1. Training New TV Talent

MAMA Youth Project is actively promoting diversity within the television industry by giving free training to diverse groups of people who are under-represented within the industry. There are many publications and reports on the lack of diversity in television. The main reason MAMA Youth Project exists is to give young adults the practical skills and means to have a strong chance of finding employment within the broadcast and media industry.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

2. Training Young Adults In Life Skills For Employment

From 2005 to 2022 MYP have managed to change the lives of 673 adults who had little hope of finding employment within the media industry. We have also helped give many young adults the confidence and realisation that they can contribute to society as they now know that they are employable. Most of our young adults have been seeking a job within the media for a long time or have been unemployed for so long their confidence had been shattered or they found themselves settling into a routine of getting up late and not really participating in society. Because of their experience with MAMA Youth Project many have had the confidence to do work experience or volunteering. We aim to be a major service provider to youth organisations and civil bodies supporting young adults with various social issues. Although we are very strong on discipline and work ethics, MAMA Youth Project is a brand that means opportunity for young adults. We achieve this by allowing young adults to stand up for themselves, realise their potential and have the freedom to be recognised as equal and valued members of our society. MAMA Youth Project's main training model offers training that is totally based in a working environment and the responsibility that comes with it. MAMA Youth Project is a non conventional learning institution whose main training model concentrates on vocational learning. The working environment is a place where industry professionals guide young trainees and pass on their experience of working in the broadcast and the media industries. Young people are given the confidence to conduct phone calls and correspondence with contributors from all levels of business both known and unknown to them. This helps to build self esteem and belief in their new found abilities. The young adults make a professional television programme, to industry standards under a strict employment code of practice. The training is non-accredited and focuses all its energy on finding employment, meaningful work experience or pathways into further education.

The aim of MAMA Youth Project is to advance the education of young people for the public benefit by:

- a) Providing training for young people from underrepresented groups including, but not limited to, those from black Asian minority and ethnic backgrounds (BAME) in the art of television media production and ancillary matters;
- b) Producing shows (and other media productions) which are aimed at educating young people from under-represented groups in life skills and other practical issues that affect them.

The trustees confirm that they have complied with the duty in section 2 (1) (b) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'. The aim of MAMA Youth Project is to advance the education of young people for the public benefit by: a) Providing training for young people from underrepresented groups including, but not limited to, those from black Asian minority and ethnic backgrounds (BAME) in the art of television media production and ancillary matters; b) Producing shows (and other media productions) which are aimed at educating young people from underrepresented groups in life skills and other practical issues that affect them. The trustees have paid due regard to the public benefit guidance issued by the charity commission.

Achievements and performance

Training programmes

MAMA Youth Project ran 4 bootcamp programmes in 2022: a 14 week TV Training and 3 x 6 weeks Digital media content production. The most successful training programme to date has been 'What's Up TV', rebranded as "Unmuted" in 2021 and "The Other Art Show" in 2022.

The training targets young people and trains them on television production whilst working as Production Managers, Production Coordinators, Content Producers, Camera/Lighting Operators, Video Editors, & Location Sound Recordist. The training is based on the real experience of doing the job that is assigned to a young adult. They have to perform their duties in a highly professional manner, taking full account of the discipline that goes with working in the television industry. The young trainees who take part in this unique training environment are working on a real television show that is broadcast on Sky Arts.

27 young people have completed the 14 weeks TV Training in 2022 and 22 (81%) have been recommended for a paid placement or an entry level job in the industry.

Across the 3 x 6 weeks digital media content production training programmes, 43 young people completed the bootcamp with 33 (77%) still working in the industry 6 months after completion.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

Mentoring

The "Two-way mentoring" established scheme has continued to foster a community of peer-to-peer support and positive industry led conversations. Mentees have gained a better understanding of the work culture and dynamics in production environments in addition to a more balanced level of expectation management, skills in dealing with a difficult situation at work and enhanced confidence to speak out when faced with conflict.

A further 97 mentoring pairs were matched during 2022, the mentees comprising both MAMA Youth's most recent graduates and alumni with experience at a variety of levels. The young people were paired through a bespoke matching process with mentors from MYP's industry partners, independent volunteers and high profile alumni, many of whom are now working at executive level.

Pastoral support

MAMA Youth Project has continued to provide pastoral care across all training programmes in 2022. Pastoral care is an essential element for young people who are vulnerable or struggling with their mental health, facing challenges, dealing with past trauma, addiction, learning difficulties, medical conditions, financial difficulty or unsuitable living conditions. In addition to the existing provisions offered both during and after the training, a comfortable Quiet Room has now been made accessible, in close proximity but separate to the main training areas, offices and edit suites. This is particularly useful for any young people needing to attend on-line therapy sessions or appointments during the training. We are now able to offer access to mental health and well-being advice and assistance, as well as other useful services through our Employee Assistance Programme for eligible trainees. We are committed to making reasonable adjustments for our young people as required and are well equipped to signpost trainees who have needed extra support outside of our remit. Throughout the training, we have arranged guest speakers with expertise in nutrition and mental health and our support doesn't end with the training programme, we ensure our alumni know that they can come to us for personal as well as professional guidance at any point in their onward journey. In 2022, we were fortunate to be able to support 3 young people through our Hardship Fund, to a total of £1,005. The Hardship Fund is in place to help those with financial challenges, purchase equipment, pay rent and basic utilities and has provided a much-needed lifeline during some unusually hard times.

Celebrating another year of amazing achievements for MAMA Youth Project's commercial arm, Licklemor Productions were in the spotlight again this year with The Broadcast Digital Awards nominating Life and Rhymes for The Best Entertainment Programme. 2022 saw a further BAFTA nomination, a nomination for Broadcast Awards Emerging Independent Production Company and Licklemor were also the proud recipient of the 2022 Venice TV Award for Light Entertainment.

Financial review

The result for the year to 31 December 2022 shows total income of £822,468 (2021: £882,637) and total expenditure of £752,551 (2021: £656,654).

MAMA Youth Project will raise more funds through the Talent Pool memberships and an increase of contributions from our patron and corporate partners Sky, Netflix, Disney, Banijay, Lime Pictures, Warner Bros. Gravity Media. We also look to improve revenue from positive employment outcomes achieved from Hounslow CEZ. Another form of revenue we will be exploring is providing services to our partners who support the charity financially such as a MYP talent pool, workshops for partner employees and the chance to meet industry gurus such as an evening with the Commissioning Editors.

Reserves policy

MAMA Youth Project aims to retain sufficient free reserves equivalent to approximately three months forward expenditure. These reserves will be held in case of any sudden decline in income and ensure continuing commitments to providing services for the young adults.

At the year end, the charity held free reserves £305,397 (2021: £125,319).

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

Plans for future periods

We want to build on the success of 2022 where we trained a record number of young people. The charity will continue to work on our growth strategy with the support of Impetus. The aim is to grow the number of young people we support into employment by conducting more courses UK wide.

We also diversify our revenue streams even more, by offering commercial courses and workshops to our partners and beyond. We will be seeking to hire new staff, in particular, a fundraising manager and a technical supervisor. We will seek to increase the number of partners moving from the talent pool to corporate partners. Our commercial arm, Licklemor Productions will continue to build on its reputation of producing new and authentic programming. We will also build a strong senior management team to free our CEO and Director of Operations to concentrate and focus on the growth and governance of the charity and Licklemor. We will appoint a new Chair of the Board of Trustees, and strengthen the board with the skill sets required to support the senior management team.

Structure, governance and management

MAMA Youth Project is a company limited by guarantee, incorporated on 20th December 2006 and registered as a charity on 16th May 2007. Its governing documents are the Memorandum and Articles of Association. The founder, Bob Clarke, who started the organisation in 2005, has been a professional editor in broadcast television for over twenty years.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

| | |
|-----------------------|-----------------------------|
| Melissa Holton | |
| Waseem Mahmood, Chair | (Resigned 13 January 2022) |
| Shaun Darren Scoon | |
| Salvatore Sparace | |
| Louisa Forsyth | |
| Sara Alaine Chenery | |
| Safira Nazli Afzal | |
| Penelope Janet Morgan | |
| Sara Fisher | (Appointed 7 June 2022) |
| Samuel Ampah | (Appointed 19 January 2022) |
| James Allen | (Appointed 7 June 2022) |

Trustees are sought in a variety of ways involving exploration of the field of potential candidates, including recommendations from existing trustees and supporters of MAMA Youth Project. Potential trustees are scrutinised by the current trustees and are subject to competitive interview. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the Project.

Qualifying third party indemnity provisions

The Chief Executive, Bob Clarke, reports to the trustees on managing risk. The key risks identified within MAMA Youth Project are recorded in a Headline Risk Register (HRR) which is presented to the Trustees quarterly. The HRR details the scope of each risk, actions taken to mitigate that risk and the assessment of the degree to which the risks are being managed. Actions to address risks are planned and monitored in these quarterly reviews and used to update the HRR.

The trustees are responsible for setting the goals of the charity. The day to day management is the responsibility of the executive management team which has overall responsibility for delivery of services and activities including financial, management and fundraising.

Small Company Provision

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 31 DECEMBER 2022*

The trustees report was approved by the Board of Trustees.

Sara Fisher
Chair of Trustees

4 September 2023

MAMA YOUTH PROJECT

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAMA YOUTH PROJECT

I report to the trustees on my examination of the financial statements of MAMA Youth Project (the charity) for the year ended 31 December 2022.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

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

Berish Hoffman FCA

Landau Morley LLP
325-327 Oldfield Lane North
Greenford
Middlesex
UB6 0FX

Dated: 5 September 2023

MAMA YOUTH PROJECT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2022

| | Notes | Unrestricted funds 2022 £ | Restricted funds 2022 £ | Total 2022 £ | Unrestricted funds 2021 £ | Restricted funds 2021 £ | Total 2021 £ |
|---|-------|---------------------------------|-------------------------------|--------------------|---------------------------------|-------------------------------|--------------------|
| Income from: | | | | | | | |
| Donations and legacies | 3 | 248,387 | 64,000 | 312,387 | 111,729 | 207,122 | 318,851 |
| Charitable activities | 4 | 510,081 | - | 510,081 | 563,786 | - | 563,786 |
| Total income | | 758,468 | 64,000 | 822,468 | 675,515 | 207,122 | 882,637 |
| Expenditure on: | | | | | | | |
| Charitable activities | 5 | 542,553 | 209,998 | 752,551 | 570,324 | 86,330 | 656,654 |
| Net incoming/(outgoing) resources before transfers | | 215,915 | (145,998) | 69,917 | 105,191 | 120,792 | 225,983 |
| Gross transfers between funds | | (13,520) | 13,520 | - | - | - | - |
| Net income/(expenditure) for the year/ Net movement in funds | | 202,395 | (132,478) | 69,917 | 105,191 | 120,792 | 225,983 |
| Fund balances at 1 January 2022 | | 192,817 | 132,478 | 325,295 | 87,626 | 11,686 | 99,312 |
| Fund balances at 31 December 2022 | | 395,212 | - | 395,212 | 192,817 | 132,478 | 325,295 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

MAMA YOUTH PROJECT

BALANCE SHEET

AS AT 31 DECEMBER 2022

| | Notes | 2022 | | 2021 | |
|--|-------|----------------|----------------|----------------|----------------|
| | | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Tangible assets | 10 | | 89,814 | | 79,376 |
| Investments | 11 | | 1 | | 1 |
| | | | <u>89,815</u> | | <u>79,377</u> |
| Current assets | | | | | |
| Debtors | 12 | 16,116 | | - | |
| Cash at bank and in hand | | 354,139 | | 286,147 | |
| | | <u>370,255</u> | | <u>286,147</u> | |
| Creditors: amounts falling due within one year | 13 | (42,024) | | (18,945) | |
| Net current assets | | | <u>328,231</u> | | <u>267,202</u> |
| Total assets less current liabilities | | | 418,046 | | 346,579 |
| Creditors: amounts falling due after more than one year | 14 | | (22,834) | | (21,284) |
| Net assets | | | <u>395,212</u> | | <u>325,295</u> |
| Income funds | | | | | |
| Restricted funds | 15 | | - | | 132,478 |
| Unrestricted funds | | | 395,212 | | 192,817 |
| | | | <u>395,212</u> | | <u>325,295</u> |

MAMA YOUTH PROJECT

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2022

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2022.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 4 September 2023

Sara Fisher
Trustee

Company registration number 6033670

MAMA YOUTH PROJECT

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2022

| | Notes | 2022 £ | £ | 2021 £ | £ |
|---|-------|-----------|----------|-----------|----------|
| Cash flows from operating activities | | | | | |
| Cash generated from operations | 19 | | 102,145 | | 251,323 |
| Investing activities | | | | | |
| Purchase of tangible fixed assets | | (40,008) | | (45,880) | |
| Net cash used in investing activities | | | (40,008) | | (45,880) |
| Financing activities | | | | | |
| Repayment of bank loans | | - | | (50,000) | |
| Payment of obligations under finance leases | | 5,855 | | (12,280) | |
| Net cash generated from/(used in) financing activities | | | 5,855 | | (62,280) |
| Net increase in cash and cash equivalents | | | 67,992 | | 143,163 |
| Cash and cash equivalents at beginning of year | | | 286,147 | | 142,984 |
| Cash and cash equivalents at end of year | | | 354,139 | | 286,147 |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

Charity information

MAMA Youth Project is a private company limited by guarantee incorporated in England and Wales. The registered office is 325-327 Oldfield Lane North, Greenford, Middlesex, UB6 0FX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

1.5 Expenditure

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

All expenditure is inclusive of irrecoverable VAT.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

| | |
|------------------|----------------------|
| Office equipment | 25% reducing balance |
| Motor vehicles | 25% reducing balance |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

(Continued)

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

(Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the balance sheet as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to net income/(expenditure) for the year so as to produce a constant periodic rate of interest on the remaining balance of the liability.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

| 3 Donations and legacies | Unrestricted funds | | Restricted funds | | Total | | Unrestricted funds | | Restricted funds | | Total | |
|--------------------------|--------------------|--------|------------------|---------|---------|---------|--------------------|------|------------------|------|-------|------|
| | 2022 | 2022 | 2022 | 2022 | 2021 | 2021 | 2021 | 2021 | 2021 | 2021 | 2021 | 2021 |
| | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ |
| Donations and gifts | 80,241 | 24,000 | 104,241 | 7,041 | 111,282 | 37,123 | 44,164 | | | | | |
| Grants | 168,146 | 40,000 | 208,146 | 104,688 | 312,834 | 169,999 | 274,687 | | | | | |
| | 248,387 | 64,000 | 312,387 | 111,729 | 424,116 | 207,122 | 318,851 | | | | | |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

4 Charitable activities

| | 2022 £ | 2021 £ |
|--------------------------------|-----------|-----------|
| Activities undertaken directly | 510,081 | 563,786 |

5 Charitable activities

| | 2022 £ | 2021 £ |
|--|----------------|----------------|
| Staff costs | 90,683 | 86,850 |
| Depreciation and impairment | 29,569 | 21,701 |
| Production costs | 6,810 | 7,064 |
| Professional fees | 60,923 | 78,699 |
| Motor, travel and subsistence | 39,563 | 7,078 |
| Presenter fees | 8,781 | 5,189 |
| Equipment hire | 4,031 | 1,358 |
| Venue hire | 7,744 | 3,999 |
| Marketing and advertising | 976 | 414 |
| Other office cost | 758 | 1,661 |
| | <u>249,838</u> | <u>214,013</u> |
| Share of support costs (see note 6) | 495,333 | 435,661 |
| Share of governance costs (see note 6) | 7,380 | 6,980 |
| | <u>752,551</u> | <u>656,654</u> |
| Analysis by fund | | |
| Unrestricted funds | 542,553 | 570,324 |
| Restricted funds | 209,998 | 86,330 |
| | <u>752,551</u> | <u>656,654</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

6 Support costs

| | Support costs | Governance costs | 2022 Support costs | Governance costs | 2021 |
|----------------------------------|----------------|------------------|--------------------|------------------|----------------|
| | £ | £ | £ | £ | £ |
| Staff costs | 427,683 | - | 427,683 | 352,669 | 352,669 |
| Insurance | 6,262 | - | 6,262 | 6,004 | 6,004 |
| Motor travel and subsistence | 13,333 | - | 13,333 | 14,257 | 14,257 |
| Other office costs | 22,026 | - | 22,026 | 36,969 | 36,969 |
| Staff training and welfare | 318 | - | 318 | 2,647 | 2,647 |
| Marketing and advertising | 2,895 | - | 2,895 | 6,245 | 6,245 |
| Printing, postage and stationery | 709 | - | 709 | 192 | 192 |
| Telephone | 2,749 | - | 2,749 | 2,103 | 2,103 |
| Subscriptions | 10,553 | - | 10,553 | 8,057 | 8,057 |
| Sundries | 914 | - | 914 | 917 | 917 |
| Interest payable | 2,966 | - | 2,966 | 1,890 | 1,890 |
| Bookkeeping fees | 4,925 | - | 4,925 | 3,711 | 3,711 |
| Accountancy fees | - | 7,380 | 7,380 | - | 6,980 |
| | <u>495,333</u> | <u>7,380</u> | <u>502,713</u> | <u>435,661</u> | <u>442,641</u> |
| Analysed between | | | | | |
| Charitable activities | <u>495,333</u> | <u>7,380</u> | <u>502,713</u> | <u>435,661</u> | <u>442,641</u> |

Governance costs include payments to the independent examiner of £3,400 (2021: £2,700) for independent examination services and £3,980 (2021: £4,280) for accountancy services.

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

7 Trustees (Continued)

8 Employees

The average monthly number of employees during the year was:

| | 2022 | 2021 |
|--|-------------------|-------------------|
| | Number | Number |
| | 19 | 18 |
| | <u> </u> | <u> </u> |

Employment costs

| | 2022 | 2021 |
|-----------------------|-------------------|-------------------|
| | £ | £ |
| Wages and salaries | 470,895 | 403,584 |
| Social security costs | 41,459 | 30,760 |
| Other pension costs | 6,012 | 5,175 |
| | <u> </u> | <u> </u> |
| | 518,366 | 439,519 |
| | <u> </u> | <u> </u> |

The number of employees whose annual remuneration was more than £60,000 is as follows:

| | 2022 | 2021 |
|-----------------|-------------------|-------------------|
| | Number | Number |
| £70,001-£85,000 | 1 | 1 |
| | <u> </u> | <u> </u> |

9 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

10 Tangible fixed assets

| | Office equipment | Motor vehicles | Total |
|------------------------------------|---------------------|----------------|----------------|
| | £ | £ | £ |
| Cost | | | |
| At 1 January 2022 | 197,938 | 16,264 | 214,202 |
| Additions | 8,758 | 31,250 | 40,008 |
| | <u>206,696</u> | <u>47,514</u> | <u>254,210</u> |
| Depreciation and impairment | | | |
| At 1 January 2022 | 121,844 | 12,983 | 134,827 |
| Depreciation charged in the year | 20,936 | 8,633 | 29,569 |
| | <u>142,780</u> | <u>21,616</u> | <u>164,396</u> |
| Carrying amount | | | |
| At 31 December 2022 | <u>63,916</u> | <u>25,898</u> | <u>89,814</u> |
| At 31 December 2021 | <u>76,095</u> | <u>3,281</u> | <u>79,376</u> |

11 Fixed asset investments

| | Other investments |
|--------------------------------------|----------------------|
| Cost or valuation | |
| At 1 January 2022 & 31 December 2022 | <u>1</u> |
| Carrying amount | |
| At 31 December 2022 | <u>1</u> |
| At 31 December 2021 | <u>1</u> |

| | Notes | 2022 £ | 2021 £ |
|-----------------------------|-------|-----------|-----------|
| Other investments comprise: | | | |
| Investments in subsidiaries | 18 | <u>1</u> | <u>1</u> |

12 Debtors

| | 2022 £ | 2021 £ |
|---|---------------|-----------|
| Amounts falling due within one year: | | |
| Amounts owed by subsidiary undertakings | <u>16,116</u> | <u>-</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

13 Creditors: amounts falling due within one year

| | 2022 | 2021 |
|------------------------------------|---------------|---------------|
| Notes | £ | £ |
| Obligations under finance leases | 15,635 | 11,330 |
| Other taxation and social security | 15,787 | - |
| Other creditors | 3,202 | 815 |
| Accruals and deferred income | 7,400 | 6,800 |
| | <u>42,024</u> | <u>18,945</u> |

14 Creditors: amounts falling due after more than one year

| | 2022 | 2021 |
|----------------------------------|---------------|---------------|
| Notes | £ | £ |
| Obligations under finance leases | 22,834 | 21,284 |
| | <u>22,834</u> | <u>21,284</u> |

MAMA YOUTH PROJECT
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

15 Restricted funds

The income funds of the charity include restricted funds comprising the following balances held for specific purposes:

| | Balance at 1 January 2021 | | Movement in funds | | Balance at 1 January 2022 | | Movement in funds | | Balance at 31 December 2022 | |
|-------------------------------------|------------------------------|---|-------------------|-----------------|------------------------------|---|-------------------|------------------|-----------------------------------|----------|
| | £ | £ | Income | Expenditure | £ | £ | Income | Expenditure | Transfers | £ |
| Alumni Hardship Fund | 3,802 | | 8,123 | (600) | 11,325 | | - | (1,005) | (10,320) | - |
| The National Lottery Community Fund | 7,884 | | - | (7,884) | - | | - | - | - | - |
| John Lyons | - | | 40,000 | (40,613) | (613) | | 40,000 | (43,424) | 4,037 | - |
| London Community Response Fund | - | | 29,000 | (27,285) | 1,715 | | 24,000 | (45,199) | 19,484 | - |
| Netflix Inc. | - | | 129,999 | (9,948) | 120,051 | | - | (120,370) | 319 | - |
| | <u>11,686</u> | | <u>207,122</u> | <u>(86,330)</u> | <u>132,478</u> | | <u>64,000</u> | <u>(209,998)</u> | <u>13,520</u> | <u>-</u> |

The Alumni Hardship Fund relates to amounts received to help the charity's alumni and trainees affected by the Covid-19 pandemic.

The National Lottery Community fund relates to a grant received to help the charity redesign and deliver its training in accordance with Covid-19 protocols.

The grant received from the John Lyons Charity provides funding for the Digital Media Training Programme targeting children and young people under the age of 25.

The London Community Response fund was granted to provide financial support to the charity's trainees affected by the Covid-19 pandemic.

The grant received from Netflix Inc. funds the participation of 10 young people in the charity's training program, recruitment costs and the employment of administrative staff.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

16 Analysis of net assets between funds

| | Unrestricted Funds 2022 £ | Restricted funds 2022 £ | Total Unrestricted Funds 2022 £ | Restricted funds 2021 £ | Total 2021 £ |
|---|------------------------------------|----------------------------------|--|----------------------------------|--------------------|
| Fund balances at 31 December 2022 are represented by: | | | | | |
| Tangible assets | 89,814 | - | 89,814 | 11,879 | 79,376 |
| Investments | 1 | - | 1 | - | 1 |
| Current assets/(liabilities) | 328,231 | - | 328,231 | 120,599 | 267,202 |
| Long term liabilities | (22,834) | - | (22,834) | - | (21,284) |
| | <u>395,212</u> | <u>-</u> | <u>395,212</u> | <u>132,478</u> | <u>325,295</u> |

17 Related party transactions

Remuneration of key management personnel

The key management personnel of the charity comprise the trustees, the Chief Executive Officer and the Director of Operations.

The total employee benefits of the key management personnel of the charity were:

| | 2022 £ | 2021 £ |
|------------------------|----------------|----------------|
| Aggregate compensation | <u>132,000</u> | <u>132,000</u> |

18 Subsidiaries

| Name of undertaking | Registered office | Nature of business | Class of shares held | % Held | |
|-------------------------------|-------------------|---------------------|----------------------|--------|----------|
| | | | | Direct | Indirect |
| Licklemor Productions Limited | United Kingdom | Production services | Ordinary | 100.00 | |

The aggregate capital and reserves and the result for the year of subsidiaries excluded from consolidation was as follows:

| Name of undertaking | Profit/(Loss) | Capital and Reserves |
|-------------------------------|---------------|----------------------|
| | £ | £ |
| Licklemor Productions Limited | 34,377 | 34,378 |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

| | | | | |
|-----------|--|-----------------------|----------------------|-----------------------|
| 19 | Cash generated from operations | | 2022 | 2021 |
| | | | £ | £ |
| | Surplus for the year | | 69,917 | 225,983 |
| | Adjustments for: | | | |
| | Depreciation and impairment of tangible fixed assets | | 29,569 | 21,701 |
| | Movements in working capital: | | | |
| | (Increase)/decrease in debtors | | (16,116) | 2,500 |
| | Increase in creditors | | 18,775 | 1,139 |
| | Cash generated from operations | | 102,145 | 251,323 |
| 20 | Analysis of changes in net funds | | | |
| | | At 1 January | Cash flows | At 31 December |
| | | 2022 | | 2022 |
| | | £ | £ | £ |
| | Cash at bank and in hand | 286,147 | 67,992 | 354,139 |
| | Obligations under finance leases | (32,614) | (5,855) | (38,469) |
| | | <u>253,533</u> | <u>62,137</u> | <u>315,670</u> |
| | | <u><u>253,533</u></u> | <u><u>62,137</u></u> | <u><u>315,670</u></u> |

MAMA YOUTH PROJECT

England & Wales - Charity number 1119238

Accounts

Charity registration number 1119238

Company registration number 6033670 (England and Wales)

MAMA YOUTH PROJECT
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

MAMA YOUTH PROJECT

LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|-----------------------------|---|---|
| Trustees | Melissa Holton Shaun Darren Scoon Salvatore Sparace Louisa Forsyth Sara Alaine Chenery Safira Nazli Afzal Penelope Janet Morgan Sara Fisher Samuel Ampah James Allen | (Appointed 7 June 2022) (Appointed 19 January 2022) (Appointed 7 June 2022) |
| Charity number | 1119238 | |
| Company number | 6033670 | |
| Registered office | 325-327 Oldfield Lane North Greenford Middlesex UB6 0FX | |
| Independent examiner | Berish Hoffman ACA Landau Morley LLP 325-327 Oldfield Lane North Middlesex UB6 0FX | |

MAMA YOUTH PROJECT

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| Statement of financial activities | 8 |
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MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2021

The trustees present their annual report and financial statements for the year ended 31 December 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016).

Objectives and activities

MAMA Youth Project - Mission Statement:

To support

motivated and under-represented young adults facing challenges

into

sustained employment in the media

through

the provision of training, hands on work experience and access to industry networks.

The Charity's objectives are specifically:

To advance the education of young people who are from disadvantaged backgrounds (including but not limited to black and other ethnic minority backgrounds) and/or who are unemployed, hereinafter referred to as "disadvantaged youth", by:-

- a) providing training for disadvantaged youth in the art of audio and/or visual media production (including but not limited to television production) and ancillary matters;
- b) producing and staging shows, events and other productions which are aimed at educating disadvantaged youth in connection with practical issues which are of relevance to them, and producing ancillary materials; and
- c) sponsoring disadvantaged youth to help them gain greater involvement in audio and/or visual media production and sponsoring events which the company thinks will help disadvantaged youth gain such greater involvement.

MAMA Youth Project is a brand that aspires to be known for giving youth of the United Kingdom from under-represented backgrounds a platform to express themselves, trusting young people, giving them the responsibility to work within a disciplined environment and supporting them with professional and personal development.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

MAMA Youth Project runs a 14 week TV Training programme and a 6 week Digital media content production training. The most successful training programme to date has been 'What's Up TV', rebranded as "Unmuted" in 2021 and "The Other Art Show" in 2022.

The training targets young people and trains them on television production whilst working as Production Managers, Production Coordinators, Content Producers, Camera/Lighting Operators, Video Editors, & Location Sound Recordist. The training is based on the real experience of doing the job that is assigned to a young adult. They have to perform their duties in a highly professional manner, taking full account of the discipline that goes with working in the television industry. The young trainees who take part in this unique training environment are working on a real television show that is broadcast on Sky Arts.

29 young people have completed the 14 weeks Unmuted TV Training in 2021 and 27 (93%) have been recommended for a paid placement in the industry.

In 2021 MAMA Youth also delivered 2 x 6 weeks digital media content production training programmes totalling 25 young people trained of which 24 were recommended for a paid placement in the industry.

Strengthening our employer network and talent management team we have seen 100% success rate in sustained employment for our Spring 2020 cohort who are still working in the industry a year after completion and 93% success rate after 6 months in the industry for our Autumn 2020 cohort

MAMA Youth Project (MYP) is a leading UK media charity - building a brand focused on young adults, supported by young adults and giving back to young adults.

Although the main training programme is very much geared towards a working environment rather than theory-based, MYP aims to develop and conduct other training programmes that can take advantage of all the experiences and knowledge that has been developed. Unmuted training ensures trainees have full, hands-on responsibility for producing broadcast quality shows that are made available to the general public through broadcast and other media platforms. The work placements following Unmuted TV training are done in accordance to an entry to employment policy and include:

- Introductions to potential employers
- Health & safety awareness
- Personal development sessions
- Support with CV preparation
- Employment interview techniques
- Visits to broadcast stations
- Visits to post production houses
- Work experience placements

Young people will be selected to participate in the programme based upon:

- Representing an under-represented group
- Limited access to educational/employment opportunities
- Term of unemployment
- Aptitude for an interest in TV production
- Recommendation from a referring organisation such as Youth Services
- A clear willingness to further their personal development, and to demonstrate they are ready to change their lives
- Despite working hard and attending university are still unable to find an entry level opportunity in TV.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

Background

MAMA Youth Project is an off shoot of MAMA Production's Ltd which was established in 2001. Wholly owned by Bob and Caroline Clarke, the company was originally a small concern producing programmes for television and corporate videos. MAMA Productions has been dissolved since March 2009; this allowed Bob and Caroline to dedicate more time to MAMA Youth Project.

MAMA Youth Project's main training product is the Unmuted TV training a unique format specific for the television industry. The employability skills learned can, however, be transferred to any industry. The product has two main outlets:

1. Training New TV Talent

MAMA Youth Project is actively promoting diversity within the television industry by giving free training to diverse groups of people who are under-represented within the industry. There are many publications and reports on the lack of diversity in television. The main reason MAMA Youth Project exists is to give young adults the practical skills and means to have a strong chance of finding employment within the broadcast and media industry.

2. Training Young Adults In Life Skills For Employment

MYP have a strong social impact on society. From 2005 to 2021 MYP have managed to change the lives of over **five hundred and ninety-nine young adults** who had little hope of finding employment within the media industry. We have also helped give many young adults the confidence and realisation that they can contribute to society as they now know that they are employable. Most of our young adults have been seeking a job within the media for a long time or have been unemployed for so long their confidence had been shattered or they found themselves settling into a routine of getting up late and not really participating in society. Because of their experience with MAMA Youth Project many have had the confidence to do work experience or volunteering. We aim to be a major service provider to youth organisations and civil bodies supporting young adults with various social issues. Although we are very strong on discipline and work ethics, MAMA Youth Project is a brand that means opportunity for young adults. We achieve this by allowing young adults to stand up for themselves, realise their potential and have the freedom to be recognised as equal and valued members of our society. MAMA Youth Project's main training model offers training that is totally based in a working environment and the responsibility that comes with it. MAMA Youth Project is a non conventional learning institution whose main training model concentrates on vocational learning. The working environment is a place where industry professionals guide young trainees and pass on their experience of working in the broadcast and the media industries. Young people are given the confidence to conduct phone calls and correspondence with contributors from all levels of business both known and unknown to them. This helps to build self esteem and belief in their new found abilities. The young adults make a professional television programme, to industry standards under a strict employment code of practice. The training is non-accredited and focuses all its energy on finding employment, meaningful work experience or pathways into further education.

The trustees confirm that they have complied with the duty in section 2 (1) (b) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The aim of MAMA Youth Project is to advance the education of young people for the public benefit by:

- a) Providing training for young people from underrepresented groups including, but not limited to, those from black Asian minority and ethnic backgrounds (BAME) in the art of television media production and ancillary matters;
- b) Producing shows (and other media productions) which are aimed at educating young people from under-represented groups in life skills and other practical issues that affect them. The trustees have paid due regard to the public benefit guidance issued by the charity commission.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

Achievements and performance

The television industry appreciates and supports our unique way of finding new talent.

1. March 2009, in the Council of Europe's study on **Diversity In Media** throughout Europe, MYP was placed as one of the **top 10 organisations in its category** setting a good example, initiative and practice towards diversity in media. The only two other organisations from the UK were the BBC and Channel 4.
2. November 2009 **Bob Clarke was the winner of the Special Recognition Award at the prestigious** Cultural Diversity Network (CDN) Award ceremony for his work and achievement with MAM Youth Project.
3. 2011, MYP sign a three year partnership agreement with BskyB which is still ongoing.
4. June 2011, Bob Clarke was shortlisted for the **Community Champion Award in the Trinity Mirror Ealing's Pride in our People awards for all the hard work that was put into building MAMA Youth Project.**
5. 2012, 'What's Up' is screened on Sky 3 (Pick TV).
6. 2013, The BBC partner with MYP (Ended December 2020).
7. 2013, Agreed partnership working with Procam kit room provider who support the charity and its main delivery programme by supplying all the latest equipment for young people to learn their craft to the value of £200,000 pa. Plus giving 13 weeks paid placement to 8 trainees a year.
8. In 2014 MAMA Youth Project trainees are now paid interns and the show becomes a Sky 1 Commission.
9. In 2016 MAMA Youth wins the Business in the Community Race Equality Awards for Developing Talent. The other nominees were The Civil Service, Imperial College and American Express.
10. In 2017 we moved operation to Sky premises where we developed and added a new digital media training programme.
11. In June 2018 MAMA Youth launched a database of alumni - MYP Talent Pool - and 15 new companies joined in partnership recruiting from our pool of alumni and benefiting from our expertise and consultancy.
12. In November 2018 MYP wins The Princess Royal Training award, the Princess herself being a judge.
13. In November 2019 MYP wins Royal Television Award for Community Improvement.
14. 2020 - **Unmuted launches on Sky Arts** and replaces What's Up TV. **Gavin Ramjuan and Ria Hebden** become celebrity patrons of MAMA Youth. Over £9000 raised in donations for the MAMA Youth Alumni Covid-19 Hardship fund. Inclusion Awareness Workshops launches and our Two-Way-Mentoring starts
15. **2021** - Licklemor Productions (MAMA Youth's commercial arm)win's its **first BAFTA award for Life & Rhymes**

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

Financial review

The result for the year to 31 December 2021 shows total income of £882,637 (2020: £529,412) and total expenditure of £656,654 (2020: £521,161). MAMA Youth Project will raise more funds through the Talent Pool memberships and an increase of contributions from our patron and corporate partners Sky, Netflix, Disney, Banijay, Lime Pictures, Warner Bros. Gravity Media. We also look to improve revenue from positive employment outcomes achieved from Hounslow CEZ. Another form of revenue we will be exploring is providing services to our partners who support the charity financially such as a MYP talent pool, workshops for partner employees and the chance to meet industry gurus such as an evening with the Commissioning Editors.

Reserves policy

MAMA Youth Project aims to retain sufficient free reserves equivalent to approximately three months forward expenditure. These reserves will be held in case of any sudden decline in income and ensure continuing commitments to providing services for the young adults.

At the year end, the charity held free reserves £125,319 (2020:£32,428).

The charity still had to cope with rules and regulations concerning the Coronavirus pandemic. But we were able to conduct training. Two digital media and one TV training production. Our commercial arm also managed to produce another show, Life & Rhymes, that won a BAFTA for our 2020 production. The 2021 production was also nominated for a BAFTA.

In 2022 MAMA Youth Project aims to: - Continue to build new partnerships. - Explore and consolidate sustainable funding for MAMA Youth Project to increase our capacity to work with young people. - Seek more commissions for Licklemor Productions Ltd (the charity's commercial arm) to increase funds generated for the charity. - Formalise our training and our links to the qualification providers. We want to increase our digital media training. We will also complete at least one TV training. We shall also be seeking to strengthen our board and increase the diversity of experience within the board.

Structure, governance and management

MAMA Youth Project is a company limited by guarantee, incorporated on 20th December 2006 and registered as a charity on 16th May 2007. Its governing documents are the Memorandum and Articles of Association. The founder, Bob Clarke, who started the organisation in 2005, has been a professional editor in broadcast television for over twenty years.

The Charity is headed by a Board of Trustees:

Safira Nazli Afzal
James Stephen Allen
Samuel Ampah
Sara Alaine Chenery
Sara Louise Fisher
Louisa Suzanne Emily Forsyth
Melissa Sarah Holton
Penelope Janet Morgan
Shaun Darren Scoon
Salvatore Sparace

Trustees are sought in a variety of ways involving exploration of the field of potential candidates, including recommendations from existing trustees and supporters of MAMA Youth Project. Potential trustees are scrutinised by the current trustees and are subject to competitive interview. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the Project.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 31 DECEMBER 2021*

The Chief Executive, Bob Clarke, reports to the trustees on managing risk. The key risks identified within MAMA Youth Project are recorded in a Headline Risk Register (HRR) which is presented to the Trustees quarterly. The HRR details the scope of each risk, actions taken to mitigate that risk and the assessment of the degree to which the risks are being managed. Actions to address risks are planned and monitored in these quarterly reviews and used to update the HRR.

The trustees are responsible for setting the goals of the charity. The day to day management is the responsibility of the executive management team which has overall responsibility for delivery of services and activities including financial, management and fundraising.

The trustees report was approved by the Board of Trustees.

Melissa Holton

Chair of Trustees

Dated: 30 August 2022

MAMA YOUTH PROJECT

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAMA YOUTH PROJECT

I report to the trustees on my examination of the financial statements of MAMA Youth Project (the charity) for the year ended 31 December 2021.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

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

Berish Hoffman ACA

Landau Morley LLP
325-327 Oldfield Lane North
Middlesex
UB6 0FX

Dated: 31 August 2022

MAMA YOUTH PROJECT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2021

| | Notes | Unrestricted funds 2021 £ | Restricted funds 2021 £ | Total Unrestricted funds 2021 £ | Unrestricted funds 2020 £ | Restricted funds 2020 £ | Total 2020 £ |
|---|-------|---------------------------------|-------------------------------|---------------------------------------|---------------------------------|-------------------------------|--------------------|
| Income from: | | | | | | | |
| Donations and legacies | 3 | 111,729 | 207,122 | 318,851 | 99,090 | 59,448 | 158,538 |
| Charitable activities | 4 | 563,786 | - | 563,786 | 370,874 | - | 370,874 |
| Total income | | 675,515 | 207,122 | 882,637 | 469,964 | 59,448 | 529,412 |
| Expenditure on: | | | | | | | |
| Charitable activities | 5 | 570,324 | 86,330 | 656,654 | 473,399 | 47,762 | 521,161 |
| Net income for the year/ Net movement in funds | | 105,191 | 120,792 | 225,983 | (3,435) | 11,686 | 8,251 |
| Fund balances at 1 January 2021 | | 87,626 | 11,686 | 99,312 | 91,061 | - | 91,061 |
| Fund balances at 31 December 2021 | | 192,817 | 132,478 | 325,295 | 87,626 | 11,686 | 99,312 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

MAMA YOUTH PROJECT

BALANCE SHEET

AS AT 31 DECEMBER 2021

| | Notes | 2021 £ | £ | 2020 £ | £ |
|--|-------|----------------|----------------|----------------|----------------|
| Fixed assets | | | | | |
| Tangible assets | 9 | | 79,376 | | 55,197 |
| Investments | 10 | | 1 | | 1 |
| | | | <u>79,377</u> | | <u>55,198</u> |
| Current assets | | | | | |
| Debtors | 11 | - | | 2,500 | |
| Cash at bank and in hand | | 286,147 | | 142,984 | |
| | | <u>286,147</u> | | <u>145,484</u> | |
| Creditors: amounts falling due within one year | 13 | (18,945) | | (20,214) | |
| Net current assets | | | <u>267,202</u> | | <u>125,270</u> |
| Total assets less current liabilities | | | 346,579 | | 180,468 |
| Creditors: amounts falling due after more than one year | 14 | | (21,284) | | (81,156) |
| Net assets | | | <u>325,295</u> | | <u>99,312</u> |
| Income funds | | | | | |
| Restricted funds | 15 | | 132,478 | | 11,686 |
| Unrestricted funds | | | 192,817 | | 87,626 |
| | | | <u>325,295</u> | | <u>99,312</u> |

MAMA YOUTH PROJECT

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2021

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2021.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 30 August 2022

Melissa Holton
Trustee

Company registration number 6033670

MAMA YOUTH PROJECT

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2021

| | Notes | 2021 £ | £ | 2020 £ | £ |
|---|-------|-----------|----------|-----------|---------|
| Cash flows from operating activities | | | | | |
| Cash generated from operations | 19 | | 251,323 | | 71,676 |
| Investing activities | | | | | |
| Purchase of tangible fixed assets | | (45,880) | | (2,958) | |
| Net cash used in investing activities | | | (45,880) | | (2,958) |
| Financing activities | | | | | |
| Repayment of bank loans | | (50,000) | | 50,000 | |
| Payment of obligations under finance leases | | (12,280) | | (8,921) | |
| Net cash (used in)/generated from financing activities | | | (62,280) | | 41,079 |
| Net increase in cash and cash equivalents | | | 143,163 | | 109,797 |
| Cash and cash equivalents at beginning of year | | | 142,984 | | 33,187 |
| Cash and cash equivalents at end of year | | | 286,147 | | 142,984 |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

Charity information

MAMA Youth Project is a private company limited by guarantee incorporated in England and Wales. The registered office is 325-327 Oldfield Lane North, Greenford, Middlesex, UB6 0FX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

1.5 Expenditure

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

All expenditure is inclusive of irrecoverable VAT.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

| | |
|------------------|----------------------|
| Office equipment | 25% reducing balance |
| Motor vehicles | 25% reducing balance |

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

(Continued)

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

(Continued)

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the balance sheet as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to net income/(expenditure) for the year so as to produce a constant periodic rate of interest on the remaining balance of the liability.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

| | Unrestricted funds | Restricted funds | Total | Unrestricted funds | Restricted funds | Total |
|---------------------|--------------------|------------------|----------------|--------------------|------------------|----------------|
| | 2021 | 2021 | 2021 | 2020 | 2020 | 2020 |
| | £ | £ | £ | £ | £ | £ |
| Donations and gifts | 7,041 | 37,123 | 44,164 | 2,820 | 59,448 | 62,268 |
| Grants | 104,688 | 169,999 | 274,687 | 96,270 | - | 96,270 |
| | <u>111,729</u> | <u>207,122</u> | <u>318,851</u> | <u>99,090</u> | <u>59,448</u> | <u>158,538</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

4 Charitable activities

| | 2021 £ | 2020 £ |
|--------------------------------|-----------|-----------|
| Activities undertaken directly | 563,786 | 370,874 |

5 Charitable activities

| | 2021 £ | 2020 £ |
|--|----------------|----------------|
| Staff costs | 86,850 | 45,962 |
| Depreciation and impairment | 21,701 | 18,399 |
| Production costs | 7,064 | - |
| Professional fees | 78,699 | 79,102 |
| Motor, travel and subsistence | 7,078 | 2,916 |
| Presenter fees | 5,189 | 4,067 |
| Sundries | - | 44 |
| Equipment hire | 1,358 | 1,395 |
| Venue hire | 3,999 | 6,715 |
| Printing, postage and stationery | - | 494 |
| Staff welfare | - | 170 |
| Marketing and advertising | 414 | 1,550 |
| Other office cost | 1,661 | 1,790 |
| | <u>214,013</u> | <u>162,604</u> |
| Share of support costs (see note 6) | 435,661 | 351,025 |
| Share of governance costs (see note 6) | 6,980 | 7,532 |
| | <u>656,654</u> | <u>521,161</u> |
| Analysis by fund | | |
| Unrestricted funds | 570,324 | 473,399 |
| Restricted funds | 86,330 | 47,762 |
| | <u>656,654</u> | <u>521,161</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

6 Support costs

| | Support costs | Governance costs | 2021 Support costs | Governance costs | 2020 |
|----------------------------------|----------------|------------------|--------------------|------------------|----------------|
| | £ | £ | £ | £ | £ |
| Staff costs | 352,669 | - | 352,669 | 295,472 | 295,472 |
| Insurance | 6,004 | - | 6,004 | 6,010 | 6,010 |
| Motor travel and subsistence | 14,257 | - | 14,257 | 14,410 | 14,410 |
| Other office costs | 36,969 | - | 36,969 | 16,065 | 16,065 |
| Staff training and welfare | 2,647 | - | 2,647 | 2,021 | 2,021 |
| Marketing and advertising | 6,245 | - | 6,245 | 3,411 | 3,411 |
| Printing, postage and stationery | 192 | - | 192 | 24 | 24 |
| Telephone | 2,103 | - | 2,103 | 2,294 | 2,294 |
| Subscriptions | 8,057 | - | 8,057 | 5,812 | 5,812 |
| Sundries | 917 | - | 917 | 65 | 65 |
| Interest payable | 1,890 | - | 1,890 | 1,418 | 1,418 |
| Bookkeeping fees | 3,711 | - | 3,711 | 4,023 | 4,023 |
| Accountancy fees | - | 6,980 | 6,980 | - | 7,532 |
| | <u>435,661</u> | <u>6,980</u> | <u>442,641</u> | <u>351,025</u> | <u>358,557</u> |
| Analysed between | | | | | |
| Charitable activities | <u>435,661</u> | <u>6,980</u> | <u>442,641</u> | <u>351,025</u> | <u>358,557</u> |

Governance costs include payments to the independent examiner of £2,700 (2020: £2,500) for independent examination services and £4,280 (2020: £5,032) for accountancy services.

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

7 Trustees (Continued)

8 Employees

The average monthly number of employees during the year was:

| 2021 Number | 2020 Number |
|-------------------|-------------------|
| 18 | 15 |
| <u> </u> | <u> </u> |

Employment costs

| 2021 £ | 2020 £ |
|-------------------|-------------------|
| 403,584 | 312,541 |
| 30,760 | 24,562 |
| 5,175 | 4,331 |
| <u> </u> | <u> </u> |
| 439,519 | 341,434 |
| <u> </u> | <u> </u> |

The number of employees whose annual remuneration was more than £60,000 is as follows:

| | 2021 Number | 2020 Number |
|-----------------|-------------------|-------------------|
| £70,001-£85,000 | 1 | 1 |
| | <u> </u> | <u> </u> |

9 Tangible fixed assets

| | Office equipment £ | Motor vehicles £ | Total £ |
|------------------------------------|--------------------------|---------------------|-------------------|
| Cost | | | |
| At 1 January 2021 | 152,058 | 16,264 | 168,322 |
| Additions | 45,880 | - | 45,880 |
| | <u> </u> | <u> </u> | <u> </u> |
| At 31 December 2021 | 197,938 | 16,264 | 214,202 |
| | <u> </u> | <u> </u> | <u> </u> |
| Depreciation and impairment | | | |
| At 1 January 2021 | 101,236 | 11,889 | 113,125 |
| Depreciation charged in the year | 20,607 | 1,094 | 21,701 |
| | <u> </u> | <u> </u> | <u> </u> |
| At 31 December 2021 | 121,843 | 12,983 | 134,826 |
| | <u> </u> | <u> </u> | <u> </u> |
| Carrying amount | | | |
| At 31 December 2021 | 76,095 | 3,281 | 79,376 |
| | <u> </u> | <u> </u> | <u> </u> |
| At 31 December 2020 | 50,822 | 4,375 | 55,197 |
| | <u> </u> | <u> </u> | <u> </u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

10 Fixed asset investments

Other investments

Cost or valuation

At 1 January 2021 & 31 December 2021

1

Carrying amount

At 31 December 2021

1

At 31 December 2020

1

| | Notes | 2021 £ | 2020 £ |
|-----------------------------|-------|-----------|-----------|
| Other investments comprise: | | | |
| Investments in subsidiaries | 18 | 1 | 1 |

11 Debtors

Amounts falling due within one year:

Prepayments and accrued income

| 2021 £ | 2020 £ |
|-----------|-----------|
| - | 2,500 |

12 Loans and overdrafts

Bank loans

Payable after one year

| 2021 £ | 2020 £ |
|-----------|-----------|
| - | 50,000 |
| - | 50,000 |

The long term loan is a government-backed loan accessed under a small business loan scheme for businesses impacted by the coronavirus pandemic. It provides a full guarantee against the outstanding guarantee facility balance.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

13 Creditors: amounts falling due within one year

| | Notes | 2021 £ | 2020 £ |
|----------------------------------|-------|---------------|---------------|
| Obligations under finance leases | | 11,330 | 13,738 |
| Other creditors | | 815 | 476 |
| Accruals and deferred income | | 6,800 | 6,000 |
| | | <u>18,945</u> | <u>20,214</u> |

14 Creditors: amounts falling due after more than one year

| | Notes | 2021 £ | 2020 £ |
|----------------------------------|-------|---------------|---------------|
| Bank loans | 12 | - | 50,000 |
| Obligations under finance leases | | 21,284 | 31,156 |
| | | <u>21,284</u> | <u>81,156</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

15 Restricted funds

The income funds of the charity include restricted funds comprising the following balances held for specific purposes:

| | Movement in funds | | | Movement in funds | | |
|--|-------------------|-----------------|------------------------------|-------------------|-----------------|-----------------------------------|
| | Income | Expenditure | Balance at 1 January 2021 | Income | Expenditure | Balance at 31 December 2021 |
| | £ | £ | £ | £ | £ | £ |
| Alumni Hardship Fund | 9,461 | (5,660) | 3,802 | 8,123 | (600) | 11,325 |
| The National Lottery Community Fund | 49,987 | (42,102) | 7,884 | - | (7,884) | - |
| John Lyons | - | - | - | 40,000 | (40,613) | (613) |
| London Community Response Fund | - | - | - | 29,000 | (27,285) | 1,715 |
| Netflix Inc. | - | - | - | 129,999 | (9,948) | 120,051 |
| | <u>59,448</u> | <u>(47,762)</u> | <u>11,686</u> | <u>207,122</u> | <u>(86,330)</u> | <u>132,478</u> |

The Alumni Hardship Fund relates to amounts received to help the charity's alumni and trainees affected by the Covid-19 pandemic.

The National Lottery fund relates to a grant received to help the charity redesign and deliver its training in accordance with Covid-19 protocols.

The grant received from the John Lyon's Charity provides funding for the Digital Media Training Programme targeting children and young people under the age of 25.

The London Community Response fund was granted to provide financial support to the charity's trainees affected by the Covid-19 pandemic.

The grant received from Netflix Inc. funds the participation of 10 young people in the charity's training program, recruitment costs and the employment of administrative staff.

16 Analysis of net assets between funds

| | Unrestricted Funds | Restricted funds | Total | Unrestricted Funds | Restricted funds | Total |
|---|-----------------------|---------------------|----------------|-----------------------|---------------------|---------------|
| | 2021 | 2021 | 2021 | 2020 | 2020 | 2020 |
| | £ | £ | £ | £ | £ | £ |
| Fund balances at 31 December 2021 are represented by: | | | | | | |
| Tangible assets | 67,497 | 11,879 | 79,376 | 55,197 | - | 55,197 |
| Investments | 1 | - | 1 | 1 | - | 1 |
| Current assets/(liabilities) | 146,603 | 120,599 | 267,202 | 113,584 | 11,686 | 125,270 |
| Long term liabilities | (21,284) | - | (21,284) | (81,156) | - | (81,156) |
| | <u>192,817</u> | <u>132,478</u> | <u>325,295</u> | <u>87,626</u> | <u>11,686</u> | <u>99,312</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

17 Related party transactions

Remuneration of key management personnel

The key management personnel of the charity comprise the trustees, the Chief Executive Officer and the Director of Operations.

The total employee benefits of the key management personnel of the charity were:

| | 2021 £ | 2020 £ |
|------------------------|-----------|-----------|
| Aggregate compensation | 132,000 | 132,000 |

18 Subsidiaries undertakings

The following dormant company is a wholly owned subsidiary undertaking of the company:

Licklemor Productions Limited(dormant) - 06971093

19 Cash generated from operations

| | 2021 £ | 2020 £ |
|--|----------------|---------------|
| Surplus for the year | 225,983 | 8,251 |
| Adjustments for: | | |
| Depreciation and impairment of tangible fixed assets | 21,701 | 18,399 |
| Movements in working capital: | | |
| Decrease in debtors | 2,500 | 43,550 |
| Increase in creditors | 1,139 | 1,476 |
| Cash generated from operations | 251,323 | 71,676 |

MAMA YOUTH PROJECT

England & Wales - Charity number 1119238

Accounts

Charity Registration No. 1119238

Company Registration No. 6033670 (England and Wales)

MAMA YOUTH PROJECT
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

MAMA YOUTH PROJECT

LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|-----------------------------|---|--|
| Trustees | Melissa Holton Waseem Mahmood, Chair Shaun Darren Scoon Salvatire Sparace Louisa Forsyth Joanna Lucy Finon Sara Alaine Chenery Safira Nazli Afzal Penelope Janet Morgan | (Appointed 13 February 2020) (Appointed 21 September 2020) (Appointed 21 September 2020) |
| Charity number | 1119238 | |
| Company number | 6033670 | |
| Registered office | 325-327 Oldfield Lane North Greenford Middlesex UB6 0FX | |
| Independent examiner | Berish Hoffman ACA Landau Morley LLP 325-327 Oldfield Lane North Middlesex UB6 0FX | |

MAMA YOUTH PROJECT

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| Notes to the financial statements | 12 - 20 |

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2020

The trustees present their report and financial statements for the year ended 31 December 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016).

Objectives and activities

MAMA Youth Project - Mission Statement:

MAMA Youth Project provides training and development opportunities for young people from deprived backgrounds. In particular, MAMA Youth Project's main training programme trains young, aspiring TV talent in the art of TV production. The content that results from the training programmes has the further objective of educating, informing and supporting young people from all backgrounds.

The Charity's objectives are specifically:

To advance the education of young people who are from disadvantaged backgrounds (including but not limited to black and other ethnic minority backgrounds) and/or who are unemployed, hereinafter referred to as "disadvantaged youth", by:-

- a) providing training for disadvantaged youth in the art of audio and/or visual media production (including but not limited to television production) and ancillary matters;
- b) producing and staging shows, events and other productions which are aimed at educating disadvantaged youth in connection with practical issues which are of relevance to them, and producing ancillary materials; and
- c) sponsoring disadvantaged youth to help them gain greater involvement in audio and/or visual media production and sponsoring events which the company thinks will help disadvantaged youth gain such greater involvement.

MAMA Youth Project is a brand that aspires to be known for giving youth of the United Kingdom from under-represented backgrounds a platform to express themselves, trusting young people, giving them the responsibility to work within a disciplined environment and supporting them with professional and personal development.

MAMA Youth Project develops and runs programmes to train young adults for employment and further education. The most successful training programme to date has been 'What's Up TV', now known as Unmuted TV. The training targets young people and trains them about television production whilst working as Production Managers, Production Coordinators, Researchers, Camera/Lighting Operators, Video Editors, & Location Sound Recordist. The training is based on the real experience of doing the job that is assigned to a young adult. They have to perform their duties in a highly professional manner, taking full account of the discipline that goes with working in the television industry. The young trainees who take part in this unique training environment are working on a real television show that is broadcast on Sky Arts. We run Unmuted TV training twice a year with a minimum of 24 young trainees on each course. In total **56** young people have gone through the programme in 2020. The success rate for Unmuted TV training is that **91%** of those who completed the training received an immediate short term contract. **100%** from the BBC 2020 cohort are still working in media after 6 months. Sky 2020 cohort will have their 6 month update in November 2021, delayed by Covid related delays, but it's looking good that they will all be employed in the media. Through the recruitment process, 180 young people received interview feedback, career advice and an insight into working in the TV industry.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

MAMA Youth Project (MYP) is a leading UK media charity - building a brand focused on young adults, supported by young adults and giving back to young adults.

Although the main training programme is very much geared towards a working environment rather than theory-based, MYP aims to develop and conduct other training programmes that can take advantage of all the experiences and knowledge that has been developed. Unmuted training ensures trainees have full, hands-on responsibility for producing broadcast quality shows that are made available to the general public through broadcast and other media platforms. The work placements following Unmuted TV training are done in accordance to an entry to employment policy and include:

- Introductions to potential employers
- Health & safety awareness
- Personal development sessions
- Support with CV preparation
- Employment interview techniques
- Visits to broadcast stations
- Visits to post production houses
- Work experience placements

Young people will be selected to participate in the programme based upon:

- Representing an under-represented group
- Limited access to educational/employment opportunities
- Term of unemployment
- Aptitude for an interest in TV production
- Recommendation from a referring organisation such as Youth Services
- A clear willingness to further their personal development, and to demonstrate they are ready to change their lives
- Despite working hard and attending university are still unable to find an entry level opportunity in TV.

Background

MAMA Youth Project is an off shoot of MAMA Production's Ltd which was established in 2001. Wholly owned by Bob and Caroline Clarke, the company was originally a small concern producing programmes for television and corporate videos. MAMA Productions has been dissolved since March 2009; this allowed Bob and Caroline to dedicate more time to MAMA Youth Project.

MAMA Youth Project's main training product is the Unmuted TV training a unique format specific for the television industry. The employability skills learned can, however, be transferred to any industry. The product has two main outlets:

1. Training New TV Talent

MAMA Youth Project is actively promoting diversity within the television industry by giving free training to diverse groups of people who are under-represented within the industry. There are many publications and reports on the lack of diversity in television. The main reason MAMA Youth Project exists is to give young adults the practical skills and means to have a strong chance of finding employment within the broadcast and media industry.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

2. Training Young Adults In Life Skills For Employment

MYP have a strong social impact on society. From 2005 to 2020 MYP have managed to change the lives of over **five hundred and fifty young adults** who had little hope of finding employment within the media industry. We have also helped give many young adults the confidence and realisation that they can contribute to society as they now know that they are employable. Most of our young adults have been seeking a job within media for a long time or have been unemployed for so long their confidence had been shattered or they found themselves settling into a routine of getting up late and not really participating in society. Because of their experience with MAMA Youth Project many have had the confidence to do work experience or volunteering. We aim to be a major service provider to youth organisations and civil bodies supporting young adults with various social issues. Although we are very strong on discipline and work ethics, MAMA Youth Project is a brand that means opportunity for young adults. We achieve this by allowing young adults to stand up for themselves, realise their potential and have the freedom to be recognised as equal and valued members of our society. MAMA Youth Project's main training model offers training that is totally based in a working environment and the responsibility that comes with it.

MAMA Youth Project is a non conventional learning institution whose main training model concentrates on vocational learning. The working environment is a place where industry professionals guide young trainees and pass on their experience of working in the broadcast and the media industries. Young people are given the confidence to conduct phone calls and correspondence with contributors from all levels of business both known and unknown to them. This helps to build self esteem and belief in their new found abilities. The young adults make a professional television programme, to industry standards under a strict employment code of practice. The training is non-accredited and focuses all its energy on finding employment, meaningful work experience or pathways into further education.

The trustees confirm that they have complied with the duty in section 2 (1) (b) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The aim of MAMA Youth Project is to advance the education of young people for the public benefit by:

- a) Providing training for young people from underrepresented groups including, but not limited to, those from black Asian minority and ethnic backgrounds (BAME) in the art of television media production and ancillary matters;
- b) Producing shows (and other media productions) which are aimed at educating young people from under-represented groups in life skills and other practical issues that affect them. The trustees have paid due regard to the public benefit guidance issued by the charity commission.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2020

Achievements and performance

Achievements

The television industry appreciates and supports our unique way of finding new talent.

1. March 2009, in the Council of Europe's study on **Diversity In Media** throughout Europe, MYP was placed as one of the **top 10 organisations in its category** setting a good example, initiative and practice towards diversity in media. The only two other organisations from the UK were the BBC and Channel 4.
2. November 2009 **Bob Clarke was the winner of the Special Recognition Award at the prestigious Cultural Diversity Network (CDN) Award ceremony** for his work and achievement with MAM Youth Project.
3. 2011, MYP sign a three year partnership agreement with BskyB which is still ongoing.
4. June 2011, Bob Clarke was shortlisted for the **Community Champion Award in the Trinity Mirror Ealing's Pride in our People awards for all the hard work that was put into building MAMA Youth Project.**
5. 2012, 'What's Up' is screened on Sky 3 (Pick TV).
6. 2013, The BBC partner with MYP (Ended December 2020).
7. 2013, Agreed partnership working with Procam kit room provider who support the charity and its main delivery programme by supplying all the latest equipment for young people to learn their craft to the value of £200,000 pa. Plus giving 13 weeks paid placement to 8 trainees a year.
8. In 2014 MAMA Youth Project trainees are now paid interns and the show becomes a Sky 1 Commission.
9. In 2016 MAMA Youth wins the Business in the Community Race Equality Awards for Developing Talent. The other nominees were The Civil Service, Imperial College and American Express.
10. In 2017 we moved operation to Sky premises where we developed and added a new digital media training programme.
11. In June 2018 MAMA Youth launched a database of alumni - MYP Talent Pool - and 15 new companies joined in partnership recruiting from our pool of alumni and benefiting from our expertise and consultancy.
12. In November 2018 MYP wins The Princess Royal Training award, the Princess herself being a judge.
13. In November 2019 MYP wins Royal Television Award for Community Improvement.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2020

Performance

From the group that completed Unmuted TV' training in 2020:

- o **56** young people completed the training successfully and 51, **91%** received a paid work placement at the end.
- o **96%** are or have been employed within the media industry since completing MAMA Youth Project training in positions such as runner, junior production assistants, junior editor and researcher. They are or have worked for companies such as the BBC, Banijay, Sky Television, Netflix, Warner Bros. TV International,, Hat Trick, Hungry Bear, Viacom, Hot Sauce.
- o This illustrates that the vocational hands-on unique work based learning and practical training approach provided by MAMA Youth Project is producing tangible life changing outcomes.
- o Staff continue to work tirelessly for the young adults who are selected. The staff lead by example and their performance is an inspiration to the young adults who follow the MYP's staff lead on work ethics.

Financial review

The result for the year to 31 December 2020 shows total income of £529,412 (2019: £519,366) and total expenditure of £521,161 (2019: £584,071). MAMA Youth Project will raise more funds through the Talent Pool memberships and an increase of contributions from our main industry partners Sky and the BBC. We also look to improve revenue from positive employment outcomes achieved from the Department of Work and Pensions (DWP) through payment by results (PBR). Another form of revenue we will be exploring is providing services to our partners who support the charity financially such as a MYP talent pool, workshops for partner employees and the chance to meet industry gurus such as an evening with the Commissioning Editors.

Reserves policy

MAMA Youth Project aims to retain sufficient free reserves equivalent to approximately three months forward expenditure. These reserves will be held in case of any sudden decline in income and ensure continuing commitments to providing services for the young adults.

At the year end, the charity held free reserves £113,584 (2019:£62,907).

Plans for future periods

The Coronavirus pandemic and government lockdown meant that MAMA Youth Project couldn't deliver the 2020 Spring training programme as planned. The trainees due to start training in March were delayed until the 20th of July. The training program was redesigned to meet government guidelines and social distancing measures. The second training in the Autumn also started in November with a slight delay. Trainees attended online training sessions as well as hands-on training in the office.

The charity took advantage of the Coronavirus Job retention Scheme and retained staff on flexi furlough. In addition the Charity received a £50,000 bank loan and applied for various COVID-19 third sector relief funds. In 2021 MAMA Youth Project aims to: - Continue to build new partnerships. - Explore and consolidate sustainable funding for MAMA Youth Project to increase our capacity to work with young people. - Seek commissions for Licklemor Productions Ltd (the charity's commercial arm) to increase funds generated for the charity. - Formalise our training and our links to the qualification providers.

Structure, governance and management

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

MAMA Youth Project is a company limited by guarantee, incorporated on 20th December 2006 and registered as a charity on 16th May 2007. Its governing documents are the Memorandum and Articles of Association. The founder, Bob Clarke, who started the organisation in 2005, has been a professional editor in broadcast television for over twenty years.

The Charity is headed by a Board of Trustees:

| | |
|-----------------------|-------------------------------|
| Melissa Holton | |
| Waseem Mahmood, Chair | |
| Shaun Darren Scoon | |
| Salvatore Sparace | |
| Louisa Forsyth | |
| Joanna Lucy Finon | |
| Sara Alaine Chenery | (Appointed 13 February 2020) |
| Safira Nazli Afzal | (Appointed 21 September 2020) |
| Penelope Janet Morgan | (Appointed 21 September 2020) |

Trustees are sought in a variety of ways involving exploration of the field of potential candidates, including recommendations from existing trustees and supporters of MAMA Youth Project. Potential trustees are scrutinised by the current trustees and are subject to competitive interview. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the Project.

The Chief Executive, Bob Clarke, reports to the trustees on managing risk. The key risks identified within MAMA Youth Project are recorded in a Headline Risk Register (HRR) which is presented to the Trustees quarterly. The HRR details the scope of each risk, actions taken to mitigate that risk and the assessment of the degree to which the risks are being managed. Actions to address risks are planned and monitored in these quarterly reviews and used to update the HRR.

The trustees are responsible for setting the goals of the charity. The day to day management is the responsibility of the executive management team which has overall responsibility for delivery of services and activities including financial, management and fundraising.

The trustees report was approved by the Board of Trustees.

Waseem Mahmood, Chair

Chair of Trustees

Dated: 7 September 2021

MAMA YOUTH PROJECT

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAMA YOUTH PROJECT

I report to the trustees on my examination of the financial statements of MAMA Youth Project (the charity) for the year ended 31 December 2020.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

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

Berish Hoffman ACA

Landau Morley LLP
325-327 Oldfield Lane North
Middlesex
UB6 0FX

Dated: 7 September 2021

MAMA YOUTH PROJECT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2020

| | | Unrestricted funds 2020 £ | Restricted funds 2020 £ | Total 2020 £ | Unrestricted funds 2019 £ | Restricted funds 2019 £ | Total 2019 £ |
|---|--------------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| | Notes | | | | | | |
| Income from: | | | | | | | |
| Donations and legacies | 3 | 99,090 | 59,448 | 158,538 | 14,972 | 500 | 15,472 |
| Charitable activities | 4 | 370,874 | - | 370,874 | 503,894 | - | 503,894 |
| Total income | | <u>469,964</u> | <u>59,448</u> | <u>529,412</u> | <u>518,866</u> | <u>500</u> | <u>519,366</u> |
| Expenditure on: | | | | | | | |
| Charitable activities | 5 | 473,399 | 47,762 | 521,161 | 562,723 | 21,348 | 584,071 |
| Net (expenditure)/income for the year/ Net movement in funds | | (3,435) | 11,686 | 8,251 | (43,857) | (20,848) | (64,705) |
| Fund balances at 1 January 2020 | | 91,061 | - | 91,061 | 134,918 | 20,848 | 155,766 |
| Fund balances at 31 December 2020 | | <u>87,626</u> | <u>11,686</u> | <u>99,312</u> | <u>91,061</u> | <u>-</u> | <u>91,061</u> |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

MAMA YOUTH PROJECT

BALANCE SHEET

AS AT 31 DECEMBER 2020

| | Notes | 2020 | | 2019 | |
|--|-------|----------------|----------------|---------------|----------------|
| | | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Tangible assets | 9 | | 55,197 | | 70,638 |
| Investments | 10 | | 1 | | 1 |
| | | | <u>55,198</u> | | <u>70,639</u> |
| Current assets | | | | | |
| Debtors | 11 | 2,500 | | 46,050 | |
| Cash at bank and in hand | | 142,984 | | 33,187 | |
| | | <u>145,484</u> | | <u>79,237</u> | |
| Creditors: amounts falling due within one year | 13 | (20,214) | | (16,330) | |
| Net current assets | | | <u>125,270</u> | | <u>62,907</u> |
| Total assets less current liabilities | | | <u>180,468</u> | | <u>133,546</u> |
| Creditors: amounts falling due after more than one year | 14 | | (81,156) | | (42,485) |
| Net assets | | | <u>99,312</u> | | <u>91,061</u> |
| Income funds | | | | | |
| Restricted funds | 15 | | 11,686 | | - |
| Unrestricted funds | | | 87,626 | | 91,061 |
| | | | <u>99,312</u> | | <u>91,061</u> |

MAMA YOUTH PROJECT

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2020

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2020.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 7 September 2021

Waseem Mahmood, Chair
Trustee

Company Registration No. 6033670

MAMA YOUTH PROJECT

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2020

| | Notes | 2020 £ | £ | 2019 £ | £ |
|---|-------|-----------|----------------|-----------|---------------|
| Cash flows from operating activities | | | | | |
| Cash generated from/(absorbed by) operations | 19 | | 71,676 | | (4,728) |
| Investing activities | | | | | |
| Purchase of tangible fixed assets | | (2,958) | | (56,647) | |
| Proceeds on disposal of tangible fixed assets | | - | | 1,873 | |
| Net cash used in investing activities | | | (2,958) | | (54,774) |
| Financing activities | | | | | |
| Repayment of bank loans | | 50,000 | | - | |
| Payment of obligations under finance leases | | (8,921) | | 53,815 | |
| Net cash generated from financing activities | | | 41,079 | | 53,815 |
| Net increase/(decrease) in cash and cash equivalents | | | 109,797 | | (5,687) |
| Cash and cash equivalents at beginning of year | | | 33,187 | | 38,874 |
| Cash and cash equivalents at end of year | | | <u>142,984</u> | | <u>33,187</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

Charity information

MAMA Youth Project is a private company limited by guarantee incorporated in England and Wales. The registered office is 325-327 Oldfield Lane North, Greenford, Middlesex, UB6 0FX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

1.5 Expenditure

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

All expenditure is inclusive of irrecoverable VAT.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

| | |
|------------------|----------------------|
| Office equipment | 25% reducing balance |
| Motor vehicles | 25% reducing balance |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

(Continued)

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

(Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the balance sheet as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to net income/(expenditure) for the year so as to produce a constant periodic rate of interest on the remaining balance of the liability.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

| | Unrestricted funds | Restricted funds | Total | Unrestricted funds | Restricted funds | Total |
|---------------------|-----------------------|---------------------|----------------|-----------------------|---------------------|---------------|
| | 2020 | 2020 | 2020 | 2019 | 2019 | 2019 |
| | £ | £ | £ | £ | £ | £ |
| Donations and gifts | 2,820 | 59,448 | 62,268 | 14,972 | 500 | 15,472 |
| Grants | 96,270 | - | 96,270 | - | - | - |
| | <u>99,090</u> | <u>59,448</u> | <u>158,538</u> | <u>14,972</u> | <u>500</u> | <u>15,472</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

4 Charitable activities

| | 2020 £ | 2019 £ |
|--------------------------------|-----------|-----------|
| Activities undertaken directly | 370,874 | 503,894 |

5 Charitable activities

| | 2020 £ | 2019 £ |
|---|----------------|----------------|
| Staff costs | 45,962 | 97,739 |
| Depreciation and impairment | 18,399 | 23,548 |
| Professional fees | 79,102 | 83,002 |
| Motor, travel and subsistence | 2,916 | 5,597 |
| Presenter fees | 4,067 | 18,692 |
| Sundries | 44 | - |
| Equipment hire | 1,395 | 6,454 |
| Venue hire | 6,715 | 12,758 |
| Printing, postage and stationery | 494 | - |
| Staff welfare | 170 | - |
| Repairs | 1,550 | - |
| Other office cost | 1,790 | 1,539 |
| (Profit) / loss on disposal of fixed assets | - | 1,873 |
| | <u>162,604</u> | <u>251,202</u> |
| Share of support costs (see note 6) | 351,025 | 327,067 |
| Share of governance costs (see note 6) | 7,532 | 5,802 |
| | <u>521,161</u> | <u>584,071</u> |
| Analysis by fund | | |
| Unrestricted funds | 473,399 | 562,723 |
| Restricted funds | 47,762 | 21,348 |
| | <u>521,161</u> | <u>584,071</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

6 Support costs

| | Support costs | Governance costs | 2020 | Support costs | Governance costs | 2019 |
|----------------------------------|----------------|------------------|----------------|----------------|------------------|----------------|
| | £ | £ | £ | £ | £ | £ |
| Staff costs | 295,472 | - | 295,472 | 256,784 | - | 256,784 |
| Insurance | 6,010 | - | 6,010 | 7,088 | - | 7,088 |
| Motor travel and subsistence | 14,410 | - | 14,410 | 28,982 | - | 28,982 |
| Other office costs | 16,065 | - | 16,065 | 11,175 | - | 11,175 |
| Staff training and welfare | 2,021 | - | 2,021 | 5,932 | - | 5,932 |
| Marketing and advertising | 3,411 | - | 3,411 | 545 | - | 545 |
| Printing, postage and stationery | 24 | - | 24 | 868 | - | 868 |
| Telephone | 2,294 | - | 2,294 | 3,205 | - | 3,205 |
| Subscriptions | 5,812 | - | 5,812 | 7,688 | - | 7,688 |
| Sundries | 65 | - | 65 | 599 | - | 599 |
| Interest payable | 1,418 | - | 1,418 | 629 | - | 629 |
| Bookkeeping fees | 4,023 | - | 4,023 | 3,572 | - | 3,572 |
| Accountancy fees | - | 7,532 | 7,532 | - | 5,802 | 5,802 |
| | <u>351,025</u> | <u>7,532</u> | <u>358,557</u> | <u>327,067</u> | <u>5,802</u> | <u>332,869</u> |
| Analysed between | | | | | | |
| Charitable activities | <u>351,025</u> | <u>7,532</u> | <u>358,557</u> | <u>327,067</u> | <u>5,802</u> | <u>332,869</u> |

Governance costs include payments to the independent examiner of £2,500 (2019: £2,500) for independent examination services and £5,032 (2019: £3,302) for accountancy services.

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

7 Trustees (Continued)

8 Employees

The average monthly number of employees during the year was:

| | 2020 Number | 2019 Number |
|--|----------------|----------------|
| | 15 | 15 |
| | <u>15</u> | <u>15</u> |

Employment costs

| | 2020 £ | 2019 £ |
|-----------------------|----------------|----------------|
| Wages and salaries | 312,541 | 326,639 |
| Social security costs | 24,562 | 24,280 |
| Other pension costs | 4,331 | 3,604 |
| | <u>341,434</u> | <u>354,523</u> |

The number of employees whose annual remuneration was £60,000 or more were:

| | 2020 Number | 2019 Number |
|-----------------|----------------|----------------|
| £70,001-£85,000 | 1 | 1 |
| | <u>1</u> | <u>1</u> |

9 Tangible fixed assets

| | Office equipment £ | Motor vehicles £ | Total £ |
|------------------------------------|--------------------------|---------------------|----------------|
| Cost | | | |
| At 1 January 2020 | 149,100 | 16,264 | 165,364 |
| Additions | 2,958 | - | 2,958 |
| | <u>152,058</u> | <u>16,264</u> | <u>168,322</u> |
| At 31 December 2020 | | | |
| Depreciation and impairment | | | |
| At 1 January 2020 | 84,295 | 10,431 | 94,726 |
| Depreciation charged in the year | 16,941 | 1,458 | 18,399 |
| | <u>101,236</u> | <u>11,889</u> | <u>113,125</u> |
| At 31 December 2020 | | | |
| Carrying amount | | | |
| At 31 December 2020 | <u>50,822</u> | <u>4,375</u> | <u>55,197</u> |
| At 31 December 2019 | <u>64,805</u> | <u>5,833</u> | <u>70,638</u> |

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2020

10 Fixed asset investments

| | Other investments |
|--------------------------------------|------------------------------|
| Cost or valuation | |
| At 1 January 2020 & 31 December 2020 | 1 |
| | <u> </u> |
| Carrying amount | |
| At 31 December 2020 | 1 |
| | <u> </u> |
| At 31 December 2019 | 1 |
| | <u> </u> |

| | Notes | 2020 £ | 2019 £ |
|-----------------------------|--------------|-------------------|-------------------|
| Other investments comprise: | | | |
| Investments in subsidiaries | 18 | 1 | 1 |
| | | <u> </u> | <u> </u> |

11 Debtors

| | 2020 £ | 2019 £ |
|---|-------------------|-------------------|
| Amounts falling due within one year: | | |
| Prepayments and accrued income | 2,500 | 46,050 |
| | <u> </u> | <u> </u> |

12 Loans and overdrafts

| | 2020 £ | 2019 £ |
|------------------------|-------------------|-------------------|
| Bank loans | 50,000 | - |
| | <u> </u> | <u> </u> |
| Payable after one year | 50,000 | - |
| | <u> </u> | <u> </u> |

The long term loan is a government-backed loan accessed under a small business loan scheme for businesses impacted by the coronavirus pandemic. It provides a full guarantee against the outstanding guarantee facility balance.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2020

13 Creditors: amounts falling due within one year

| | Notes | 2020 £ | 2019 £ |
|----------------------------------|-------|---------------|---------------|
| Obligations under finance leases | | 13,738 | 11,330 |
| Other creditors | | 476 | - |
| Accruals and deferred income | | 6,000 | 5,000 |
| | | <u>20,214</u> | <u>16,330</u> |

14 Creditors: amounts falling due after more than one year

| | Notes | 2020 £ | 2019 £ |
|----------------------------------|-------|---------------|---------------|
| Bank loans | 12 | 50,000 | - |
| Obligations under finance leases | | 31,156 | 42,485 |
| | | <u>81,156</u> | <u>42,485</u> |

15 Restricted funds

The income funds of the charity include restricted funds comprising the following balances held for specific purposes:

| | Movement in funds | | | Movement in funds | | | Balance at 31 December 2020 £ |
|--|-----------------------------------|-------------|------------------|-----------------------------------|---------------|------------------|--|
| | Balance at 1 January 2019 £ | Income £ | Expenditure £ | Balance at 1 January 2020 £ | Income £ | Expenditure £ | |
| Technical Trainer's fund | 20,848 | - | (20,848) | - | - | - | - |
| Alumni Hardship Fund | - | 500 | (500) | - | 9,461 | (5,660) | 3,801 |
| The National Lottery Community Fund | - | - | - | - | 49,987 | (42,102) | 7,885 |
| | <u>20,848</u> | <u>500</u> | <u>(21,348)</u> | <u>-</u> | <u>59,448</u> | <u>(47,762)</u> | <u>11,686</u> |

The Alumni Hardship Fund relates to amounts received to help the charity's alumni and trainees affected by the Covid-19 pandemic.

The National Lottery fund relates to a grant received to help the charity redesign and deliver its training in accordance with Covid-19 protocols.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

16 Analysis of net assets between funds

| | Unrestricted Funds 2020 £ | Restricted funds 2020 £ | Total 2020 £ | Unrestricted Funds 2019 £ | Restricted funds 2019 £ | Total 2019 £ |
|---|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Fund balances at 31 December 2020 are represented by: | | | | | | |
| Tangible assets | 55,197 | - | 55,197 | 70,638 | - | 70,638 |
| Investments | 1 | - | 1 | 1 | - | 1 |
| Current assets/ (liabilities) | 113,584 | 11,686 | 125,270 | 62,907 | - | 62,907 |
| Long term liabilities | (81,156) | - | (81,156) | (42,485) | - | (42,485) |
| | <u>87,626</u> | <u>11,686</u> | <u>99,312</u> | <u>91,061</u> | <u>-</u> | <u>91,061</u> |

17 Related party transactions

Remuneration of key management personnel

The key management personnel of the charity comprise the trustees, the Chief Executive Officer and the Director of Operations.

The total employee benefits of the key management personnel of the charity were:

| | 2020 £ | 2019 £ |
|------------------------|----------------|----------------|
| Aggregate compensation | <u>132,000</u> | <u>132,000</u> |

18 Subsidiaries undertakings

The following dormant company is a wholly owned subsidiary undertaking of the company:

Licklemor Productions Limited(dormant) - 06971093

19 Cash generated from operations

| | 2020 £ | 2019 £ |
|--|---------------|----------------|
| Surplus/(deficit) for the year | 8,251 | (64,705) |
| Adjustments for: | | |
| Depreciation and impairment of tangible fixed assets | 18,399 | 23,548 |
| Movements in working capital: | | |
| Decrease in debtors | 43,550 | 43,950 |
| Increase/(decrease) in creditors | 1,476 | (7,521) |
| Cash generated from/(absorbed by) operations | <u>71,676</u> | <u>(4,728)</u> |