

# THE MINISTRY OF STORIES

England & Wales · Charity number 1138553

## Details

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Other names	MOS
Status	Registered
Legal form	Charitable company
Company number	<a href="#">07317370</a>
Registered	2010-10-25
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Website	<a href="http://www.ministryofstories.org">www.ministryofstories.org</a>

## Activities

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**Objects:** 4 (1) TO ADVANCE EDUCATION FOR THE PUBLIC BENEFIT IN WRITING AND READING IN ALL ITS FORMS; 4 (2) TO ACT AS A RESOURCE FOR YOUNG PEOPLE UP TO THE AGE OF 18 BY PROVIDING ADVICE AND ASSISTANCE, ORGANISING PROGRAMMES OF EDUCATION AND OTHER ACTIVITIES AS A MEANS OF: (A) ADVANCING IN LIFE AND HELPING YOUNG PEOPLE BY DEVELOPING THEIR SKILLS, CAPACITIES AND CAPABILITIES TO ENABLE THEM TO PARTICIPATE IN SOCIETY AS INDEPENDENT, MATURE AND RESPONSIBLE INDIVIDUALS; (B) ADVANCING EDUCATION; (C) RELIEVING UNEMPLOYMENT; AND 4 (3) TO PROMOTE SOCIAL INCLUSION FOR THE PUBLIC BENEFIT BY PREVENTING PEOPLE FROM BECOMING SOCIALLY EXCLUDED, RELIEVING THE NEEDS OF THOSE PEOPLE WHO ARE SOCIALLY EXCLUDED AND ASSISTING THEM TO INTEGRATE INTO SOCIETY. FOR THE PURPOSE OF THIS ARTICLE 'SOCIALLY EXCLUDED' MEANS BEING EXCLUDED FROM SOCIETY, OR PARTS OF SOCIETY, AS A RESULT OF ONE OF MORE OF THE FOLLOWING FACTORS: UNEMPLOYMENT; FINANCIAL HARDSHIP; YOUTH OR OLD AGE; ILL HEALTH (PHYSICAL OR MENTAL); SUBSTANCE ABUSE OR DEPENDENCY INCLUDING ALCOHOL AND DRUGS; DISCRIMINATION ON THE GROUNDS OF SEX, RACE, DISABILITY, ETHNIC ORIGIN, RELIGION, BELIEF, CREED, SEXUAL ORIENTATION OR GENDER RE-ASSIGNMENT; POOR EDUCATIONAL OR SKILLS ATTAINMENT; RELATIONSHIP AND FAMILY BREAKDOWN; POOR HOUSING (THAT IS HOUSING THAT DOES NOT MEET BASIC HABITABLE STANDARDS; CRIME (EITHER AS A VICTIM OF CRIME OR AS AN OFFENDER REHABILITATING INTO SOCIETY)).

**Activities:** The Ministry of Stories is a creative writing and mentoring centre for young people in east London. We use storytelling to inspire young people aged 8-18, in the belief that writing unleashes their imaginations and builds confidence, self-respect and communication.

## Classification

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- **How:** Provides Buildings/facilities/open Space, Provides Services
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** Children/young People

## Geography

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- **Area of benefit:** UNDEFINED. IN PRACTICE, NATIONAL
- Hackney
- Islington
- Tower Hamlets

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£474,374	£510,122	-	-
2024-03-31	£524,382	£574,783	£317,619	14
2023-03-31	£376,004	£571,911	-	-
2022-03-31	£485,162	£479,979	-	-
2021-03-31	£306,195	£437,012	-	-

## Trustees

Name	Role	Appointed
<b>Rebecca Hanna-Grindall</b>	Chair	2025-06-03
Anna Zhuravkina		2019-03-27
Ben Connah		2025-08-05
Caitlin Allen		2025-08-05
Chantelle Stockley		2025-02-04
Inua Ellams		2023-11-14
Lucy McMenemy		2025-06-03
Morenikeji Okeowo		2024-10-23
Philip John Watkins		2022-07-26
Vidal Behar		2024-07-24

**THE MINISTRY OF STORIES**

England & Wales - Charity number 1138553

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# Accounts

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## MINISTRY OF STORIES



*'Ministry of Stories has helped me have a huge, infinity-sized imagination.'*

- Nico, 10

**Ministry of Stories  
Trustees' Report and Financial Statements  
For the year ended 31 March 2025**

Registered Company Number: 07317370  
Charity Registration Number: 1138553

## **My Ideal London**

In my ideal London  
It won't be so grey  
I'll find a piece of happiness,  
Maybe a clear sunny day?

London won't be too big  
A small town  
with sweet smelling figs  
An intertwining community  
without any hate  
people coming together  
to bake sweet treats

In my ideal London  
It won't be so grey  
I'll find a piece of happiness,  
Maybe a clear sunny day?

- Amelia, age 14

**MINISTRY OF STORIES  
TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
YEAR ENDED 31 MARCH 2025**

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**MINISTRY OF STORIES**  
**SECTION 1: TRUSTEE BOARD AND ADMINISTRATIVE DETAILS**  
**YEAR ENDED 31 MARCH 2025**

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**Trustees**

Michaela Greene	Chair (retired May 2025)
Rebecca Hanna-Grindall	Chair (appointed May 2025)
Vidal Behar	(Appointed Jul 2024)
Inua Ellams	
Simon Mott-Cowan	Vice-Chair / Treasurer (retired Feb 2025)
Keji Okeowo	
Chantelle Stockley	Treasurer (appointed Feb 2025, retired July 2025)
Philip Watkins	Company Secretary
Indigo Williams	(Retired Feb 2025)
Anya Zhuravkina	Vice Chair

**Director (Chief Executive)**

Rob Smith

**Deputy Director**

Kirsty Telford (resigned Jun 2024)

Laura Perkins (appointed Sep 2024)

**Registered Office**

159 Hoxton Street  
London N1 6PJ

**Legal Advisors**

Morgan, Lewis &  
Bockius UK LLP  
Condor House  
5-10 St. Paul's  
Churchyard  
London EC4M 8AL

**Accountants**

Counterculture  
Partnership LLP  
Unit NH.204  
E1 Studios  
7 Whitechapel Road  
London E1 1DU

**Bankers**

HSBC PLC  
Lion House  
25 Islington High Street  
London N1 6LJ

**Independent Examiner**

Anthony Epton BA FCA CTA FCIE  
Goldwins Limited  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

Photo credits: Ministry of Stories, Rob Harris, Tom Oldham and Jonathan Perugia.

Registered Charity Name: The Ministry of Stories  
Registered Charity Number (England and Wales): 1138553  
Registered Company Number: 07317370



### **A message from our Chair**

It is a pleasure and a privilege to take up the Chair of Trustees role at Ministry of Stories - a charity close to my heart for the inspirational work it does championing children's creativity and access to the arts. I am a firm believer in the power of co-curation, child-led learning, and in creating impact in local communities - principles that are very much at the core of the work Ministry of Stories does.

My thanks go to Michaela Greene who stepped down from the chair role in May after nine years on the board. I know that Michaela guided the organisation with great leadership and humour, with both vision and pragmatism. She has built an exceptional board of trustees who it is my privilege to now lead, bringing their skill and commitment to continue making Ministry the best it can be for children, young people,

their families and teachers across Hackney and East London.

I join the organisation at an exciting time, as we begin our new 5-Year Strategic Plan - an ambitious plan that rises to meet the growing demand and need in our community, alongside the remarkable ambition and potential of the young writers that we serve. By 2030 we will be supporting over 200 young writers each week through our community programmes, and a further 5,000 each year through our schools work. We will continue to build progression routes for young people to move up through our programmes and into volunteering, training and employment, whilst remaining deeply rooted in our wonderfully diverse community.

And for this to happen, we will need your support. We know how much pressure our families continue to be under, and the barriers and inequality that this can create - more than nine in ten of our community writing lab families live in the top 30% postcodes for income deprivation nationally, and almost three quarters of our young writers are people of colour. Our supporters are loyal, committed and recognise both the value and importance of our work - and we invite you to join them.

We continue to seek new trusts, foundations, corporate partnerships, individuals and community groups to help us deliver our vision to champion the writer in every child. We hope you will be one of them.

A handwritten signature in black ink, appearing to read 'RHG', with a long horizontal line extending to the right.

**Rebecca Hanna-Grindall  
Chair of Trustees**

## A message from our Director

It has been a remarkable year for Ministry of Stories, with our young writers given agency to unleash their ideas and imagination and show the world what they can do.

Young people's voices are powerful, and they matter - perhaps now more than ever in an increasingly unpredictable world. At Ministry of Stories, we place great value on amplifying young voices.

The programme this year, co-designed with our young writers, has taken us to some incredible places! Through the wonderfully absurd reimagining of London in our audio project *London Can't Make Up Its Mind*, to the awe-inspiring speeches as part of our *Speak Up* speech writing programme - the full multitude of young voices have shone. Thank you to each and every one of our writers for their courage to put pen to paper, stand up, tell their stories, and share their voices with the world.



I want to extend my thanks for the amazing kindness, care and generosity of everyone in our extended Ministry orbit. Our families are remarkable and I adore celebrating our young writers' achievements with you.

Our donors for recognising the unstoppable potential in our young people. And our incredible teachers, working tirelessly to provide the best opportunities for the pupils in their classrooms, who are so open and willing to try new approaches with us, and who trust us to help bring excitement to writing, and passion to learning.

And to our creative partners - who share the excitement of amplifying our young writers' voices - be it through design, animation, performances, or production - taking great care to treat our writers' work with the great respect it deserves.

And of course to our incredible volunteer mentors - totalling 221 this year - who give their time to mentor our young people every week. You come with warmth, open hearts, and always a welcoming smile.

To all of you, we wouldn't be Ministry of Stories without you. Thank you.

**Rob Smith**  
**Director**

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2025**

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**'Even the smallest of stories can contain the biggest adventure.'**

- Olive, 9

## **ABOUT US**

Ministry of Stories ([ministryofstories.org](http://ministryofstories.org)) champions the writer in every child. Co-founded by author Nick Hornby in 2010, we help young people discover their confidence, imagination and potential through the power of their writing and creativity.

We develop communication and leadership skills through innovative writing programmes and small group mentoring for children living in under-resourced communities, working in schools and at our dedicated writing centre in east London.

Since we were founded, we have supported more than 20,000 young people to harness their voice. In 2024/25 we provided creative writing opportunities for 1,376 children and young people.

We can be found hidden behind the secret door in our fantastical shop Hoxton Street Monster Supplies. All the profits from the sale of goods in our shop support the work of the Ministry of Stories.

## **SECTION 3. TRUSTEES' REPORT**

The trustees, who are also directors under company law, present their report and financial statements for the year ended 31 March 2025.

The trustees confirm that the financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

### **CHARITABLE PURPOSES FOR THE PUBLIC BENEFIT**

The trustees have given due consideration to the guidance on public benefit issued by the Charities Commission (Public Benefit requirement under the Charities Act 2011) and believe that the activities undertaken during the year provide public benefit while fulfilling the objectives of the charity.

The Ministry of Stories' charitable purposes remain those specified in the Memorandum and Articles of Association.

1. ***The Advancement of Education*** – to advance education for the public benefit in writing and reading in all its forms.

2. **Young People** – to act as a resource for young people up to the age of 18 by providing advice and assistance, organising programmes of education and other activities as a means of:
  - a) Advancing in life and helping young people by developing their skills, capacities, and capabilities to enable them to participate in society as independent, mature and responsible individuals.
  - b) Advancing education
  - c) Relieving unemployment, and
3. **Social inclusion** – to promote social inclusion for the public benefit by preventing people from being socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society.

## **AIMS AND OBJECTIVES OF MINISTRY OF STORIES**

### **OUR STARTING POINT**

We believe that children in our communities have their potential limited because society does not value, resource or represent them.

### **OUR AIM**

For children and young people to have a voice to affect change, using the power of their ideas and imagination to write brighter futures for themselves.

### **OUR METHODOLOGY**

Through a range of innovative writing programmes and small group mentoring, we help young people discover their own creative potential. Our methodology helps young people to gain confidence, grow in self-respect and learn new skills.

We have six core pillars which underpin how we work:

1. Creating inspiring learning spaces
2. Providing individual support from volunteer mentors
3. Delivering effective writing programmes, led by professional writers
4. Amplifying our young writer's work through publications and performances
5. Creating communities of writers
6. Engaging local communities

Our young people drive our programme choices. The creative writing projects which form our community writing programme are planned 18 months in advance in close collaboration with our young writers.

We take a co-creation approach, meaning that our programmes are relevant, exciting and engaging for our young people. At Ministry of Stories, they decide the focus of our future programme, input their ideas, and determine how best to celebrate their achievements through a final artform.

Within a school's context, we work with school leaders to identify the young people they seek to reach through a creative approach, and work with them to curate engaging and relevant programmes for their pupils.

## OUR REACH

This year, we are proud to have supported **1,376 children and young people to become writers**.

Of these, **159 young people** (121 in 2023/24) attended our weekly community writing programme, which delivered **190 sessions** (179 in 2023/24) over the course of the year. We reached a **78% attendance rate** (76% in 2023/24).

In addition, we supported **1,167 pupils** through the delivery of **29 primary and secondary school programmes**. As part of our schools partnerships, we worked with **365 teachers** (179 in classroom projects, and a further 186 through teacher CPD).

Through outreach work, special events and community activities, we reached a further **50 children** outside of our regular programmes.

During this period, **Ministry of Stories had a staff team of 13** (8.5 full time equivalent), including the Hoxton Street Monster Supplies retail team.

We were proud to be supported by **221 individual volunteers** who **gave 3,078 hours** to support our organisation. We also worked with **28 freelancers** and commissioned projects with **17 additional artists**.

### Our Home

Ministry of Stories operates out of a dedicated writing centre, hidden behind our magical shop Hoxton Street Monster Supplies. Located on Hoxton Street, in the heart of our community, our location is key to reaching families in our target ward.

## OUR IMPACT

*'We love the ethos of Ministry of Stories - how children can be relaxed, yet there is so much productive output.'*

- Avantika, Parent

We use our [Theory of Change](#) as the basis for our evaluation framework, utilising surveys and interviews with young writers, teachers, writing facilitators, parents and volunteers to understand the impact of our work.

The children and young people who attend our programmes:

- Grow in confidence and courage
- Become better writers
- Become better speakers
- Feel positive about themselves
- Feel safe emotionally and physically
- Have their creativity and imagination celebrated

We also aim for adults - be they parents, carers, teachers or the wider public - to discover new talent and potential in the young people.

### **Young writers' perspective**

Our end-of-term surveys with our young writers show continued progress towards our outcomes:

- 92%** said they felt safe at the Ministry of Stories
- 93%** enjoyed taking part in Ministry of Stories writing programmes
- 65%** said Ministry of Stories had helped them to feel good about themselves
- 75%** said their writing had improved
- 87%** said they had created something they felt proud of

*'Ministry of Stories makes me feel capable of being the best I can be!'*

- Olamiposi, 9

### **Parents' perspective**

Our annual survey of parents and carers show that overwhelmingly we have achieved the outcomes we aspire to:

- 100%** said their child had enjoyed taking part in our writing programmes
- 93%** felt their child's confidence had increased as a result of taking part
- 81%** said their child's writing had improved
- 100%** felt their child was safe at Ministry of Stories

*'We really love what Ministry of Stories does and how Ministry of Stories creates a community around writing and creativity.'*

- Julia, Parent

### **Teachers' perspective**

Teacher surveys, completed after every school project, demonstrate the ways our work is impacting in schools:

- 100%** said their students' writing had improved
- 80%** reported their students' confidence had increased
- 90%** said students' attitudes towards writing had improved
- 100%** said the project had positively impacted on their student's attainment
- 100%** reported a positive impact on their own teaching practice

*'I was impressed by the obvious enjoyment and enthusiastic participation of all children, but it was particularly lovely to see the less confident writers grow in confidence.'*

- Claire, Teacher, William Patten Primary School

## OUR NEIGHBOURHOOD

Our community writing programme (after-school and Saturdays) is provided for free and is accessible to children and young people aged between 6-15 who live within a 500m radius of our writing centre or who attend one of seven local schools in our catchment. These schools have levels of students in receipt of Pupil Premium (national education grant for disadvantaged pupils) which are significantly higher than average.

This year we continued to reach the young people in greatest need of our support: **91% of our young writers live in areas in the top 30% of income deprivation nationally** (Index of Multiple Deprivation (IMD) data).

In addition to our community programme, Ministry of Stories works with schools in the London boroughs of Hackney, Tower Hamlets and Islington; all prioritised for their high percentage of pupils receiving Pupil Premium, who often face the greatest barriers to the Arts.

We are proud that our writing programme reflects the rich diversity in our community: 73% of our writing programme members are young people of colour. 3% of our young writers are registered by their parents as having SEND or additional needs, although we think the true figure to be closer to 25%. SEND within our groups currently include Autism, ADHD, Dyslexia, Blindness, Deafness, cognitive difficulties and unspecified learning difficulties and mental health conditions.

## MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE

Our key charitable activities carried out in the financial year 2024-25 included:

1. **Community Writing Programme**
2. **Schools Programme**
3. **Sector Support and Organisational Development**

### 1. COMMUNITY WRITING PROGRAMME

Our weekly community writing labs are free and take place after school. They include five regular groups, made up of: 6-8 year olds, 8-12 year olds and an older group for 11-15s.

#### Highlights of 2024-25 Community Writing Labs include:

##### ***Summer Term: London Can't Make Up Its Mind***

Our flagship project for 2024, *London Can't Make Up Its Mind*, was an audio project in which young writers set their sights on some of London's most iconic landmarks. Across the term they wrote and edited amazing tales of London through poetry, stories and scripts - telling the story of their city.

### **London is...**

London is a noisy animal  
Loud as a lion's roar.

London is jollof rice and chicken,  
meatballs and spaghetti,  
Rice and red soup!

- Extract from a group poem, 8-12's Writing Lab

The young writers' work was recorded by professional voice actors under the production of a professional podcast producer, and sound engineered by paid student trainees from East London Arts and Music (ELAM).

The project culminated in a listening party hosted at the Trampery in Old Street, attended by 145 of our young writers, their families and friends.

With 98% of our young writers stating that they enjoyed taking part, we were incredibly proud of this term's project. 92% of our young writers reported that they created something they were proud of, with 78% stating that their writing had improved as a result of the project.



The project culminated in a series of audio pieces:

1. [A Completely Accurate and Totally True London Tour](#)
2. [London Can't Make Up Its Mind](#)
3. [A Better London: Welcome to Monster Town](#)

### **Autumn Term: Spy School**

Spy School took a 'mantle of the expert' approach, putting our young writers into the role of secret agents, tasking them with 'mission-based' challenges each week.



Each session began with an intercepted audio recording from an agent in the field, which over the course of 11 weeks revealed the story of how Ministry of Stories was under threat from the enigmatic QuizCorp.

Along the way, our young writers explored spy missions, action scenes, creating villains, gadgets, and aliases. Each young

writer was given their own 'spy passport' and after every session passports were stamped with uniquely designed stamps. In the final session participants were given a special spy briefcase and a graduation pin to take with them, along with their final mission reports.

*'I am proud of my mission report story. I haven't done anything like this before and I realised I am really good at it. I love it!'*

- Zayah, 10

### ***Summer Term: Time to Write***

The trees! The trees!  
this is what they say:  
In winter, cover me in warmth.  
In spring cover me in green.  
In summer cover me in your finest silver dress.  
In autumn cover me in gold.

I asked the trees, how should I be?  
And this is what they said...  
On bad days, stand as hard as iron.  
On good days, float like a silver leaf.

- Beulah, 11

*Time to Write* is our annual free-write project where our young writers create self-directed mini projects according to their interests, leading them to explore different forms of writing such as poetry, non-fiction and prose.

This project saw 113 of our young writers engage in a wide array of writing prompts and activities over the course of 58 sessions, where they also engaged in masterclasses from visiting poets.

*Time to Write* culminated in the ever-popular end-of-term Zine Fair, attracting an audience of 65 people, with our young writers hosting stalls to trade copies of their Zines with friends and family.

## 2. SCHOOLS PROGRAMME

*'There was a noticeable difference in the children's confidence for writing and their desire and motivation to do so. They were very excited about their sessions, even the reluctant writers.'*

- Mariam, Year 3 Teacher, Holmleigh Primary School

Our aim this year was to maintain our schools portfolio, with an emphasis on growing our partnerships with Hackney Schools to bring parity with those from our neighbouring borough of Tower Hamlets.

We successfully supported **23 schools** across the year, 10 of which were from Hackney. We invested time and energy in rebuilding our strategic relationships with Hackney Education to ensure we are most effectively addressing need, whilst also laying the foundations for longer-term partnerships in the borough.

*'Ministry of Stories, with a focus on engaging, supportive writing practice alongside oracy, is well placed to support Hackney schools' needs.'*

- Director of Education, Hackney Council

Our schools programme was delivered through three key strands:

1. Our Consortium Model, where we bring together groups of schools to work collaboratively, and share best practice. 2024/25 was the final year of the **Writing Brighter Futures** programme in Tower Hamlets, and the development phase of a new **Hackney Writing Partnership** - both generously supported by The Mercers' Company.
2. Supporting individual schools through our one-off workshops and longer-term **bespoke projects** - inviting schools to identify a brief, priority or challenge, then working collaboratively to programme in response.
3. Providing **professional development for teachers** and school staff, to improve teacher skills and share our methodology and approaches.

### Highlights of 2024-25 School Programme include:

[\*Fragments from Utopia\*](#) (Oaklands School, Tower Hamlets). An original anthology created during a weekly lunchtime writing club, designed to excite and inspire students' creativity and build writing confidence. *Fragments from Utopia* uncovered the remains from an ancient society buried deep below Oaklands School.

*'This anthology is more than just a compilation of words: it is a testament to the creativity, wit, and boundless imagination of young minds envisioning a better world with a delightful twist of humour.'*

- Thahmina, English Teacher, Oaklands School

**Writing Brighter Futures** (Poplar Partnership, Tower Hamlets). In celebration of our three-year partnership with eight primary schools across Tower Hamlets, we welcomed 150 pupils and their teachers to take part in a full morning of creative writing activities, fun workshops and a finale of performances, readings and a showcase of inspirational writing projects from across the three years.



**Adventure Writing** (Holmleigh Primary School, Hackney). A term-long Year 3 programme for pupils with English as an additional language, designed to support longer-form writing through adventure stories.

*'I felt so impressed with myself.'*

- Tabal, 6

**Speak Up** (Bridge Academy, Hackney). Our long-running speech writing programme supporting young people to find their voice on topics important to them. Speeches this year covered women's rights, access to education, genocide, mobile phone theft, propaganda, and more. Some participants shared powerful speeches about their own direct experience of racial discrimination, and of being victims of crime.

*'I feel like people care about what I have to say now.'*

- Lucy, 14

## Teacher CPD

Alongside our work with children and young people, we have continued to deliver a range of professional development and training for teachers.

Through this work we are aiming to share the Ministry of Stories methodology and approaches, broadening the reach and impact of our work.

**121 teachers and support staff took part** in professional development sessions this year, with **100% reporting the sessions had a positive impact on their teaching practice.**

*'This was the most enjoyable workshop I have participated in, in my 20 years of teaching - thank you!'*

- Claire, William Patten Primary School

Additionally, we worked with 179 teachers in the classroom alongside the delivery of our writer-led workshops and projects.

## VOLUNTEERS

*'Volunteering with Ministry of Stories has been a delight from day one. Mentoring the children reminds me of the joy to be found in writing, and I am constantly inspired by their creative ideas.'*

- Georgia, Volunteer Writing Mentor

Volunteers are fundamental to Ministry of Stories, mentoring our young people. This year we engaged **221 volunteers** who **donated 3,078 hours** to support our work.



42% of our volunteers live in our home boroughs of Hackney and Tower Hamlets, and 29% are people of colour - positively reflecting our community.

### **3. SECTOR SUPPORT AND ORGANISATIONAL DEVELOPMENT**

#### **Equality, diversity and inclusion**

*'Ministry of Stories has helped me learn to be more comfortable with myself.'*

- Ethan, 11

We aim to run welcoming and open-access programmes and encourage young people aged 6+ from all backgrounds and experiences to be part of Ministry of Stories. Our work champions the underrepresented voices of young people in our community and creates a space for young people to explore and celebrate their diversity and life experience.

We successfully delivered our 2023-25 Diversity and Inclusion Action Plan, before renewing our commitment to diversity and inclusion with an ambitious new three-year plan. We remain committed to increasing the proportion of people from under-represented groups across our trustee, staff team and volunteer bases. Currently:

- 73% of our young writers are people of colour, and 91% live in top 30% IMD deprivation postcodes
- 93% of our staff team hold one or more protected characteristics

We will prioritise our support for young people with Special Educational Needs and Disabilities (SEND) - an estimated 25% of our cohort - improving our registration and referral processes for families, and delivering training, resources and support to better equip the staff team and volunteers to support our young writers with SEND.

#### **Environmental responsibility**

Ministry of Stories is committed to environmental responsibility: a commitment that runs across our culture, practice, programmes and training. We begin a new 3-year Environmental Action Plan which lays out the practical steps we will take to create a culture of environmental responsibility in and through our work. This sits under our overarching Environmental Policy. Our progress is monitored by the Board and we have a nominated Board Champion.

We are proud that our overall environmental impact remains low, enabling our focus to be on culture and behaviours more widely. We continue to make opportunities for our young people to explore themes around environmental responsibility, including within both Speak Up, and in our Time to Write terms.

#### **Our Planet**

The ice in the arctic is starting to melt,  
we must stand up, we must tighten our belts.

- Malachai, 11

### **Our wider sector support work included:**

- Training and development of our pool of **freelance writing facilitators**: 18 professional writers who deliver our schools programmes.
- The second cohort of our **Trainee Writing Facilitator** programme - a 12-month paid training programme for early career writing facilitators from under-represented groups.
- Continuation of our work with a network of Arts Council England funded **Children's Story Venues**, sharing learning and practice around programming, evaluation and impact - together commissioning Culture Change Works to draw together our collective pedagogies and impact.
- Delivery of our annual lecture for **Goldsmith's MA Creative Writing in Education** students.
- Continuation of our work with our research partners at the **Open University**, **exploring Reading and Writing for Pleasure**, contributing to their forthcoming Routledge publication.
- Becoming a chosen charity partner taking part in ***The Fundamentals*** - an Open University research project understanding the value of 'fun' within arts, learning and third sector fundraising.

## FUTURE STRATEGY

Over the last 12 months the executive team, in close collaboration with our board of trustees and in consultation with the wider staff team, have created our next 5-Year Strategic Plan. Throughout this process we have taken stock of where we are as an organisation, our achievements over the last 15 years, and the opportunities and challenges ahead. We completed a contextual analysis, timeline and undertook financial modelling.

Overwhelmingly, the need and demand in our community continues to grow, and with that comes a responsibility to meet this need. To this end, we have identified three strategic priorities:

By 2030 Ministry of Stories will:

1. **Support over 200 children and young people each week** through creatively ambitious, co-created Community Writing Labs. All of our young writers, aged 4-18, will have the **opportunity to progress** through our programmes if they choose to.
2. **Support over 50% of Hackney and Tower Hamlets Schools** through writer-led programmes - reaching over 5,000 children, young people and their teachers each year
3. **Have a long-term home** - a dedicated, iconic writing centre that offers a world of learning environments to suit the different needs and moods of our young writers. We will be pioneering in understanding the relationship between space, learning and creativity.

## RISK

Trustees are responsible for the oversight of the Ministry of Stories Risk Register. This is used as a management tool and is reviewed in detail quarterly by each sub committee with key risks summarised to the full Board.

Any risks scored 10+ lead to immediate action by senior management and the Chair and Officers are notified.

All trustees and staff share responsibility to identify new risks that should be added as the climate and/or sector changes. The risk register continues to be an important and active tool for the organisation.

At the time of writing, the main risks to the Ministry of Stories were identified as:

1. The challenges of continuing to realise the goals in our fundraising strategy.
2. Managing a period of board change, with a new Chair of Trustees, and new trustees joining the board, alongside a change of treasurer. This process is being well supported by the management team alongside our longer-serving trustees - including a thorough handover, induction and onboarding process.

3. Maintaining and developing the schools portfolio in the context of a challenging education climate - financially and in terms of the pressure schools are facing.

*'Ministry of Stories is a great environment for children to grow and use their imagination. In this funding climate for charities and the arts and education, this place is a gem. There is so much care to keep things whimsical yet rigorous.'*

- Avantika, Parent

## **FINANCIAL REVIEW**

Our financial activities of the year are set out in detail in the following pages.

Total income received was £474,374 (2024: £524,382). This was £423,255 excluding donations in kind and shop recharge income (part of other income in Note 5 of the accounts). This represents 97% of the cash target we set for the year (£433,280). £207,117 of income was restricted (2024: £146,917), of which £37,356 will be carried forward to support future years' activity. £267,257 of income was unrestricted (2024: £377,465).

Total expenditure this year was £510,122 (2024: £574,783). 53% of our expenditure supported our Community Programme, 39% supported our Schools Programme and the remaining 8% of expenditure contributed to raising funds.

This year we report a deficit of £35,748, represented by net unrestricted expenditure of £41,754 (of which £16,190 was from designated funds and £25,564 general funds) and a £6,006 restricted funds surplus. This was a planned and managed deficit, approved by Trustees at the start of the year to enable us to invest in our capacity as an organisation whilst also maintaining our general fund reserves within our reserves policy.

Our largest sources of funding remained Public funds (37% of total income) including Arts Council England and Mayor's Office - Violence Reduction Unit (VRU) and Trust and Foundation funders (36% of total income) including The Mercers' Company and City Bridge Foundation. Income also included donations from Individuals (12% of total income), Companies (7% of total income), and we generated income from our Schools Programme (5% of total income).

The majority of the income secured from Public funders and Trusts and Foundations is restricted and deliver key objectives of our charity. A summary of each restricted fund is provided in Note 17 of the accounts.

Donated goods and services were received during the year totalling £20,260. This included services such as website development, design, photography and coaching services all provided pro bono. We also received book donations and we benefitted from free venue hire for some of our external events.

## Fundraising

This year represented the third year of our Fundraising Strategy (2022-2026), with four workstrands:

1. Replace multi-year funders
2. Grow trusts, foundations and corporate support
3. Consolidate relationships with individual and high value donors
4. Learn and innovate across all areas

We have made good progress towards our strategic workstrands, reaching 97% of our target in 2024/5. Our fundraising activities are led by our Deputy Director and Development Manager. This year we have continued our commitment to membership with the Fundraising Regulator and we have committed to uphold the standards of the Code of Fundraising Practice which we are compliant against. We have not received any complaints about our fundraising activities.

### Highlights of 2024/25 fundraising include:

- Launching a new funding partnership with **The Mercer's Company** for three years to support our work with eight primary schools in our home borough of Hackney.
- Securing a new funding relationship with **Garfield Weston Foundation** for two years 2024-2027.
- Successfully raising £12,850 from individuals through our **Big Give Arts for Impact campaign**.
- Building a new three year funding relationship with a local philanthropist to support us through their **London Leg Up Fund**.
- **Continued our strong relationships with existing funders and individuals**, including Amazon Literary Partnership, A&O Shearman Foundation, UBS, Tom ap Rhys Pryce Memorial Trust and Fagus Anstruther Memorial Trust.

We'd like to thank our co-founder and First Minister, Nick Hornby, for his continued advocacy, advice and friendship, alongside Lucy Macnab and Ben Payne. We also wish to acknowledge our co-founder Alistair Hall (Art Director for Hoxton Street Monster Supplies) for all his hard work and skill this year.

In addition to our many valued regular donors and community supporters, during 2024/25 we were also proud to be supported by:

A&O Shearman Foundation	Old Street District Partnership
Allford Hall Monaghan Morris	Plastic People
Amazon Literary Partnership	Raconteur
Arts Council England	Rethink Audio
Charles S French Charitable Trust	Sherbourne in the Community
City Bridge Foundation	Speaker of Hackney
Garfield Weston Foundation	Tesco
Jack Petchey Foundation	The Fagus Anstruther Memorial Trust
James and Miriam Douglas	The Mercers' Company
John and Mary Winch	The Trampery
London Leg Up Fund	Tom ap Rhys Pryce Memorial Trust
Mara Alperin	Worshipful Company of Scrivener's
Martin Schoernig	UBS
Max Catterall	

Our work is only possible due to our dedicated supporters and the companies, charitable trusts, foundations and public funders who fund us, as well as our ambassadors and advocates. To everyone involved, thank you for funding the imaginations of our young writers. View our full list of current supporters [here](#).

### Investment powers and policy - Hoxton Street Monster Supplies



The Trust Deed authorises the trustees to make and hold investments using the general funds of the charity. The trustees have the power to invest in any way they deem appropriate in order to further the charitable objects of the charity. All of the charity's investment income arises from interest payable on a loan to the trading subsidiary, Hoxton Street Monster Supplies Ltd (company number 08472232) ('HSMS') which runs the charity's retail operations.

HSMS, which is incorporated in the United Kingdom, pays all of its distributable profits to the charity, Ministry of Stories, under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each in HSMS. A robust governance structure (which includes observation of HSMS's Board meetings by the charity's chair) is in place to ensure that HSMS's Board gives due consideration to the gift aiding of profits to the charity and explores how HSMS's shop can support the charity in meeting its charitable objectives beyond funding.

Hoxton Street Monster Supplies continues to be an important part of the charity, providing a warm welcome to children from our community and local schools, and their families. A fifth of young people who join our programme and 15% of volunteers heard about Ministry of Stories through the shop. It supports one of the key pillars of our methodology, to create inspiring learning spaces and demonstrates how seriously we take imagination. HSMS is a core part of our charity's identity, garnering attention for the work we do and as a public face for the charity.

## **RESERVES**

The trustees have adopted a reserves policy through which we aim to maintain a level of unrestricted reserves equivalent to between 4-6 months' running costs.

At 31 March 2025 the total funds stood at £281,871 (2024: £317,619).

The reserves comprise:

- Restricted Funds of £37,356 (2024: £31,350)
- Total Unrestricted Funds of £244,515 (2024: £286,269), comprising;
  - Designated Funds of £50,000 (2024: £66,190)
  - General Funds of £194,515 (2024: £220,079); equivalent to 4.7 months' running costs (2024: 5.4 months' costs)

In early 2020, the Board designated funds from an unrestricted corporate donation to create a Development Fund to be utilised over five years to support our organisational growth ambitions, plus a contribution to core running costs.

Through careful management of these designated funds, we have extended the spending plan to eight years to support us through to the end of 2026/27.

## **GOING CONCERN**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

The Ministry of Stories is registered as a company limited by guarantee and not having share capital, its operations are governed by its Articles of Association.

The company was incorporated on 16 July 2010 and registered as a charity on 25 October 2010. The charity registration number is 1138558 and the company registration number is 07317370.

### **Appointment of Trustees**

As set out in the Articles of Association, the Chair of the Trustees is nominated by the Ministry of Stories. The directors of the organisation are also the charity trustees for the purposes of charity law.

The Board of Trustees has the power to appoint additional trustees as it considers fit to do so. The trustees have no beneficial interest in the company other than as members. The trustees are also directors of the company.

Trustees continue to be recruited by identifying skills gaps at Board level through an annual skills audit and peer review.

Two new trustees were appointed during the year: Finance Director Chantelle Stockley took on the role of Treasurer; and Chief Operating Officer Vidal Behar as trustee.

Over the course of the year two trustees retired: Simon Mott-Cowan, our longstanding Vice Chair and Treasurer, at the end of his third term; and Indigo Williams during her first term.

We also prepared for the retirement of our long-stand trustee and chair, Michaela Greene - to take place in May 2025.

### **Organisational structure**

The company is organised so that trustees meet regularly to manage its affairs. The trustees meet as a full Board every quarter, in addition to quarterly meetings of the Finance and Fundraising Sub Committee (chaired by Simon Mott-Cowan, passing to new Treasurer Chantelle Stockley from February 2025) and Business and Programme Sub Committee (chaired by Anya Zhuravkina).

Rob Smith (Director) is the person to whom the charity trustees delegated day-to-day management of the charity during the reporting period.

In addition to the core staff team, in 2024-25 we benefited from the skills of 28 freelancers. The majority of these roles are in place to deliver our schools programme.

### **STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES**

The trustees (who are also directors of charitable company for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

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

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

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2025 was £70 (2024: £70). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Statement as to disclosure to our independent examiners in so far as the trustees are aware:

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

### **Independent Examiners**

Following a competitive tender process, Goldwins Limited were appointed as the independent examiners of the charitable company in 2020. The Board supported the renewal for 2022-25.

The Trustees Report was approved and authorised for issue by the trustees on 4th November 2025 and signed on their behalf by:

A handwritten signature in black ink, appearing to read 'RHG', followed by a long horizontal line extending to the right.

Rebecca Hanna-Grindall  
Chair of Trustees

Date: 4th November 2025

**MINISTRY OF STORIES**  
**SECTION 4. INDEPENDENT EXAMINER'S REPORT**  
**YEAR ENDED 31 MARCH 2024**

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I report to the trustees on my examination of the accounts of the Ministry of Stories for the year ended 31 March 2025.

**Responsibilities and basis of report**

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

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

**Independent examiner's statement**

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:

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

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

*Anthony Epton*

Anthony Epton BA FCA CTA FCIE  
Goldwins Limited  
Chartered accountants  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

Date: 7 November 2025

**The Ministry of Stories**  
**Statement of financial activities**  
(incorporating an income and expenditure account)  
**For the year ended 31 March 2025**

		<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>2025 Total Funds</b>	2024 Total Funds
	<b>Note</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income from:</b>					
Donations and legacies	<b>3</b>	211,859	207,117	<b>418,976</b>	419,294
Charitable activities	<b>4</b>	22,647	-	<b>22,647</b>	43,399
Other trading activities	<b>5</b>	32,304	-	<b>32,304</b>	61,689
Investments	<b>6</b>	447	-	<b>447</b>	-
<b>Total income</b>		<b><u>267,257</u></b>	<b><u>207,117</u></b>	<b><u>474,374</u></b>	<b><u>524,382</u></b>
<b>Expenditure on:</b>					
Raising funds	<b>7</b>	21,751	14,155	<b>35,906</b>	39,378
<i>Charitable activities:</i>	<b>7</b>		-		
Community programme		165,796	107,904	<b>273,700</b>	274,114
Schools programme		121,464	79,052	<b>200,516</b>	261,291
<b>Total expenditure</b>		<b><u>309,011</u></b>	<b><u>201,111</u></b>	<b><u>510,122</u></b>	<b><u>574,783</u></b>
<b>Net income / (expenditure) before net gains / (losses) on</b>		(41,754)	6,006	<b>(35,748)</b>	(50,401)
Transfers between funds		-	-	-	-
<b>Net movement in funds</b>		(41,754)	6,006	<b>(35,748)</b>	(50,401)
<b>Reconciliation of funds:</b>					
Total funds brought forward		286,269	31,350	<b>317,619</b>	368,020
<b>Total funds carried forward</b>	<b>17</b>	<b><u>244,515</u></b>	<b><u>37,356</u></b>	<b><u>281,871</u></b>	<b><u>317,619</u></b>

All of the above results are derived from continuing activities.  
There were no other recognised gains or losses other than those stated above.  
The attached notes form part of these financial statements.

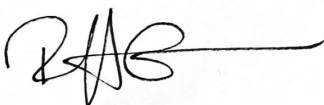
**The Ministry of Stories**  
**Balance sheet**  
**As at 31 March 2025**

	Note	2025 £	2025 £	2024 £	2024 £
<b>Fixed assets:</b>					
Tangible assets	11		1,908		3,270
Investments	12		<u>10</u>		<u>10</u>
			<b>1,918</b>		<b>3,280</b>
<b>Long Term assets:</b>					
<b>Current assets:</b>					
Debtors	13	28,836		41,706	
Cash at bank and in hand		<u>288,414</u>		<u>313,120</u>	
		<b>317,250</b>		<b>354,826</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	14	<u>(37,297)</u>		<u>(40,487)</u>	
<b>Net current assets</b>			<b><u>279,953</u></b>		<b><u>314,339</u></b>
<b>Total net assets</b>			<b><u>281,871</u></b>		<b><u>317,619</u></b>
<b>Funds</b>					
	16,17				
Restricted funds			37,356		31,350
Unrestricted funds:					
Designated funds		50,000		66,190	
General funds		<u>194,515</u>		<u>220,079</u>	
Total unrestricted funds			<b><u>244,515</u></b>		<b><u>286,269</u></b>
<b>Total funds</b>			<b><u>281,871</u></b>		<b><u>317,619</u></b>

The financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

For the year ending 31 March 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 4 November 2025 and signed on their behalf by:



**Rebecca Hanna-Grindall**  
**Chair**

**Company registration no. 07317370**

The attached notes form part of the financial statements.

**The Ministry of Stories**  
**Statement of cash flows**  
**For the year ended 31 March 2025**

	Note	2025 £	2025 £	2024 £	2024 £
<b>Cash flows from operating activities:</b>					
Net cash provided by / (used in) operating activities	18		(24,706)		(28,535)
<b>Cash flows from investing activities:</b>					
Sale/ (purchase) of fixed assets		-		(1,159)	
<b>Cash provided by / (used in) investing activities</b>			-		(1,159)
<b>Change in cash and cash equivalents in the year</b>			(24,706)		(29,694)
Cash and cash equivalents at the beginning of the year			313,120		342,814
<b>Cash and cash equivalents at the end of the year</b>	19		288,414		313,120

**1 Accounting policies**

**a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Companies Act 2006.

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

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 £.

**b) Going concern**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

The Trustees have a reasonable expectation that the Charity can continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

**c) Income**

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

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

**d) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

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

**1 Accounting policies (continued)**

**e) Interest receivable**

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

**f) Fund accounting**

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

**g) Expenditure**

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

- Costs of raising funds include the direct cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs which can be directly allocated to activities and those of an indirect nature necessary to support them.
- Other expenditure represents those items not falling into any other heading.

Costs are allocated between expenditure categories based on usage of the resource. Where costs cannot be directly allocated they are apportioned on an appropriate basis and recognised in the Statement of Financial Activities.

As the Charity is not VAT registered, expenses are incurred on a gross basis inclusive of any VAT.

**h) Allocation of support costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity and its activities. These costs have been allocated between expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

**i) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- |                                    |                   |
|------------------------------------|-------------------|
| <input type="checkbox"/> Equipment | 25% straight line |
|------------------------------------|-------------------|

**1 Accounting policies (continued)**

**j) Investments**

The cost of ordinary shares in the wholly owned trading subsidiary, HSMS Ltd (company number 07317370), are accounted for as fixed asset investments on the Charity's balance sheet.

**k) Debtors**

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

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

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

**m) Creditors**

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

**n) Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**o) Pensions**

The Charity participates in the NEST pension scheme, a defined contribution scheme. Contributions are recognised at cost.

**p) Taxation**

No provision is made in these accounts for corporation tax as the charity is exempt from such taxes, with income and gains applied to charitable purposes in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

**2 Detailed comparatives for the statement of financial activities**

	2024 Unrestricted £	2024 Restricted £	2024 Total £
<b>Income from:</b>			
Donations and legacies	272,377	146,917	419,294
Charitable activities	43,399	-	43,399
Other trading activities	61,689	-	61,689
<b>Total income</b>	<u>377,465</u>	<u>146,917</u>	<u>524,382</u>
<b>Expenditure on:</b>			
Raising funds	39,378	-	39,378
Charitable activities:			
Community programme	226,702	47,412	274,114
Schools programme	216,098	45,193	261,291
<b>Total expenditure</b>	<u>482,178</u>	<u>92,605</u>	<u>574,783</u>
<b>Net income / expenditure</b>	(104,713)	54,312	(50,401)
Transfers between funds	<u>48,895</u>	<u>(48,895)</u>	<u>-</u>
<b>Net movement in funds</b>	(55,818)	5,417	(50,401)
Total funds brought forward	<u>342,087</u>	<u>25,933</u>	<u>368,020</u>
<b>Total funds carried forward</b>	<u><u>286,269</u></u>	<u><u>31,350</u></u>	<u><u>317,619</u></u>

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

**3 Income from donations and legacies**

	Unrestricted	Restricted	2025 Total	2024 Total
	£	£	£	£
Grants	130,153	177,618	<b>307,771</b>	264,470
Corporate Donations	8,453	25,000	<b>33,453</b>	27,414
Donations from individuals	46,954	4,499	<b>51,453</b>	46,534
Donations in kind	20,260	-	<b>20,260</b>	79,637
Community fundraising	6,039	-	<b>6,039</b>	1,239
	<u>211,859</u>	<u>207,117</u>	<u><b>418,976</b></u>	<u>419,294</u>

**4 Income from charitable activities**

	Unrestricted	Restricted	2025 Total	2024 Total
	£	£	£	£
Venue hire and consultancy	1,675	-	<b>1,675</b>	4,505
Schools income	20,972	-	<b>20,972</b>	36,889
Other income	-	-	-	2,005
<b>Total income from charitable activities</b>	<u>22,647</u>	<u>-</u>	<u><b>22,647</b></u>	<u>43,399</u>

**5 Income from other trading activities**

	Unrestricted	Restricted	2025 Total	2024 Total
	£	£	£	£
Trading Subsidiary income	142	-	<b>142</b>	9,405
Other income	32,162	-	<b>32,162</b>	52,284
	<u>32,304</u>	<u>-</u>	<u><b>32,304</b></u>	<u>61,689</u>

**6 Income from investments**

	Unrestricted	Restricted	2025 Total	2024 Total
	£	£	£	£
Investment in trading subsidiary	447	-	<b>447</b>	-
	<u>447</u>	<u>-</u>	<u><b>447</b></u>	<u>-</u>

All of the charity's investment income arises from interest payable on a loan to the wholly owned trading subsidiary, HSMS Ltd which is incorporated in the United Kingdom (company number 07317370) and pays all of its distributable profits to the charity under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

7a Analysis of expenditure (current year)

	Basis of allocation	Cost of raising funds £	Charitable activities		Support costs £	Governance costs £	2025 Total £	2024 Total £
			Community programme £	Schools programme £				
Staff costs	Direct/Staff Time	33,352	107,960	69,402	93,863	-	<b>304,577</b>	316,183
Direct Charitable Expenses	Direct/Usage Estimate	-	21,277	24,188	-	-	<b>45,465</b>	56,731
Premises	Direct	-	-	-	61,170	-	<b>61,170</b>	51,485
Communications	Direct	498	-	-	8,106	-	<b>8,604</b>	9,203
Professional Expenses	Direct	-	-	-	22,162	1,440	<b>23,602</b>	24,220
Comms Freelance Costs	Direct	-	-	-	16,450	-	<b>16,450</b>	10,397
Expenditure In Kind	Direct	-	-	-	20,260	-	<b>20,260</b>	79,637
Information Technology	Direct	-	-	-	6,519	-	<b>6,519</b>	5,169
Insurance	Direct	-	-	-	3,008	-	<b>3,008</b>	4,256
Bank Charges	Direct	-	-	-	659	-	<b>659</b>	511
Depreciation	Direct	-	-	-	1,362	-	<b>1,362</b>	1,314
Sundry Expenses	Direct/Usage Estimate	2,056	4,081	4,081	7,721	507	<b>18,446</b>	15,677
<b>Net total</b>		<b>35,906</b>	<b>133,318</b>	<b>97,671</b>	<b>241,280</b>	<b>1,947</b>	<b>510,122</b>	<b>574,783</b>
Support costs	Based on the total cost of each activity	-	139,258	102,022	(241,280)	-	-	-
Governance costs	Based on the total cost of each activity	-	1,124	823	-	(1,947)	-	-
<b>Total expenditure 2025</b>		<b>35,906</b>	<b>273,700</b>	<b>200,516</b>	<b>-</b>	<b>-</b>	<b>510,122</b>	
Total expenditure 2024		39,378	274,114	261,291	-	-		574,783

Of the total expenditure, £309,011 was unrestricted (2024: £482,178) and £201,111 was restricted (2024: £92,605).

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

**7b** Analysis of expenditure (prior year)

	Basis of allocation	Cost of raising funds £	Charitable activities			Governance costs £	2024 Total £
			Community programme £	Schools programme £	Support costs £		
Staff costs	Direct/Staff Time	39,378	98,447	62,262	116,096	-	316,183
Direct Charitable Expenses	Direct/Usage Estimate	-	12,959	43,772	-	-	56,731
Premises	Direct	-	-	-	51,485	-	51,485
Communications	Direct	-	-	-	9,203	-	9,203
Professional Expenses	Direct	-	-	-	22,780	1,440	24,220
Comms Freelance Costs	Direct	-	-	-	10,397	-	10,397
Expenditure In Kind	Direct	-	-	-	79,637	-	79,637
Information Technology	Direct	-	-	-	5,169	-	5,169
Insurance	Direct	-	-	-	4,256	-	4,256
Bank Charges	Direct	-	-	-	511	-	511
Depreciation	Direct	-	-	-	1,314	-	1,314
Sundry Expenses	Direct/Usage Estimate	-	3,432	3,432	8,246	567	15,677
<b>Net Total</b>		<b>39,378</b>	<b>114,838</b>	<b>109,466</b>	<b>309,094</b>	<b>2,007</b>	<b>574,783</b>
Support costs	Based on the total cost of each activity	-	158,248	150,846	(309,094)	-	-
Governance costs	Based on the total cost of each activity	-	1,028	979	-	(2,007)	-
<b>Total expenditure 2024</b>		<b>39,378</b>	<b>274,114</b>	<b>261,291</b>	<b>-</b>	<b>-</b>	<b>574,783</b>

Of the total expenditure, £482,178 was unrestricted and £92,605 was restricted.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

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**8 Net income / (expenditure) for the year**

This is stated after charging / (crediting):	<b>2025</b>	2024
	<b>£</b>	£
Depreciation	<b>1,362</b>	1,314
Independent examination fee	<b>1,200</b>	1,200
	<b>_____</b>	<b>_____</b>

**9 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:	<b>2025</b>	2024
	<b>£</b>	£
Salaries and wages	<b>273,965</b>	284,095
Social security costs	<b>23,112</b>	24,293
Employer's contribution to defined contribution pension schemes	<b>7,500</b>	7,795
	<b>_____</b>	<b>_____</b>
	<b>304,577</b>	316,183

There were no employees (2024: 0) who received emoluments of more than £60,000.

The key management personnel of the Charity, comprise the trustees, the Director and Deputy Director. The total employee benefits including employer's national insurance and employer's pension contributions of the key management personnel of the charity were £103,064 (2024: £115,034).

The Charity trustees were not paid or received any other benefits from employment with the Charity or its subsidiary in the year (2024: £nil) neither were they reimbursed expenses during the year (2024: £nil). No charity trustee received payment for professional or other services supplied to the charity (2024: £nil).

**Staff numbers**

The average number of employees (head count based on number of staff employed, including part-time Shop staff) during the year was 13 (2024: 14).

**10 Taxation**

The charity is exempt from tax on income and gains applied to charitable purposes, in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

**11 Tangible fixed assets**

	Equipment £	Total £
<b>Cost</b>		
At the start of the year	6,414	<b>6,414</b>
Disposals in year	(1,934)	<b>(1,934)</b>
At the end of the year	<u>4,480</u>	<u><b>4,480</b></u>
<b>Depreciation</b>		
At the start of the year	3,144	<b>3,144</b>
Charge for the year	1,362	<b>1,362</b>
Disposals in year	(1,934)	<b>(1,934)</b>
At the end of the year	<u>2,572</u>	<u><b>2,572</b></u>
<b>Net book value</b>		
<b>At the end of the year</b>	<u>1,908</u>	<u><b>1,908</b></u>
At the start of the year	<u>3,270</u>	<u>3,270</u>

All of the above assets are used for charitable purposes.

**12 Fixed asset investment**

<b>Charity</b>	<b>2025</b>	2024
<b>Cost or valuation</b>	£	£
As at 1 April 2024	<b>10</b>	10
At the end of the year	<u><b>10</b></u>	<u>10</u>

**Hoxton Street Monster Supplies Ltd**

		<b>Current and Prior Year Equity held</b>		<b>2025 Turnover</b>	<b>2024</b>
		<b>No.</b>	<b>%</b>	<b>£</b>	<b>£</b>
Main trading activity:	Retail	<b>10</b>	<b>100</b>	<b>76,937</b>	138,657
					<b>Profit for the year</b>
				<b>£</b>	<b>£</b>
	Hoxton Street Monster Supplies Ltd			<b>10</b>	-

Hoxton Street Monster Supplies Ltd is exempt from audit under s479A of Companies Act 2006.

The charity has an investment of £10 in the share capital of its wholly owned, trading subsidiary: Hoxton Street Monster Supplies. The shares are not listed.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

<b>13 Debtors</b>	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<i>Debtors falling due after one year:</i>		
Amounts due from subsidiary	<b>2,857</b>	-
<i>Debtors falling due within one year:</i>		
Trade debtors	-	4,038
Other debtors	<b>17,656</b>	22,111
Amounts due from subsidiary	<b>5,714</b>	-
Prepayments	-	3,000
Accrued income	<b>2,609</b>	12,557
	<b>28,836</b>	<b>41,706</b>

Trustees approved a loan to Hoxton Street Monster Supplies of £10,000 in July 2024. The rate of interest is set at 1% above the Bank of England base rate.

<b>14 Creditors: amounts falling due within one year</b>	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Trade creditors	<b>15</b>	14,968
Taxation and social security	<b>5,626</b>	4,732
Other creditors	<b>545</b>	545
Accruals	<b>7,449</b>	14,440
Deferred income	<b>23,662</b>	5,802
	<b>37,297</b>	<b>40,487</b>

<b>15 Deferred income</b>	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Balance at the beginning of the year	<b>5,802</b>	13,480
Amount released to income in the year	<b>(5,802)</b>	(13,480)
Amount deferred in the year	<b>23,662</b>	5,802
Balance at the end of the year	<b>23,662</b>	<b>5,802</b>

Deferred income comprises amounts invoiced to Schools relating to the next financial year.

**16 Analysis of net assets between funds**

	General unrestricted	Designated	Restricted	Total funds
	£	£	£	£
Tangible fixed assets	1,908	-	-	<b>1,908</b>
Investments	10	-	-	<b>10</b>
Net current assets	192,597	50,000	37,356	<b>279,953</b>
<b>Net assets at the end of the year</b>	<b>194,515</b>	<b>50,000</b>	<b>37,356</b>	<b>281,871</b>

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

**17 Movements in funds**

	At the start of the year £	Income & gains £	Expenditure & losses £	Transfers £	At the end of the year £
<b>Restricted funds:</b>					
The Mercers' Company	6,786	54,842	46,503	-	<b>15,125</b>
UBS Speak Up	1,773	-	1,773	-	-
VRU	1,312	65,447	63,691	-	<b>3,068</b>
City Bridge Foundation	9,980	48,180	46,297	-	<b>11,863</b>
Other Restricted Funds	11,499	38,648	42,847	-	<b>7,300</b>
<b>Total restricted funds</b>	<b>31,350</b>	<b>207,117</b>	<b>201,111</b>	-	<b>37,356</b>
<b>Unrestricted funds:</b>					
Development Fund	66,190	-	-	(16,190)	<b>50,000</b>
General Funds	220,079	267,257	309,011	16,190	<b>194,515</b>
<b>Total unrestricted funds</b>	<b>286,269</b>	<b>267,257</b>	<b>309,011</b>	-	<b>244,515</b>
<b>Total funds</b>	<b>317,619</b>	<b>474,374</b>	<b>510,122</b>	-	<b>281,871</b>

**17 Movements in funds**  
**Purposes of restricted funds**

<b>The Mercers' Company</b>	Bridging Grant' for the extension year of 'Writing Brighter Futures', a programme of works with a consortium of schools in Tower Hamlets completed in July 2024. A subsequent new grant for a 4-year programme called the 'Hackney Writing Partnership' - a new Hackney schools programme. The development phase commenced from October 2024.
<b>UBS Speak Up</b>	Funding from UBS for Speak Up programme delivery with Bridge Academy for three years.
<b>VRU</b>	Greater London Authority (GLA) Stronger Futures grant for London Violence Reduction Unit (VRU) Programme for Your Story Starts Here (age 10+).
<b>City Bridge Foundation</b>	Grant award over three financial years to deliver creative & leadership focused-programmes for disadvantaged young people and early-career writers, and associated costs, as part of our Your Story Starts Here community programme. Funding from the CBF Voice and Leadership funding strand.
<b>Other Restricted Funds</b>	These include grants from the A&O Shearman Foundation, Jack Petchey Foundation and Amazon.

**Development Fund**

Funds designated by the board, the remaining amount relating to a balance from an anonymous corporate donation received in 2019/20 which is planned to be spent by the end of 2026/27.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2025**

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**18 Reconciliation of net income / (expenditure) to net cash flow from operating activities**

	<b>2025</b>	2024
	<b>£</b>	<b>£</b>
<b>Net income / (expenditure) for the reporting period (as per the statement of financial activities)</b>	<b>(35,748)</b>	(50,401)
Depreciation	<b>1,362</b>	1,314
(Increase)/ decrease in debtors	<b>12,870</b>	5,414
Increase/ (decrease) in creditors	<b>(3,190)</b>	15,138
<b>Net cash provided by / (used in) operating activities</b>	<b><u>(24,706)</u></b>	<u>(28,535)</u>

**19 Analysis of cash and cash equivalents**

	At 1 April 2024	Cash flows	Other changes	<b>At 31 March 2025</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Cash at bank and in hand	313,120	(24,706)	-	<b>288,414</b>
<b>Total cash and cash equivalents</b>	<b><u>313,120</u></b>	<b><u>(24,706)</u></b>	<b><u>-</u></b>	<b><u>288,414</u></b>

**20 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital.

**21 Related party transactions**

Aggregate unrestricted donations from Trustees during the year were £1,380 (2024: £2,520). There were no payments to Trustees in year (2024: £0).

Income from the trading subsidiary disclosed in Note 5 includes £1,010 (2024: £8,907) in relation to the surplus to be gift aided to the Charity and £30,868 (2024: £51,980) in management fee income in respect of salary costs.

Hoxton Street Monster Supplies, the Charity's trading subsidiary, took a loan from the charity of £10,000 in July 2024, repayable over two years. The balance due at year-end was £8,571.

**THE MINISTRY OF STORIES**

England & Wales - Charity number 1138553

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# Accounts

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**MINISTRY OF STORIES**



**Ministry of Stories  
Trustees' Report and Financial Statements  
For the year ended 31 March 2024**

Registered Company Number: 07317370  
Charity Registration Number: 1138553

## Poetry is...

Poetry is medicine

It helps you with your imagination.

Poetry is a cow mooing on a motorway

Poetry is a pigeon sat on another pigeon

Poetry is my Dad talking musical sense

Poetry is the sun screaming,

A cat dancing

A tree upside down.

Poetry is a cat jumping down from a tall tree

A rabbit on white feathers

A dog posing for a photograph.

Poetry is a meerkat playing the piano

Poetry is Messi bicycle kicking

A zombie dancing

And a mouse and a snake having a staring contest.

- Year 6, Kobi Nazrul Primary School.

**MINISTRY OF STORIES  
TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
YEAR ENDED 31 MARCH 2024**

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**MINISTRY OF STORIES**  
**SECTION 1: TRUSTEE BOARD AND ADMINISTRATIVE DETAILS**  
**YEAR ENDED 31 MARCH 2024**

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**Trustees**

Michaela Greene, Chair  
Simon Mott-Cowan, Vice-Chair/  
Treasurer  
Anya Zhuravkina  
Indigo Williams

Inua Ellams (appointed Nov 2023)  
Mina Marsh (retired Feb 2024)  
Nick Makoha (retired Nov 2023)  
Philip Watkins  
Piers Torday (retired Nov 2023)

**Director (Chief Executive)**

Rob Smith

**Deputy Director**

Kirsty Telford

**Registered Office**

159 Hoxton Street  
London N1 6PJ

**Legal Advisors**

Morgan, Lewis &  
Bockius UK LLP  
Condor House  
5-10 St. Paul's  
Churchyard  
London EC4M 8AL

**Accountants**

Counterculture  
Partnership LLP  
Unit NH.204  
E1 Studios  
7 Whitechapel Road  
London E1 1DU

**Bankers**

HSBC PLC  
Lion House  
25 Islington High Street  
London N1 6LJ

**Independent Examiner**

Goldwins Limited  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

Photo credits: Ministry of Stories, Tom Oldham and Jonathan Perugia.

Registered Charity Name: The Ministry of Stories  
Registered Charity Number (England and Wales): 1138553  
Registered Company Number: 07317370



### **A message from our Chair**

This year, we are proud to have supported a record **3,295 children and young people** in our Hackney and Tower Hamlets communities - a remarkable 42% increase on the previous year and the most in the organisation's history.

This is testament to the hard work, energy and unwavering commitment of the Ministry of Stories team who put so much care into creating remarkable creative opportunities for our young writers and their families. Each and every one of our young people have had access to professional writers who have inspired and enthused them, unlocking their potential, and skillfully creating a space where they have felt confident and valued to create their own bold, original writing - telling the stories they want to tell, in the ways they want to tell them.

Our work around Diversity and Inclusion remains central to our success - with a deep significance placed on accessibility and inclusion, and supporting our communities to access a quality arts and cultural offer locally.

We also know how much pressure our families are under, and the barriers and inequality that this can create. This has been compounded by the cost of living crisis - with over 95% of our community writing lab families now living in the top 30% postcodes for income deprivation nationally.

The fundraising climate for charities like ours continues to be exceptionally tough - but we are pleased to welcome two significant new funding partners in the City Bridge Foundation, and the Violence Reduction Unit of the Mayor's Office. Both recognise the vital role Ministry of Stories play in creating safe, purposeful and effective spaces for young people in our communities - and the importance of young people's voice in determining the shape of these services.

We are committed to supporting many more young people and schools in our communities. To do this, we continue to seek other trusts, foundations, corporate partnerships, individuals and community groups to help us deliver our vision to champion the writer in every child. We hope you will be one of them.

A handwritten signature in black ink that reads "Michaela Greene".

**Michaela Greene**  
**Chair of Trustees**

## A message from our Director

It is a great privilege to lead Ministry of Stories. And it's an even greater privilege to be in the room when our young writers are in full flow.

When they step through the secret door of Hoxton Street Monster Supplies and into our writing centre, or into their classroom at school for one of our sessions offsite - something changes. There is a leaving behind of whatever they have been carrying with them that day or that week. And within that act of leaving behind, anything becomes possible.



You never know where our young people's imaginations are going to take us next - but you do know it will never be what you expect! They have the ability to challenge, to surprise, for us to laugh outrageously together, to find great mischief in something silly, to be deeply moving, or to think about the world from a different perspective - often many of these things across the same session.

We place great value on amplifying our young people's voices through beautifully designed publications, anthologies, and this year, even an exhibition of their work. All of our programmes are co-created with our young people - their bold, ambitious, playful ideas - and this year has been no different. The quality of writing our young people have produced is astounding - and time and again this shines through.

We are ever grateful to our generous volunteers - totalling 218 this year - who give their time to mentor our young people. They always welcome our young writers with a warm, friendly and genuine smile. They listen carefully, offer support and assurance, and show our young writers just how important their voices really are.

And as always, our team, volunteers, families, funders and supporters are the engine behind our young people's success. We wouldn't be the Ministry of Stories without you. Thank you.

**Rob Smith**  
**Director**

**MINISTRY OF STORIES**  
**SECTION 3. TRUSTEES' REPORT**  
**YEAR ENDED 31 MARCH 2024**

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**'Ministry of Stories: Best. Experience. Ever.'**

- Trejean, age 14

## **ABOUT US**

Ministry of Stories ([ministryofstories.org](http://ministryofstories.org)) champions the writer in every child. Co-founded by author Nick Hornby in 2010, we help young people discover their confidence, imagination and potential through the power of their writing and creativity.

We develop communication and leadership skills through innovative writing programmes and small group mentoring for children living in under-resourced communities, working in schools and at our dedicated writing centre in east London.

Since we were founded, we have supported more than 20,000 young people to harness their voice. In 2023/24 we provided creative writing opportunities for 3,295 children and young people - the most in the organisation's history.

We can be found hidden behind the secret door in our fantastical shop Hoxton Street Monster Supplies. All the profits from the sale of goods in our shop support the work of the Ministry of Stories.

## **SECTION 3. TRUSTEES' REPORT**

The trustees, who are also directors under company law, present their report and financial statements for the year ended 31 March 2024.

The trustees confirm that the financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

## **CHARITABLE PURPOSES FOR THE PUBLIC BENEFIT**

The trustees have given due consideration to the guidance on public benefit issued by the Charities Commission (Public Benefit requirement under the Charities Act 2011) and believe that the activities undertaken during the year provide public benefit while fulfilling the objectives of the charity.

The Ministry of Stories' charitable purposes remain those specified in the Memorandum and Articles of Association.

1. ***The Advancement of Education*** – to advance education for the public benefit in writing and reading in all its forms.
2. ***Young People*** – to act as a resource for young people up to the age of 18 by providing advice and assistance, organising programmes of education and other activities as a means of:

- a) Advancing in life and helping young people by developing their skills, capacities, and capabilities to enable them to participate in society as independent, mature and responsible individuals.
  - b) Advancing education
  - c) Relieving unemployment, and
3. **Social inclusion** – to promote social inclusion for the public benefit by preventing people from being socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society.

## **AIMS AND OBJECTIVES OF MINISTRY OF STORIES**

### **OUR STARTING POINT**

We believe that children in our communities have their potential limited because society does not value, resource or represent them.

### **OUR AIM**

For children and young people to have a voice to affect change, using the power of their ideas and imagination to write brighter futures for themselves.

### **OUR METHODOLOGY**

Through a range of innovative writing programmes and small group mentoring, we help young people discover their own creative potential. Our methodology helps young people to gain confidence, grow in self-respect and learn new skills.

We have six core pillars which underpin how we work:

1. Creating inspiring learning spaces
2. Providing individual support from volunteer mentors
3. Delivering effective writing programmes, led by professional writers
4. Amplifying our young writer's work through publications and performances
5. Creating communities of writers
6. Engaging local communities

Our young people drive our programme choices. The creative writing projects which form our community writing programme are now planned 18 months to two years in advance in close collaboration with our young writers.

We take a co-creation approach, meaning that our programmes are relevant, exciting and engaging for our young people. At Ministry of Stories, they decide the focus of our future programme, input their ideas throughout the development process, and determine how best to celebrate their achievements through a final artform.

Within a school's context, we work with school leaders to identify the young people they seek to reach through a creative approach, and work with them to curate engaging and relevant programmes for their pupils.

## OUR REACH

This year, we are proud to have supported **3,295 children and young people to become writers** - a staggering 42% increase on the previous year and the most in the organisation's history.

Of these, **121 young people** attended our weekly community writing programme, which delivered **179 sessions** over the course of the year. We maintained a **76% attendance rate**.

In addition, we supported **2,963 pupils** through the delivery of **31 primary and secondary school programmes**. As part of our schools partnerships, we worked with **165 teachers**.

Through outreach work, special events and community activities, we reached a further **211 children** outside of our regular programmes.

During this period, **Ministry of Stories had a staff team of just 14** (9 full time equivalent), including the Hoxton Street Monster Supplies retail team.

We were proud to be supported by **218 individual volunteers** (a 20% increase from 2022) who **gave 2,967 hours** to support our organisation. We also worked with **23 freelancers** and commissioned projects with **21 additional artists**.

## OUR IMPACT

*'Ministry of Stories was definitely one of the best choices for my daughter - her creativity has outshone itself.'*

- Annette, Parent

We use our [Theory of Change](#) as the basis for our evaluation framework, utilising surveys and interviews with young writers, teachers, writing facilitators, parents and volunteers to understand the impact of our work.

The children and young people who attend our programmes:

- Grow in confidence and courage
- Become better writers
- Become better speakers
- Feel positive about themselves
- Feel safe emotionally and physically
- Have their creativity and imagination celebrated
- We also aim for adults - be they parents, carers, teachers or the wider public - to discover new talent and potential in the young people.

### **Young writers' perspective**

Our end-of-term surveys with our young writers show we continue to make great progress towards our outcomes:

- 97%** said they felt safe at the Ministry of Stories
- 85%** enjoyed taking part in Ministry of Stories writing programmes
- 74%** felt more confident after taking part
- 70%** said their writing had improved

*'I have learnt to just believe in myself.'*

- Raniya, age 8

### **Parents' perspective**

Our annual survey of parents and carers show that overwhelmingly we have achieved the outcomes we aspire to:

- 100%** said their child had enjoyed taking part in our writing programmes
- 90%** felt their child's confidence had increased as a result of taking part
- 90%** said their child's writing had improved
- 72%** reported that Ministry of Stories had a positive impact on their child's school work
- 100%** felt their child was safe at Ministry of Stories

*'Malia feels so comfortable to be herself, is so happy to come, loves all the staff who support her, and has good relationships with the volunteers. Amazing people.'*

- Danielle, Parent

### **Teachers' perspective**

Teacher surveys, completed after every school project, demonstrate the ways our work is impacting in schools:

- 96%** reported their students' confidence had increased
- 83%** said students' attitudes towards writing had improved
- 88%** said their students' writing had improved
- 63%** said the project had impacted on their student's attainment
- 83%** reported a positive impact on their own teaching practice

*'The students are now more engaged in the writing process, talking about writing, and supporting one another.'*

- Thaminia, Head of English, Kingsford Community School

## OUR NEIGHBOURHOOD

Our community writing programme (after-school and Saturdays) is provided for free and is accessible to children and young people aged between 6-15 who live within a 500m radius of our writing centre or who attend one of 9 local schools in our catchment. These schools have levels of students in receipt of Pupil Premium which are significantly higher than average.

This year we continued to reach the young people in greatest need of our support: **96% of our young writers live in areas in the top 30% of income deprivation nationally** (IMD data).

In addition to our community programme, Ministry of Stories works with schools in the London boroughs of Hackney, Tower Hamlets and Islington; all prioritised for their high percentage of pupils receiving Pupil Premium, who often face the greatest barriers to the Arts.

We are proud that our writing programme reflects the rich diversity in our community: 82% of our writing programme members are young people of colour. 7% of our young writers have SEND, including Autism, ADHD, Dyslexia, Blindness, Deafness, cognitive difficulties and unspecified learning difficulties and mental health conditions.

## MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE

Our key charitable activities carried out in the financial year 2023-24 included:

1. **Community Writing Programme**
2. **Schools Programme**
3. **Sector Support and Organisational Development**

### 1. COMMUNITY WRITING PROGRAMME

Our weekly community writing labs are free and take place after school. They have now expanded to include five regular groups, made up of: 6-8 year olds, 8-12 year olds and an older group for 11-15s.

**Highlights of 2023-24 Community Writing Labs include:**

***Life Through a Lens / 'My Hero is Nothing Like the Movie Heroes'***

#### **My Hero**

My hero is nothing like the movie heroes,  
My hero knows what real solemn is.  
Do you have a hero that you know?  
Do you know a person that is not perfect,  
who has faced sadness before?  
Well, that's a real hero!

- Heja, age 12

*Life Through a Lens* was our summer term flagship project, delivered in collaboration with Autograph Gallery, Shoreditch. Our young writers came up with the theme of heroes: what makes a hero, who our heroes are and how they are celebrated and elevated in our culture - stories of our unsung heroes.

The project culminated in a professional exhibition at Autograph, complimented by a professionally designed [anthology](#), *My Hero is Nothing Like the Movie Heroes*. 106 young writers took part in the project and we delivered a total of 63 creative writing workshops. More than 60 people attended the exhibition.

*Life Through a Lens* had a profoundly positive impact on our writers and it helped them to feel proud to explore their identities and localities through writing. As a result, 75% of young writers said it made them more confident and that their writing had improved. Our young writers also felt proud that they could share their poetry with their friends and family through their exhibition at the Autograph Gallery, in the same place as renowned artists and creatives.

Following the exhibition we were invited to tour the work to the University of Cambridge as part of their 'InReach' programme.



## **Messages - Letterbox Surprises**

### **Your incredibility resonates across the world...**

- Elly, age 10, written to her sister in Letterbox Surprises

Our autumn term theme was Messages, with our young writers exploring the art of correspondence - from letters, to news articles, fan mail and even maps and board games.

Over the course of 12 weeks, we ran a total of 60 sessions. 88% of our young writers reported enjoying taking part, writing messages to a wide array of recipients, from footballers, aliens and a firm favourite, food.

The project culminated in a *Letterbox Surprise*: a personalised piece of writing created especially for someone of importance to each writer within our local community, sent by surprise through the post in a customised box.

This term saw 92% of our young writers reporting feeling more confident, reinforcing the importance of our sessions not only improving children's writing but also their confidence and self-esteem.

### ***Time to Write***

*Time to Write* is our annual free-write project where our young writers write according to their interests, leading them to explore different forms of writing such as poetry, songwriting, instructional writing and comedy.

This project saw 101 of our young writers engage in a wide array of writing prompts and activities over the course of 50 sessions, where they also engaged in a masterclass with a professional songwriter, learning how to hone their songwriting skills and perform their writing confidently in front of an audience.



With a focus on oracy and performance, *Time to Write* culminated in an end-of-term sharing where our young writers performed their work to an audience of family and friends.

### **Astronauts**

Astronauts flying into space,  
impressing the aliens from the moon.

- Sarah, age 7

### **Other Community Programme achievements**

In collaboration with other local partners we supported a number of **community events** through creative workshops and outreach sessions, including Coronation Street Parties and the Hoxton Street Summer Fair.

By invitation from the iconic **London Library** in central London, we developed an interactive treasure hunt for families that took place throughout the reading rooms, stacks and conservation spaces of the library - spaces typically reserved for private library members only. 24 of our families took part - secretly planting their writing in books around the library to be discovered by future visitors.



In May half term we collaborated with Hackney-based inclusive youth theatre, **Hackney Shed**. The project brought together disabled and non-disabled young people from across Hackney to create an original short devised performance piece, shared with friends and family on the final day of the project.



In November, we celebrated turning 13 by hosting a **party** for more than 100 of our young writers and their families.

## 2. SCHOOLS PROGRAMME

*'This has been a fantastic project - the feedback from all the teachers who have been involved has been so positive, especially about the energy, the creativity and how fun the sessions have been.'*

- Nannette, Assistant Headteacher, Lansbury Lawrence Primary School

Our aim this year was to maintain the growth of our schools portfolio, with a secondary focus on the retention of schools from prior years. We continued to prioritise schools across the boroughs of Hackney, Tower Hamlets and Islington, delivering bespoke creative writing programmes for pupils and professional development and training for subject leaders and teaching staff.

We successfully achieved a **73% retention rate** (exceeding our 52% average from the last five years), supporting a record **25 schools** (increased from 22) across the year. We were pleased to maintain this momentum within the context of an exceptionally challenging funding climate for schools.

Our schools programme was delivered through through three key strands:

1. Our **Writing Brighter Futures** consortium of schools in Tower Hamlets entered its third and final year, generously supported by The Mercers' Company.
2. Supporting individual schools to commission **bespoke projects** - inviting schools to identify a brief, priority or challenge, then working collaboratively with them and our freelance writing facilitators to programme in response - drawing reference from the organisational memory of previous creative programmes.
3. Providing **professional development for teachers** and school staff, to improve teacher skills and share our methodology and approaches.

## Highlights of 2023-24 School Programme include:

**The Islands of Magical Poetry** (Hanover Primary School, Islington). A poetry intervention, designed to energise and inspire the whole school, and develop teacher skills and confidence in teaching poetry. The project resulted in a professionally produced printed-anthology.

*'Ministry of Stories has helped me expand my poetry knowledge and my imagination.'*

- Maxwell, Year 4

**The Never Forgotten** (Kobi Nazrul Primary School, Tower Hamlets). Supporting the Year 6 topic of Vikings, and also helping pupils reflect on their primary school journey - through a variety of poetry forms. The project resulted in a professionally-designed and printed anthology, and performances to all other year groups across the school.

**Spy School** (Osmani Primary School, Tower Hamlets). An immersive project to support pupils with creating 'explanatory texts' through the creation of spy gadgets and missions. Each student presented their spy gadgets in a secret graduation ceremony. The project included a final professionally-designed and printed fold-out pamphlet.

*'Ministry of Stories has helped me be more confident in myself.'*

- Isra, Year 6, Osmani Primary School

**Woolmore Stargazers Newspaper** (Woolmore Primary School). Inspired by their class topic of Space, pupils created their very own school newspaper including news reports, reviews, adverts and opinion pieces, fictionalising real events like the moon landing.

*'I love the way Ministry of Stories encourages the children and doesn't shut down ideas'*

- Natcha, Class Teacher

**Speak Up** (Bridge Academy, Hackney). Our long-running speech writing programme supports young people to find their voice on topics important to them. Speeches this year covered the rights of refugees, environmental issues, gentrification, key workers' wages, and more. Some participants shared speeches about their own direct experience with knife crime in their families and their communities. Events this year were attended by more than 100 guests, including MP Meg Hillier, the Speaker of Hackney Cllr Anya Sizer, Mayor of Hackney Caroline Woodley, Baroness Hussein-Ece, Oxfam's parliamentary liaison, and the CEO of St. Joseph's hospice.

Speak Up continues to be generously supported by UBS.



*'Ministry of Stories added so much value to students' experience of studying English, most importantly, making them feel that they have a voice and that people care about what they have to say. It has also considerably improved Y9s Non-Fiction writing - evidenced by recent exams.'*

- Helena, Head of KS3 English - Bridge Academy

**Bridge Builders** (E1 Partnership, Tower Hamlets). A weekly after school writing club, for pupils from five primary schools alongside students from Swanlea Secondary School. It supported students vulnerable in the transition between primary and secondary school to familiarise with the secondary environment, and work collaboratively with peers from other schools. Pupils explored the idea of transition, creating a professionally illustrated '[Poetry Map of the Football School for Exotic Fish](#)'.

*'I am proud of being creative with my ideas and more confident in sharing ideas with others and overcoming social anxiety.'*

- Maryam, Year 6 (Bridge Builders)

### **Teacher CPD**

Alongside our delivery with children and young people, we have continued to deliver a range of professional development and training for teachers.

Through this work we are aiming to share the Ministry of Stories methodology and approaches, broadening the reach and impact of our work. Through observations, workshops and teaching resources, practitioners develop skills and practical techniques that they can use in their teaching practice.

**113 teachers from 70 different schools took part** in professional development sessions this year, with **100% reporting the sessions had a positive impact on their teaching practice.**

*'This will help me make my lessons more engaging and improve my pupils' writing process.'*

- Harley, Class Teacher, Mayflower Primary School

### **VOLUNTEERS**

*'I really enjoy working with my writing mentor Maria. She's kind, and makes me feel really confident.'*

- Frankie, age 9

Volunteers remain fundamental to the delivery of our mission at the Ministry of Stories, mentoring our young people. This year we engaged **182 active volunteers** (2022: 128 volunteers) who **donated 3,120 hours** to support our work (2022: 2,961 hours).



42% of our volunteers live in our home boroughs of Hackney and Tower Hamlets, and 25% are people of colour - a 12% increase from the previous year - better reflecting our community.

### 3. SECTOR SUPPORT AND ORGANISATIONAL DEVELOPMENT

#### Equality, diversity and inclusion

*'I feel people at Ministry of Stories treat me as an ordinary person, not as a blind person, they know I can do stuff.'*

- S, age 15

We aim to run welcoming and open-access programmes and encourage young people 6+ from all backgrounds and experiences to get involved. Our work champions the underrepresented voices of young people in our community and creates a space for young people to explore and celebrate their diversity and life experience.

*'Ministry of Stories has helped me to feel proud of my race.'*

- Daniel, age 9

We successfully delivered the second year of our Diversity and Inclusion Action Plan, increasing the proportion of people from under-represented groups across our trustee, staff team and volunteer bases. Changes to our demographic this year have included:

- 82% of our young writers are people of colour (+2%), and 95% live in top 30% IMD deprivation postcodes (+8%)
- 38% of our trustees are people of colour (+9%), and 13% have a disability (+13%).
- 93% of our staff team hold one or more protected characteristics (+12%)

### **Friendship**

Friendship matters  
Friendship is not a thing.  
It comes from inside our hearts.  
It's not just for some people.  
Everyone is welcome to share it.  
No-one has to bear it.  
I hope you all take down this note  
That wherever you are,  
Don't give up hope  
You are perfect where you are.  
So never give up on your dreams  
You always have somewhere to be.

- Emily, age 9

### **Environmental responsibility**

Ministry of Stories has developed a two-year Environmental Action Plan which lays out the practical steps we will take to create a culture of environmental responsibility in and through our work. This sits under our overarching Environmental Policy, and is reviewed and updated biannually. Our progress is monitored by the Board and we have a nominated Board Champion.

We are proud that our overall environmental impact remains low, enabling our focus to be on culture and behaviours of environmental responsibility more widely. We continue to make opportunities for our young people to explore themes around environmental responsibility, most recently featured in work they chose to write for both Speak Up, and in our Time to Write terms.

### **Climate change**

It was different days  
The Earth is warming  
Bees used to be swarming  
Ice caps are melting  
While the sun is setting  
We have to do something  
Instead of nothing  
Flooding  
Droughts.  
What are you doing?  
Seas are brimming  
And we'll all be swimming  
Why aren't you listening?  
Use your ears  
And open your eyes

Like you are using a very sharp knife  
Forests are flaming  
And we are complaining  
Except you do nothing  
Just sit down and think:  
Climate change

- Amelie, age 10

### **Our Home**

Ministry of Stories operates out of a dedicated writing centre, hidden behind our magical shop Hoxton Street Monster Supplies. Located on Hoxton Street, in the heart of our community, our location is key to reaching families in our target ward. We are pleased to have renegotiated a successful lease extension on our current premises, securing favourable terms across a new eight year lease.

### **Our wider sector support work included:**

- Training and development of our pool of **freelance writing facilitators**: over 20 professional writers with education experience who deliver our schools programmes. We are proud to have also integrated our first cohort of trainees, early career writing facilitators from under-represented groups, into our main freelance pool, now delivering workshops and projects as lead facilitators.

*'Thank you for having me on board for the first year of this programme. It's been so useful and I feel much more prepared to lead on projects than I did. It's also been great to meet the other trainees and share that experience.'*

- Jaime, Trainee Writing Facilitator

- In August we joined colleagues from over 30 children's **international writing centres** for our biannual conference, this year hosted in Edinburgh. Ministry of Stories plays a key role in convening the network, sharing our learning and experience for the benefit of a wider global movement.
- Joined a network of Arts Council England funded **Children's Story Centres** to share learning and good practice around programming, evaluation and impact
- Delivered our annual Lecture to **Goldsmith's MA Creative Writing in Education** students
- Played a central role contributing to the Open University [Reading and Writing for Pleasure: a framework for practice](#) - a seminal research paper and good practice guide to support the education and writing sectors.

## FUTURE STRATEGY

2024-25 is one of continued ambition for our young people, their families and our partner schools. We strive to create the highest quality experiences for our young people, celebrating the remarkable creativity, imagination and ingenuity that our programmes unlock in them. We will continue to create an environment where young people feel safe, trusted and respected. We will complete work on our Organisational Values, and also begin to focus on our ambitions around a longer-term home for the organisation.

As always, our **Community Writing Labs** remain at the heart of the organisation, serving our local community, and providing a space for innovation and programme development. This year we will work with at least 100 young writers across our weekly groups, aiming for:

- +70% of participants reporting becoming better writers;
- +70% of participants reporting feeling more confident;
- +85% of participants reporting enjoying taking part in the projects

We will deliver a campaign to reconnect with previous Ministry of Stories participants, building a process for longer-term tracking to better understand impact over the long-term.

Whilst the schools climate continues to be challenging - both financially and with the unprecedented pressures they are under - we are optimistic for a **renewed year of strong school partnerships**. We will aim to retain at least 70% of schools from the previous year, reaching at least 23 schools and delivering over 100 workshop sessions. We will continue to offer a range of delivery models, scales and project costs to provide flexibility for schools. We will strengthen our emerging strategic partnerships at borough level with Hackney Education, with the aim of rebalancing the number of Hackney schools in our portfolio.

*'Everyone at Ministry of Stories is amazing. You have made all three of my children feel loved and love coming. Mailia now wants to work for Ministry of Stories when she's older.'*

- Danielle, Parent

### **Wild Children**

Wild children are on the case

Wild children in your face

Wild children all over the place

Wild children undo your shoelace!

Wild children win the race!

Wild children be stealing your toothpaste

Wild children will come to your house and waste your food!

- Chioma, age 9

## **RISK**

Trustees are responsible for the oversight of the Ministry of Stories Risk Register. This is used as a management tool and is reviewed in detail quarterly by each sub committee with key risks summarised to the full Board.

Any risks scored 10+ lead to immediate action by senior management and the Chair and Officers are notified.

All trustees and staff share responsibility to identify new risks that should be added as the climate and/or sector changes. The risk register continues to be an important and active tool for the organisation.

At the time of writing, the main risks to the Ministry of Stories were identified as:

1. Continuing to realise the fundraising strategy, both in year and by re-securing multi-year/core funders.
2. Managing the appointment and induction of our new Deputy Director Laura Perkins, joining the team in September 2024. The Deputy Director is a key role for the organisation, and a member of the executive team alongside the Director.
3. Maintaining and developing the schools portfolio in the context of a challenging education climate - financially and in terms of the pressure schools are facing.
4. Navigating a challenging retail trading environment to ensure Hoxton Street Monster Supplies continues to return a profit to the charity.

## **FINANCIAL REVIEW**

Our largest sources of funding were public funds (34% of total income) and Trust and Foundations (33% of total income). Public funders included £93,020 from Arts Council England, and £40,567 from Mayor's Office - Violence Reduction Unit (VRU). Trust and Foundation funders included The Mercers' Company, City Bridge Foundation, Lightbulb Trust, and the Foundation for Future London.

Income also included donations from companies, individuals and community groups (17%), and we generated income from our schools programme (9%).

The majority of the income secured from public funds and trusts and foundations are restricted and deliver key objectives of our charity including our community writing labs programme, underwriting the growth of our schools programme and by contributing to the costs of running our physical writing centre. A summary of each restricted fund is provided in Note 16 of the accounts.

Total income received was £524,382 (2023: £376,004). This was £392,765 excluding donated services and shop recharge income, which was within 3% of the cash target set for the year (£403,082). £146,917 of income was restricted, of which £31,350 will be carried forward to support future years' activity.

Total expenditure this year was £574,783, including donated services. 48% supported our Community Programmes, with 45% supporting our schools activity.

The remaining 7% contributed to raising funds. The unrestricted funds deficit of £55,818 was mainly represented by the planned transfer of £50,000 from the designated development fund to support activity in-year - and was within the budget approved by Trustees at the start of the year.

Donated goods and services were received during the year totalling £79,600, including legal expertise, a full redecoration of our writing centre gifted by the team at British Gas, free printed advertising, film and photography, and concept design, vinyl production and installation. We also benefited from free venue hire from local community partners and the use of a vacant retail unit in Leadenhall Market, gifted by the City of London Corporation. Additionally, we received a wide range of new book donations to build the library, and technical support to improve creative templates for one-off workshops.

## Fundraising

This year represented the second year of our new Fundraising Strategy (2022-2026), with four workstrands:

1. Replace multi-year funders
2. Grow trusts, foundations and corporate support
3. Consolidate relationships with individual and high value donors
4. Learn and innovate across all areas

Our fundraising activities are run in-house with an internal fundraising team. This year we have continued our commitment to membership with the Fundraising Regulator, have committed to the standards of the Code of Fundraising Practice and are compliant. We have not received any complaints about our fundraising activities.

### Highlights of 2023-24 fundraising include:

- Commencing our **new Arts Council England National Portfolio Organisation Status** for 2023-2026.
- **Securing partnerships** with the Mayor's Office (2023-26), and City Bridge (2023-25) as **new multi-year funders**.
- **Continued our strong relationships with existing funders and individuals**, including The Mercers' Company, Foundation for Future London, Amazon Literary Fund, Allen and Overy, Lightbulb Trust, UBS and our smaller family memorial trusts, Tom Ap Rhys Pryce, Fagus Anstruther and Rachel Hood 1978 Memorial Trusts.

We'd like to thank our co-founder and First Minister, Nick Hornby, for his continued advocacy, advice and friendship, alongside Lucy Macnab and Ben Payne. We also wish to acknowledge our Art Director, Ed Cornish (for Ministry of Stories) and co-founder Alistair Hall (Art Director for Hoxton Street Monster Supplies) for all their hard work and skill this year.

In addition to our many regular donors and community supporters, during 2023-24 we were also proud to be supported by:

Allford Hall Monaghan Morris (AHMM)	Old Street District Partnership
Allen and Overy	Rachel Hood 1978 Trust
Amazon Literary Partnership	Raconteur
Arts Council England	Sherbourne in the Community
British Gas	Speaker of Hackney
City Bridge Foundation	The Fagus Anstruther Memorial Trust
City of London Corporation	The Mercers' Company on behalf of
Foundation for Future London	The Charity of Sir Richard Whittington
Grocers' Charity	The Scrivener's Company
Lightbulb Trust	Tom ap Rhys Pryce Memorial Trust
Martin Schoernig	UBS
Motive Productions	Vintners' Foundation

Our work is only possible due to our dedicated supporters, companies, charitable trusts, foundations and public funders who fund us, as well as our ambassadors and advocates. To everyone involved, thank you for funding the imaginations of our young writers. View our full list of supporters [here](#).

### **Investment powers and policy - Hoxton Street Monster Supplies**

The Trust Deed authorises the trustees to make and hold investments using the general funds of the charity. The trustees have the power to invest in any way they deem appropriate in order to further the charitable objects of the charity.

All of the charity's investment income arises from interest payable on a loan to the trading subsidiary, Hoxton Street Monster Supplies Ltd (company number 08472232) ('HSMS') which runs the charity's retail operations.

HSMS, which is incorporated in the United Kingdom, pays all of its distributable profits to the charity under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each in HSMS. A robust governance structure (which includes observation of HSMS's Board meetings by the charity's chair) is in place to ensure that HSMS's Board gives due consideration to the gift aiding of profits to the charity and explores how HSMS's shop can support the charity in meeting its charitable objectives beyond funding.



HSMS's retail presence continues to be an important part of the charity, providing a warm welcome to children and their families. 21% of new joiners heard about Ministry of Stories through the shop. It supports our ambition to diversify our income and demonstrates how seriously we take imagination. HSMS is a core part of our charity's identity, garnering attention for the work we do and as a public face for the charity.

For the second year running, Ministry of Stories indirectly benefited from generosity shown to Hoxton Street Monster Supplies, who were given the opportunity to run a second pop-up shop in a vacant unit at Leadenhall Market by the City of London between April - December 2023. This opportunity led to a donation of £7.5k by the shop to the charity which will be made during 2024.

## **RESERVES**

The trustees have adopted a reserves policy through which we aim to maintain a level of unrestricted reserves equivalent to between 4-6 months running costs.

At 31 March 2024 the total funds stood at £317,589 (2023: £368,020).

The reserves comprise:

- Restricted Funds of £31,350 (2023: £25,933)
- Total Unrestricted Funds of £286,239 (2023: £342,087), comprising;
  - Designated Funds of £66,190 (2023: £116,190)
  - General Funds of £220,079 (2023: £225,897); equivalent to 5.4 months' running costs (2023: 6 months' costs)

In early 2020, the Board designated funds from an unrestricted corporate donation to create a Development Fund to be utilised over five years to support our organisational growth ambitions, plus a contribution to core running costs and to underwrite our investment in a crucial staff role (Finance and Programme Administrator).

Through careful management of these designated funds, we have extended the spending plan to support us through to 2026.

## **GOING CONCERN**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

The Ministry of Stories is registered as a company limited by guarantee and not having share capital, its operations and governed by its Articles of Association.

The company was incorporated on 16 July 2010 and registered as a charity on 25 October 2010. The charity registration number is 1138558 and the company registration number is 07317370.

### **Appointment of Trustees**

As set out in the Articles of Association, the Chair of the Trustees is nominated by the Ministry of Stories. The directors of the organisation are also the charity trustees for the purposes of charity law.

The Board of Trustees has the power to appoint additional trustees as it considers fit to do so. The trustees have no beneficial interest in the company other than as members. The trustees are also directors of the company.

Trustees continue to be recruited by identifying skills gaps at Board level through an annual skills audit and peer review.

One new trustee was appointed this year, writer Inua Ellams.

Over the course of the year, three of our long-standing trustees, Nick Makoha, Mina Marsh and Piers Torday retired at the end of their second three year terms.

### **Organisational structure**

The company is organised so that trustees meet regularly to manage its affairs. The trustees meet as a full Board every quarter, in addition to quarterly meetings of the Finance and Fundraising Sub Committee (chaired by Simon Mott-Cowan) and Business and Programme Sub Committee (chaired by Anya Zhuravkina).

Rob Smith (Director) is the person to whom the charity trustees delegated day-to-day management of the charity during the reporting period.

In addition to the core staff team, in 2023-24 we benefited from the skills of 23 freelancers. The majority of these roles are in place to deliver our schools programme.

### **STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES**

The trustees (who are also directors of charitable company for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable

company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2024 was £70 (2023: £80). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Statement as to disclosure to our independent examiners in so far as the trustees are aware:

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

### **Independent Examiners**

Following a competitive tender process, Goldwins Limited were appointed as the independent examiners of the charitable company in 2020. The Board supported the renewal for 2022-24.

The Trustees Report was approved and authorised for issue by the trustees on 5th November 2024 and signed on their behalf by:



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Michaela Greene  
Chair of Trustees

Date: 13th November 2024

**MINISTRY OF STORIES**  
**SECTION 4. INDEPENDENT EXAMINER'S REPORT**  
**YEAR ENDED 31 MARCH 2024**

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I report to the trustees on my examination of the accounts of the Ministry of Stories for the year ended 31 March 2024.

**Responsibilities and basis of report**

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

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

**Independent examiner's statement**

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:

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

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

*Anthony Epton*

Anthony Epton BA FCA CTA FCIE  
Goldwins Limited  
Chartered accountants  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

Date: 22 November 2024

**The Ministry of Stories**  
**Statement of financial activities**  
(incorporating an income and expenditure account)  
**For the year ended 31 March 2024**

		Unrestricted Funds	Restricted Funds	2024 Total Funds	2023 Total Funds
	Note	£	£	£	£
<b>Income from:</b>					
Donations and legacies	3	272,377	146,917	419,294	285,080
Charitable activities	4	43,399	-	43,399	47,030
Other trading activities	5	61,689	-	61,689	43,894
<b>Total income</b>		<b>377,465</b>	<b>146,917</b>	<b>524,382</b>	<b>376,004</b>
<b>Expenditure on:</b>					
Raising funds	6	39,378	-	39,378	68,334
<i>Charitable activities:</i>	6				
Community programme		226,702	47,412	274,114	265,710
Schools programme		216,098	45,193	261,291	237,867
<b>Total expenditure</b>		<b>482,178</b>	<b>92,605</b>	<b>574,783</b>	<b>571,911</b>
<b>Net income / (expenditure) before net gains / (losses) on</b>		(104,713)	54,312	<b>(50,401)</b>	(195,907)
Transfers between funds		48,895	(48,895)	-	-
<b>Net movement in funds</b>		(55,818)	5,417	<b>(50,401)</b>	(195,907)
<b>Reconciliation of funds:</b>					
Total funds brought forward		342,087	25,933	<b>368,020</b>	563,927
<b>Total funds carried forward</b>	16	<b>286,269</b>	<b>31,350</b>	<b>317,619</b>	<b>368,020</b>

All of the above results are derived from continuing activities.  
There were no other recognised gains or losses other than those stated above.  
The attached notes form part of these financial statements.

**The Ministry of Stories**  
**Balance sheet**  
**As at 31 March 2024**

	Note	2024 £	2024 £	2023 £	2023 £
<b>Fixed assets:</b>					
Tangible assets	10		3,270		3,425
Investments	11		<u>10</u>		<u>10</u>
			<b>3,280</b>		<b>3,435</b>
<b>Long Term assets:</b>					
<b>Current assets:</b>					
Debtors	12	41,706		47,120	
Cash at bank and in hand		<u>313,120</u>		<u>342,814</u>	
		<b>354,826</b>		<b>389,934</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	13	<u>(40,487)</u>		<u>(25,349)</u>	
<b>Net current assets</b>			<b><u>314,339</u></b>		<b><u>364,585</u></b>
<b>Total net assets</b>			<b><u><u>317,619</u></u></b>		<b><u><u>368,020</u></u></b>
<b>Funds</b>					
	16				
Restricted funds			31,350		25,933
Unrestricted funds:					
Designated funds		66,190		116,190	
General funds		<u>220,079</u>		<u>225,897</u>	
Total unrestricted funds			<b><u>286,269</u></b>		<b><u>342,087</u></b>
<b>Total funds</b>			<b><u><u>317,619</u></u></b>		<b><u><u>368,020</u></u></b>

The financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

For the year ending 31 March 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 5 November 2024 and signed on their behalf by:



**Michaela Greene**  
**Chair**

**Company registration no. 07317370**

The attached notes form part of the financial statements.

**The Ministry of Stories**  
**Statement of cash flows**  
**For the year ended 31 March 2024**

	Note	2024 £	2024 £	2023 £	2023 £
<b>Cash flows from operating activities:</b>					
Net cash provided by / (used in) operating activities	17		(28,535)		(192,766)
<b>Cash flows from investing activities:</b>					
Sale/ (purchase) of fixed assets		(1,159)		(3,321)	
		_____		_____	
<b>Cash provided by / (used in) investing activities</b>			(1,159)		(3,321)
			_____		_____
<b>Change in cash and cash equivalents in the year</b>			(29,694)		(196,087)
Cash and cash equivalents at the beginning of the year			342,814		538,901
			_____		_____
<b>Cash and cash equivalents at the end of the year</b>	18		313,120		342,814
			=====		=====

**1 Accounting policies**

**a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Companies Act 2006.

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

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 £.

**b) Going concern**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

The Trustees have a reasonable expectation that the Charity can continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

**c) Income**

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

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

**d) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

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

**1 Accounting policies (continued)**

**e) Interest receivable**

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

**f) Fund accounting**

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

**g) Expenditure**

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

- Costs of raising funds include the direct cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs which can be directly allocated to activities and those of an indirect nature necessary to support them.
- Other expenditure represents those items not falling into any other heading.

Costs are allocated between expenditure categories based on usage of the resource. Where costs cannot be directly allocated they are apportioned on an appropriate basis and recognised in the Statement of Financial Activities.

As the Charity is not VAT registered, expenses are incurred on a gross basis inclusive of any VAT.

**h) Allocation of support costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity and its activities. These costs have been allocated between expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

**i) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

~ Equipment	25% straight line
-------------	-------------------

**1 Accounting policies (continued)**

**j) Investments**

The cost of ordinary shares in the wholly owned trading subsidiary, HSMS Ltd (company number 07317370), are accounted for as fixed asset investments on the Charity's balance sheet.

**k) Debtors**

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

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

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

**m) Creditors**

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

**n) Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**o) Pensions**

The Charity participates in the NEST pension scheme, a defined contribution scheme. Contributions are recognised at cost.

**p) Taxation**

No provision is made in these accounts for corporation tax as the charity is exempt from such taxes, with income and gains applied to charitable purposes in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

**2 Detailed comparatives for the statement of financial activities**

	2023 Unrestricted £	2023 Restricted £	2023 Total £
<b>Income from:</b>			
Donations and legacies	185,311	99,769	285,080
Charitable activities	47,030	-	47,030
Other trading activities	43,894	-	43,894
<b>Total income</b>	<u>276,235</u>	<u>99,769</u>	<u>376,004</u>
<b>Expenditure on:</b>			
Raising funds	68,334	-	68,334
Charitable activities:			
Community programme	168,099	97,611	265,710
Schools programme	150,485	87,382	237,867
<b>Total expenditure</b>	<u>386,918</u>	<u>184,993</u>	<u>571,911</u>
<b>Net income / expenditure</b>	(110,683)	(85,224)	(195,907)
Transfers between funds	57,535	(57,535)	-
<b>Net income / (expenditure) before other recognised gains</b>	(53,148)	(142,759)	(195,907)
<b>Net movement in funds</b>	(53,148)	(142,759)	(195,907)
Total funds brought forward	395,235	168,692	563,927
<b>Total funds carried forward</b>	<u><u>342,087</u></u>	<u><u>25,933</u></u>	<u><u>368,020</u></u>

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

**3 Income from donations and legacies**

	Unrestricted	Restricted	2024 Total	2023 Total
	£	£	£	£
Grants	132,553	131,917	<b>264,470</b>	195,882
Corporate Donations	12,414	15,000	<b>27,414</b>	20,850
Donations from individuals	46,534	-	<b>46,534</b>	47,501
Donations in kind	79,637	-	<b>79,637</b>	13,700
Community fundraising	1,239	-	<b>1,239</b>	7,147
	<u>272,377</u>	<u>146,917</u>	<u><b>419,294</b></u>	<u>285,080</u>

Donated goods and services were received during the year, including legal expertise, free printed advertising, film and photography, and concept design, vinyl production and installation. We also benefitted from free venue hire from local community partners and the use of a vacant retail unit in Leadenhall Market, gifted by the City of London Corporation. Additionally, we received a wide range of new book donations to build the library, and technical support to improve creative templates for one-off workshops.

**4 Income from charitable activities**

	Unrestricted	Restricted	2024 Total	2023 Total
	£	£	£	£
Venue hire and consultancy	4,505	-	<b>4,505</b>	1,150
Post office income	2,005	-	<b>2,005</b>	423
Schools income	36,889	-	<b>36,889</b>	45,457
<b>Total income from charitable activities</b>	<u>43,399</u>	<u>-</u>	<u><b>43,399</b></u>	<u>47,030</u>

**5 Income from other trading activities**

	Unrestricted	Restricted	2024 Total	2023 Total
	£	£	£	£
Trading Subsidiary income	9,405	-	<b>9,405</b>	11,000
Other income	52,284	-	<b>52,284</b>	32,894
	<u>61,689</u>	<u>-</u>	<u><b>61,689</b></u>	<u>43,894</u>

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

6a Analysis of expenditure (current year)

	Basis of allocation	Cost of raising funds £	Charitable activities			Support costs £	Governance costs £	2024 Total £	2023 Total £
			Community programme £	Schools programme £	National programme £				
Staff costs	Direct/Staff Time	39,378	98,447	62,262	-	116,096	-	316,183	344,942
Direct Charitable Expenses	Direct/Usage Estimate	-	12,959	43,772	-	-	-	56,731	91,302
Premises	Direct	-	-	-	-	51,485	-	51,485	46,049
Communications	Direct	-	-	-	-	9,203	-	9,203	10,908
Professional Expenses	Direct	-	-	-	-	22,780	1,440	24,220	25,536
Comms Freelance Costs	Direct	-	-	-	-	10,397	-	10,397	14,460
Expenditure In Kind	Direct	-	-	-	-	79,637	-	79,637	13,700
Information Technology	Direct	-	-	-	-	5,169	-	5,169	7,215
Insurance	Direct	-	-	-	-	4,256	-	4,256	2,512
Bank Charges	Direct	-	-	-	-	511	-	511	515
Depreciation	Direct	-	-	-	-	1,314	-	1,314	1,105
Sundry Expenses	Direct/Usage Estimate	-	3,432	3,432	-	8,246	567	15,677	13,667
<b>Net total</b>		<b>39,378</b>	<b>114,838</b>	<b>109,466</b>	<b>-</b>	<b>309,094</b>	<b>2,007</b>	<b>574,783</b>	<b>571,911</b>
Support costs	Based on the total cost of each activity	-	158,248	150,846	-	(309,094)	-	-	-
Governance costs	Based on the total cost of each activity	-	1,028	979	-	-	(2,007)	-	-
<b>Total expenditure 2024</b>		<b>39,378</b>	<b>274,114</b>	<b>261,291</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>574,783</b>	
Total expenditure 2023		68,334	265,710	237,867	-	-	-		571,911

Of the total expenditure, £482,178 was unrestricted (2023: £386,918) and £92,605 was restricted (2023: £184,993).

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

**6b** Analysis of expenditure (prior year)

	Basis of allocation	Cost of raising funds £	Charitable activities				Support costs £	Governance costs £	2023 Total £
			Community programme £	Schools programme £	National programme £				
Staff costs	Direct/Staff Time	66,779	103,624	76,853	-	97,686	-	344,942	
Direct Charitable Expenses	Direct/Usage Estimate	-	39,922	51,380	-	-	-	91,302	
Premises	Direct	-	-	-	-	46,049	-	46,049	
Communications	Direct	1,555	-	-	-	9,353	-	10,908	
Professional Expenses	Direct	-	-	-	-	24,536	1,000	25,536	
Comms Freelance Costs	Direct	-	-	-	-	14,460	-	14,460	
Expenditure In Kind	Direct	-	-	-	-	13,700	-	13,700	
Information Technology	Direct	-	-	-	-	7,215	-	7,215	
Insurance	Direct	-	-	-	-	2,512	-	2,512	
Bank Charges	Direct	-	-	-	-	515	-	515	
Depreciation	Direct	-	-	-	-	1,105	-	1,105	
Sundry Expenses	Direct/Usage Estimate	-	2,587	2,587	-	8,399	94	13,667	
<b>Net Total</b>		<b>68,334</b>	<b>146,133</b>	<b>130,820</b>	<b>-</b>	<b>225,530</b>	<b>1,094</b>	<b>571,911</b>	
Support costs	Based on the total cost of each activity	-	119,000	106,530	-	(225,530)	-	-	
Governance costs	Based on the total cost of each activity	-	577	517	-	-	(1,094)	-	
<b>Total expenditure 2023</b>		<b>68,334</b>	<b>265,710</b>	<b>237,867</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>571,911</b>	

Of the total expenditure, £386,918 was unrestricted and £184,993 was restricted.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

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**7 Net income / (expenditure) for the year**

This is stated after charging / (crediting):	<b>2024</b>	2023
	£	£
Depreciation	<b>1,314</b>	1,105
Independent examination fee	<b>1,200</b>	833
	<hr/> <hr/>	

**8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:	<b>2024</b>	2023
	£	£
Salaries and wages	<b>284,095</b>	305,023
Social security costs	<b>24,293</b>	30,254
Employer's contribution to defined contribution pension schemes	<b>7,795</b>	9,665
	<hr/> <hr/> <b>316,183</b>	<hr/> <hr/> <b>344,942</b>

There were no employees (2023: 0) who received emoluments of more than £60,000.

The key management personnel of the Charity, comprise the trustees, the Director and Deputy Director. The total employee benefits including employer's national insurance and employer's pension contributions of the key management personnel of the charity were £115,034 (2023: £121,615).

The Charity trustees were not paid or received any other benefits from employment with the Charity or its subsidiary in the year (2023: £nil) neither were they reimbursed expenses during the year (2023: £nil). No charity trustee received payment for professional or other services supplied to the charity (2023: £nil).

**Staff numbers**

The average number of employees (head count based on number of staff employed, including part-time Shop staff) during the year was 14 (2023: 10).

**9 Taxation**

The charity is exempt from tax on income and gains applied to charitable purposes, in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

**10 Tangible fixed assets**

	Equipment £	Total £
<b>Cost</b>		
At the start of the year	24,407	<b>24,407</b>
Additions in year	1,159	<b>1,159</b>
Disposals in year	(19,152)	<b>(19,152)</b>
At the end of the year	<u>6,414</u>	<u><b>6,414</b></u>
<b>Depreciation</b>		
At the start of the year	20,982	<b>20,982</b>
Charge for the year	1,314	<b>1,314</b>
Disposals in year	(19,152)	<b>(19,152)</b>
At the end of the year	<u>3,144</u>	<u><b>3,144</b></u>
<b>Net book value</b>		
<b>At the end of the year</b>	<u>3,270</u>	<u><b>3,270</b></u>
At the start of the year	<u>3,425</u>	<u>3,425</u>

All of the above assets are used for charitable purposes.

**11 Fixed asset investment**

<b>Charity</b>	<b>2024</b>	2023
<b>Cost or valuation</b>	£	£
As at 1 April 2023	<b>10</b>	10
Additions	<u>          </u>	<u>          </u>
At the end of the year	<u><b>10</b></u>	<u>10</u>

**Hoxton Street Monster Supplies Ltd**

		Current and Prior Year Equity held		2024 Turnover	2023
		No.	%	£	£
Main trading activity:	Retail	<b>10</b>	<b>100</b>	<b>138,657</b>	120,369
				<b>Profit for the year</b>	
				£	£
Hoxton Street Monster Supplies Ltd				<b>10</b>	-

Hoxton Street Monster Supplies Ltd is exempt from audit under s479A of Companies Act 2006.

The charity has an investment of £10 in the share capital of its wholly owned, trading subsidiary: Hoxton Street Monster Supplies. The shares are not listed.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

<b>12 Debtors</b>	<b>2024</b>	<b>2023</b>
	£	£
Trade debtors	4,038	700
Other debtors	22,111	21,621
Prepayments	3,000	3,000
Accrued income	12,557	21,799
	<b>41,706</b>	<b>47,120</b>

<b>13 Creditors: amounts falling due within one year</b>	<b>2024</b>	<b>2023</b>
	£	£
Trade creditors	14,968	10,275
Taxation and social security	4,732	49
Other creditors	545	545
Accruals	14,440	1,000
Deferred income	5,802	13,480
	<b>40,487</b>	<b>25,349</b>

<b>14 Deferred income</b>	<b>2024</b>	<b>2023</b>
	£	£
Balance at the beginning of the year	13,480	3,460
Amount released to income in the year	(13,480)	(3,460)
Amount deferred in the year	5,802	13,480
Balance at the end of the year	<b>5,802</b>	<b>13,480</b>

Deferred income comprises amounts invoiced to Schools relating to the next financial year.

**15 Analysis of net assets between funds**

	General unrestricted	Designated	Restricted	Total funds
	£	£	£	£
Tangible fixed assets	3,270	-	-	<b>3,270</b>
Investments	10	-	-	<b>10</b>
Net current assets	216,799	66,190	31,350	<b>314,339</b>
<b>Net assets at the end of the year</b>	<b>220,079</b>	<b>66,190</b>	<b>31,350</b>	<b>317,619</b>

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

**16 Movements in funds**

	At the start of the year £	Income & gains £	Expenditure & losses £	Transfers £	At the end of the year £
<b>Restricted funds:</b>					
The Mercers' Company	13,751	22,500	29,465	-	<b>6,786</b>
ACE Pathfinders	3,499	2,267	3,365	(2,401)	-
UBS Speak Up	8,683	-	6,910	-	<b>1,773</b>
VRU	-	40,567	39,255	-	<b>1,312</b>
City Bridge Foundation	-	23,590	13,610	-	<b>9,980</b>
Sherborne in The Community	-	5,000	-	(5,000)	-
Other Restricted Funds	-	52,993	-	(41,494)	<b>11,499</b>
<b>Total restricted funds</b>	<b>25,933</b>	<b>146,917</b>	<b>92,605</b>	<b>(48,895)</b>	<b>31,350</b>
<b>Unrestricted funds:</b>					
Development Fund	116,190	-	-	(50,000)	<b>66,190</b>
General Funds	225,897	377,465	482,178	98,895	<b>220,079</b>
<b>Total unrestricted funds</b>	<b>342,087</b>	<b>377,465</b>	<b>482,178</b>	<b>48,895</b>	<b>286,269</b>
<b>Total funds</b>	<b>368,020</b>	<b>524,382</b>	<b>574,783</b>	<b>-</b>	<b>317,619</b>

**Transfers between funds**

A cost transfer of £48,895 (2023: £57,535) has been made from restricted funds to unrestricted funds relating to indirect expenditure.

**16 Movements in funds**  
**Purposes of restricted funds**

<b>The Mercers' Company</b>	Funding for the final delivery year of 'Writing Brighter Futures', an ambitious programme of works with a consortium of schools in Tower Hamlets. The three year funding for the partnership is from The Charity of Sir Richard Whittington, a charity associated with the Mercers' Company. An additional Bridging Grant was successfully secured to complete programme delivery during 2023/2024.
<b>ACE Pathfinders</b>	Funding from Arts Council England to devise and deliver six pilot creative commissions to recruit new young writers to our programmes over two financial years.
<b>UBS Speak Up</b>	Funding from UBS for Speak Up programme delivery with Bridge Academy for three years.
<b>VRU</b>	Greater London Authority (GLA) Stronger Futures grant for London Violence Reduction Unit (VRU) Programme for Your Story Starts Here (age 10+).
<b>City Bridge Foundation</b>	Grant award over three financial years to deliver creative & leadership focused-programmes for disadvantaged young people and early-career writers, and associated costs, as part of our Your Story Starts Here community programme. Funding from the CBF Voice and Leadership funding strand.
<b>Sherborne in The Community</b>	Funding towards 'Your Story Starts Here' programme delivery for the 'Escape Artists' project in Summer 2022.
<b>Other Restricted Funds</b>	These include grants from Foundation Future London grant funding for Writing Brighter Futures (Hackney) schools programme for 2023/24, the Lightbulb Trust (for Your Story Starts Here programme) and the Tom ap Rhys Pryce Memorial Trust.

**Development Fund**

Funds designated by the board, the remaining amount relating to a balance from an anonymous corporate donation received in 2019/20 which is planned to be spent over the next three years.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2024**

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**17 Reconciliation of net income / (expenditure) to net cash flow from operating activities**

	<b>2024</b>	2023
	£	£
<b>Net income / (expenditure) for the reporting period (as per the statement of financial activities)</b>	<b>(50,401)</b>	(195,907)
Depreciation	<b>1,314</b>	1,105
(Increase)/ decrease in debtors	<b>5,414</b>	595
Increase/ (decrease) in creditors	<b>15,138</b>	1,441
<b>Net cash provided by / (used in) operating activities</b>	<b><u>(28,535)</u></b>	<u>(192,766)</u>

**18 Analysis of cash and cash equivalents**

	At 1 April 2023	Cash flows	Other changes	At 31 March 2024
	£	£	£	£
Cash at bank and in hand	342,814	(29,694)	-	<b>313,120</b>
<b>Total cash and cash equivalents</b>	<u>342,814</u>	<u>(29,694)</u>	-	<u><b>313,120</b></u>

**19 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital.

**20 Related party transactions**

Aggregate unrestricted donations from Trustees during the year were £2,520 (2023: £660). There were no payments to Trustees in year (2023: £0).

Income from the trading subsidiary disclosed in Note 5 includes £8,907 (2023: £11,000) in relation to the surplus to be gift aided to the Charity and £51,980 (2023: £32,894) in management fee income in respect of salary costs.

**THE MINISTRY OF STORIES**

England & Wales - Charity number 1138553

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# Accounts

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## MINISTRY OF STORIES



**Ministry of Stories  
Trustees' Report and Financial Statements  
For the year ended 31 March 2023**

Registered Company Number: 07317370  
Charity Registration Number: 1138553

## **We Come From**

We come from scooter rides.  
Summertime trees reaching for big skies.

We come from baby photos  
(Will you show me one more time),  
The teachers who've taught us,  
The friends we see.

We come from football commentary and violins.  
Birds that tweet,  
Cars that beep.

We come from the smell of mum and dad's bread,  
Ice-cream, burgers and chips.  
Nan and grandpa's flowery house.

We come from our drawings,  
Our cartoons,  
And our songs.

From the earth, the moon and the stars.

**MINISTRY OF STORIES  
TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
YEAR ENDED 31 MARCH 2023**

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**MINISTRY OF STORIES**  
**SECTION 1: TRUSTEE BOARD AND ADMINISTRATIVE DETAILS**  
**YEAR ENDED 31 MARCH 2023**

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**Trustees**

Michaela Greene, Chair  
Simon Mott-Cowan, Vice-Chair/  
Treasurer  
Anya Zhuravkina  
Indigo Williams

Mina Marsh  
Nick Makoha  
Philip Watkins  
Piers Torday  
Shân MacLennan (retired 7 Feb 2023)

**Director (Chief Executive)**

Rob Smith

**Deputy Director**

Kirsty Telford

**Registered Office**

159 Hoxton Street  
London N1 6PJ

**Legal Advisors**

Morgan, Lewis &  
Bockius UK LLP  
Condor House  
5-10 St. Paul's  
Churchyard  
London EC4M 8AL

**Accountants**

Counterculture  
Partnership LLP  
Unit NH.204  
E1 Studios  
7 Whitechapel Road  
London E1 1DU

**Bankers**

HSBC PLC  
Lion House  
25 Islington High Street  
London N1 6L

**Independent Examiner**

Goldwins Limited  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

Photo credit: Jon Perugia, Gaia Visual, unless indicated.

Registered Charity Name: The Ministry of Stories  
Registered Charity Number (England and Wales): 1138553  
Registered Company Number: 07317370

**MINISTRY OF STORIES  
SECTION 2: INTRODUCTION  
YEAR ENDED 31 MARCH 2023**

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**A message from our Chair**

The growing public perception of Hackney, and more broadly, East London, is of an area growing in wealth, with expensive apartments, hotels, fancy bars and independent restaurants popping up across the community.

However, the area we exist to serve continues to face extreme socio-economic challenges.

It may surprise you to learn that the majority of our young writers live in neighbourhoods which are in the top 10% most-deprived neighbourhoods in the country.

More than 30% of Hackney school pupils are eligible for free school meals (compared to 20% nationally) and 36% of Hackney residents currently live in poverty.

After a tough year of fundraising and despite a highly competitive process which saw a lot of funding move outside of London, this year we were proud to make the case that our community still needed the support of Arts Council England. In November we heard the welcome news that the Ministry of Stories were being awarded National Portfolio Organisation (NPO) status to support us to deliver our organisational vision from 2023 - 2026. This was a welcome endorsement for our small community-based organisation.

Alongside supporting our programme delivery, this three-year funding will also help us to drive forward our wider commitments on diversity and inclusion, enterprise, and reduce our environmental impact.

With our eyes on the horizon and the cost of living crisis compounding the challenges already faced by our community, there's plenty we are committed to deliver, and many young people and schools to reach on our doorstep.

In addition to public funders, we will be seeking other trusts, foundations, corporate partnerships, individuals and community groups to get on board to help us deliver our vision to champion the writer in every child. We hope you will be one of them.

A handwritten signature in black ink that reads "Michaela Greene".

**Michaela Greene  
Chair of Trustees  
Ministry of Stories**

**MINISTRY OF STORIES  
SECTION 2: INTRODUCTION  
YEAR ENDED 31 MARCH 2023**

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**A message from our Director**

Our priority remains to be a deep-rooted local charity, supporting families in Hackney, Tower Hamlets and Islington. We provide free, engaging and ambitious writing programmes for children and young people in our communities.

Over the last year, our community and schools programmes have supported young people to develop their skills and confidence, and improve their wellbeing. This work has been greatly needed since the pandemic.

In addition to our weekly programmes, we've also prioritised outreach work, and taken part in local events and partnered with other organisations to run creative writing sessions in their spaces.



This has enabled us to get to know local families better and develop our plans to meet their needs. By doing so, we identified and delivered five key ambitions to:

1. rebuild the number of young people attending our community programmes post-pandemic, including reaching families who we have not supported before
2. expand the age range of our programme to bring in young people from age six, opening up the access points to our programmes
3. support schools to meet their rising needs, despite their financial challenges
4. rebuild our volunteer pool, and recruit volunteers whose life experience is a closer-match to the young people attending our programmes
5. develop a new paid trainee programme for underrepresented writers, to provide paid work as writing facilitators in the creative and arts sectors

We paid close attention to our young writers' ideas and opinions - working closely with them to co-create the programme that they wanted to see. They devised a real-life escape room, explored the breadths of comedy writing and hosted our second young person-led Zine Fair.

As always, our team, volunteers, funders and supporters were the engine behind our young people's success. We wouldn't be the Ministry of Stories without you. Thank you.

**Rob Smith, Director**

**MINISTRY OF STORIES**  
**SECTION 3. TRUSTEES' REPORT**  
**YEAR ENDED 31 MARCH 2023**

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**ABOUT US**

Ministry of Stories champions the writer in every child. Co-founded by author Nick Hornby in 2010, we help young people discover their confidence, imagination and potential through the power of their writing.

We develop communication and leadership skills through innovative writing programmes and small group mentoring for children living in under-resourced communities, working in schools and at our dedicated writing centre in east London.

Since we were founded, we have supported more than 17,500 young people to harness their voice. In 2022/23 we provided creative writing opportunities to 2,322 children and young people.

We can be found hidden behind the secret door in our fantastical shop Hoxton Street Monster Supplies.

**SECTION 3. TRUSTEES' REPORT**

The trustees, who are also directors under company law, present their report and financial statements for the year ended 31 March 2023.

The trustees confirm that the financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

**CHARITABLE PURPOSES FOR THE PUBLIC BENEFIT**

The trustees have given due consideration to the guidance on public benefit issued by the Charities Commission (Public Benefit requirement under the Charities Act 2011) and believe that the activities undertaken during the year provide public benefit while fulfilling the objectives of the charity.

The Ministry of Stories' charitable purposes remain those specified in the Memorandum and Articles of Association.

1. ***The Advancement of Education*** – to advance education for the public benefit in writing and reading in all its forms.
2. ***Young People*** – to act as a resource for young people up to the age of 18 by providing advice and assistance, organising programmes of education and other activities as a means of:
  - a) Advancing in life and helping young people by developing their skills, capacities, and capabilities to enable them to participate in society as independent, mature and responsible individuals.
  - b) Advancing education
  - c) Relieving unemployment, and
3. ***Social inclusion*** – to promote social inclusion for the public benefit by preventing people from being socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society.

## **AIMS AND OBJECTIVES OF MINISTRY OF STORIES**

### **OUR STARTING POINT**

We believe that children in our communities have their potential limited because society does not value, resource or represent them.

### **OUR AIM**

For children and young people to have a voice to affect change, using the power of their ideas and imagination to write brighter futures for themselves.



### **OUR METHODOLOGY**

Through a range of innovative writing programmes and small group mentoring, we help young people discover their own creative potential. Our methodology helps young people to gain confidence, grow in self-respect and learn new skills.

We have six core pillars which underpin how we work:

1. Creating inspiring learning spaces
2. Providing individual support from volunteer mentors
3. Delivering effective writing programmes, led by professional writers
4. Amplifying our young writer's work through publications and performances
5. Creating communities of writers
6. Engaging local communities

**MINISTRY OF STORIES**  
**SECTION 3. TRUSTEES' REPORT**  
**YEAR ENDED 31 MARCH 2023**

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Our young people drive our programme choices. The creative writing projects which form our community writing programme are now planned 18 months to two years in advance in close collaboration with our young writers.

We take a co-creation approach, meaning that our programmes are relevant, exciting and engaging for our young people. At Ministry of Stories, they decide the focus of our future programme, input their ideas throughout the development process, and determine how best to celebrate their achievements through a final artform.

'I only joined Ministry of Stories this Easter, making this my first project, and I have enjoyed it so, so much. I love the idea of an escape room and the fact that my ideas have contributed towards the actual concrete thing that is going to exist is just the most incredible thing in the world.' Arietta, age 12



For 2022-23, *Escape Artists* - our flagship programme - was developed in response to our young writers' love of gaming and interactivity. It also built on our experience building installation-based works in 2021.

*Ha Ha Hackney*, was programmed following young people's response to masterclasses on

comedy writing held in 2021. *Time to Write* has now become an annual part of our programme due to the positive feedback from our young people who enjoy the flexibility it brings to exploring their own mini projects and interests.

By programming our community writing programme so far in advance, we are able to secure ambitious partnerships and funders to match our young writer's ambitions.

Within a school's context, we work with school leaders to identify the young people they seek to reach through a creative approach, and work with them to curate engaging and relevant programmes for their pupils.

By involving our young writers and the leaders who support them, we ensure they remain inspired and stretched, and we are able to build their skills, confidence and creativity, alongside our own as an organisation.

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**OUR REACH**

This year, we are proud to have supported **2,322 children and young people to become writers.**

Of these, **144 young people** (2022: 91) attended our weekly community writing programme, which delivered **223 sessions** (2022: 180) over the course of the year. We achieved a **76% attendance rate**; 7% higher than the previous year.

In addition, we supported **1,855 pupils** through the delivery of **22 primary and secondary school programmes** (2021: 22), but this year delivered **more sessions** (378 sessions, compared to our bumper record of 343 in 2022). As part of our schools partnerships, we worked with **151 teachers.**

Through our new outreach work, special events and community activities, we reached a further **323 children** outside of our regular programmes.

Across all of our activity we saw **11,444 attendances** from young people, achieving similar levels to 2022, despite running more smaller-group, term-long projects for schools (2022: 11,907).

During this period, **Ministry of Stories had a staff team of just 11**, including the Hoxton Street Monster Supplies retail team (2022: 9 FTE).

We were proud to be supported by **182 individual volunteers** (increased from 128 in 2022) who **gave 3,120 hours** to support our organisation. We also worked with **25 freelancers** and commissioned projects with **17 additional artists.**



**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**OUR IMPACT**

'Ministry of Stories has been an important part of Mahi's life and it has shaped not just her writing. Mahi has very fond memories of her years at Ministry of Stories, she pulls out her old writings and the published stories from her friends there from time to time to read them again.' David, parent

We made use of our Evaluation Framework throughout all our community programmes. It uses our Theory of Change as a base and includes:

1. Surveys and interviews with young writers, teachers, writing facilitators and volunteers
2. The Stirling Children's Wellbeing scale, measuring change in young people's wellbeing
3. An anonymous parent survey

The feedback we get from parents, carers, teachers, volunteers and most importantly young people demonstrates that as well as having fun in our programmes, the children and young people are able to unleash their ideas and imaginations, gain the confidence to express their views, find their voice and learn new skills.

'Amelie has more enthusiasm to free write at home and has increased stamina for writing. She loved to hear feedback about her writing and feels proud to share her work, which has increased her overall confidence.' Marie, parent

Our Theory of Change identifies the outcomes we achieve through our writing programmes and we measure these through our evaluation framework.

Using creative writing as a versatile and inspirational tool, the children and young people who attend our programmes:

- Grow in confidence and courage
- Become better writers
- Become better speakers
- Feel positive about themselves
- Feel safe emotionally and physically
- Have their creativity and imagination celebrated
- We also aim for adults - be they parents, carers, teachers or the wider public - to discover new talent and potential in the young people.



**OUR IMPACT (cont.)**

**Young writers' perspective**

'I am proud because I got billions of laughs', Menak

We expect the impact of the pandemic on young people to be long-lasting, affecting educational attainment, as well as wellbeing.

Over the course of the year, on average a third of our young people reported **improved wellbeing scores** and **96% of our young people said they felt safe** at the Ministry of Stories.

'Ministry of Stories has helped me to be confident, helpful and to do better writing whether I'm down or up - sometimes I'm sad but I can still do some - it makes me feel better, all my friends, especially the mentors makes me feel better' AJ, age 8

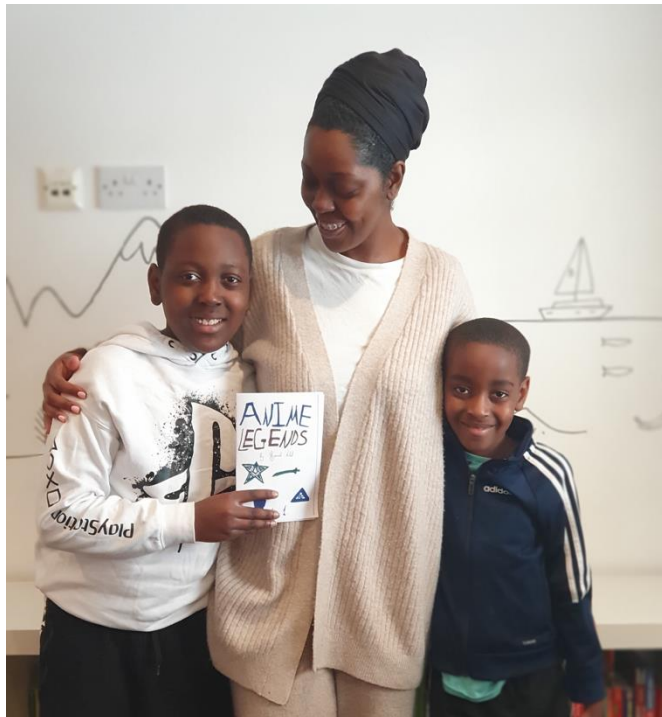
'Ministry of Stories has helped me by letting me be me and showing me how to have fun whilst working on a big project - a.k.a. not getting stressed out' Amelia, age 12

'I have learnt how to be the true form of myself' Noel, aged 10

Our end-of-term survey with our young writers shows we made great progress towards our outcomes:

**88% of our young people enjoyed taking part in Ministry of Stories writing programmes**

"Ministry of Stories in three words: Stories, friends, and breadsticks'  
Henry, age 10



**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**OUR IMPACT (cont.)**

**76% of our young people created work they were proud of**

'I have learnt how to create a good script for a comedy sketch which I can perform to others...I'm proud of the sketch that I created, as I believe I successfully created satire/mockery' Amelia, age 12

**66% of our young people reported developing new skills**

'I have learnt not to give up.' Terrill, age 11

'I have learnt how to build up tension' Matthew, age 10, Time to Write

'Ministry of Stories has helped me to write even more and explore the different sectors of my creativity.'  
Anah, age 9



**70% felt their writing had improved**

"I used to do half a page but now I can do 5-6 pages of writing." AJ, age 8, Escape Artists

'Ministry of Stories has helped me write a script. And over 20 egg puns'  
Negev, age 12, Ha Ha Hackney

'I'm proud of how much my writing has improved at school' Elif, age 11

How has your writing improved? 'When I did free writing at school I couldn't think of anything but since I went to this club ideas pop up in my head' Heja, age 10

'I have learnt how to create different stories including action, adventure, mystery and suspense and humour' Noel, age 10

**OUR IMPACT (cont.)**

**Parents' perspective**

Our annual survey of parents and carers show that overwhelmingly we have achieved many of the outcomes we aspire to:

**100% said their child enjoyed taking part in our writing programmes**

'Negev really loves Ministry of Stories. He feels really at home there, loves the company and the feeling of belonging. He really thrives from the free, playful, caring environment.' Sara, parent

**100% of parents said our programmes have helped their child to improve their writing**

'Orson is now more willing to give it a go and not worried about mistakes. He is more able to express himself in different types of writing and just enjoying creating stories' Inga, parent



**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**OUR IMPACT (cont.)**

**100% said their child's achievements at Ministry of Stories this year surprised them**

'Thank you for accommodating our daughter into your programme. As a blind child it is really hard to find places to make friends and socialise outside of school. Ministry of Stories has provided a safe and welcoming space for her to start to build a life outside of formal education. It has been a great experience for us all.'  
Angela, parent

'Ashley now does not see writing as a chore - he is happy to write his own stories.'  
Rasa, parent

**100% of parents said their child was more confident after taking part in Ministry of Stories writing programmes**

'The supportive nature and encouragement from the Ministry of Stories team has really helped my daughter feel more confident in her skills.' Angela, parent



## **OUR NEIGHBOURHOOD**

At Ministry of Stories, we believe the best way for young people to gain skills and unlock their potential is through the power of their ideas, creativity and imagination.

By providing the tools to young people and supporting them to develop skills for life, we are building a generation of young people who are able to express themselves, their creativity, ideas, opinions and imaginations. We believe giving young people access to a creative art form is vitally important.

When we founded in 2010, we chose Hoxton Street, Hackney, as the location of our community centre because of the area's exceptionally high levels of socio-economic deprivation - a situation that persists today. Just before the pandemic, Hackney was London's most-deprived borough (National Indices of Deprivation 2019).

The BMC found "higher levels of neighbourhood deprivation were associated with lower arts, culture and heritage engagement." (BMC Public Health, September 2021).

We exist to reach the young people who can't easily access creative programmes due to a lack of confidence or affordability.

Our community writing programme (after-school and Saturdays) is provided for free and is accessible to children and young people aged between 6-15 who live within a 500m radius of our writing centre or who attend one of 10 local schools in our catchment. These schools have levels of students in receipt of Pupil Premium which are significantly higher than average.

This year we continued to reach the young people in greatest need of our support: 81% of our young writers live in areas in the top 20% of income deprivation nationally (IMD data).

In addition to our community programme, Ministry of Stories works with schools in the London boroughs of Hackney, Tower Hamlets and Islington; all prioritised for their high percentage of pupils receiving Pupil Premium, who often face the greatest barriers to the Arts.

### **Snapshot of Hackney:**

- 30% of our young people have significantly lower wellbeing scores than the national average (Stirling Wellbeing Scale);
- 36.6% of Hackney pupils are eligible for free school meals, compared to 20.8% nationally (Department for Education, 2020/1);
- More than a quarter of children live in poverty in Hackney, with families surviving on £13,728 a year (£264 per week) *before* housing costs are deducted.

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**OUR NEIGHBOURHOOD (cont.)**

- Children growing up in severely disadvantaged settings are significantly more likely to fall behind their peers in reading and writing by age 11. They are, on average, 18.1 months of learning behind their peers by the time they finish their GCSEs (Education Policy Institute, 2020), and struggling with greatly increased levels of anxiety and depression (Kooth, June 2020).
- According to Hackney Council, some Hackney residents continue to face significant deprivation, and are disproportionately affected by child poverty, worklessness and welfare dependency, despite the area being considered one of 'growing economic opportunity'
- It is estimated that more than 100 languages are spoken in Hackney.

We are proud that our writing programme also reflects the rich diversity in our community: 80% of our writing programme members are young people of colour. 4% of our young writers are disabled.



**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE**

'Ministry of Stories has had an impact on Thea's school work this year. She is now graded higher than any other child in her year.' Lisa, parent

Our five key charitable activities carried out in the financial year 2022-23 included:

1. **Community Writing Programme (*Your Story Starts Here*)**
2. **Schools Programme (*Writing Brighter Futures*)**
3. **Professional Development**
4. **Pilot Trainee Programme**
5. **Organisational Development**

**1. COMMUNITY WRITING PROGRAMME**

'Ministry of Stories has helped me have a unique writing style to me' Amelia, aged 12, Ha Ha Hackney

Our **Community Writing Programme** lies at the heart of our charity. They are designed to serve our local community and provide a space for innovation and programme development.

Our community writing labs are made up of 3 x 8-12 year old clubs, and one group for 11-15 year olds. In the Spring, following a term of outreach and taster sessions, we were pleased to extend our offer by introducing a new weekly group for 6-8 year olds - creating more points of access for our community to our programmes, and an extended progression route for young people who want to move up through our programmes.

**What am I? A riddle poem by Rita, for Escape Artists**

I am as dark as the night  
In the wind I can fly  
On a head you can find me  
Like a rope you can tie me  
A personal skipping rope I can be  
But tiny or puppy-sized you'll  
have to be  
Move with me, you can  
Twirl me and I'll dance  
Wrap me round your gift  
And weave me through your zip  
Try to rip me and you'll fail  
But if you cut me you'll prevail  
Rough, I am not  
But super slidey and silky soft.

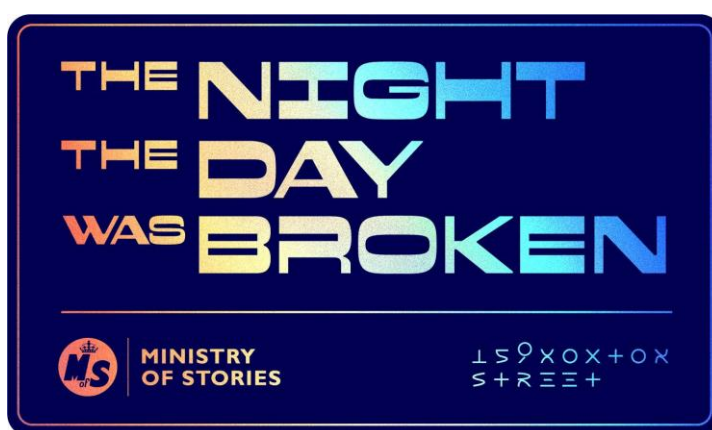
## MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)

### Highlights of 2022-23 Community Writing Labs include:

#### Summer term 2022: Escape Artists - flagship project

This summer, we took on the challenge of producing the world's first ever escape room designed entirely by young people, in partnership with Modern Fables, an escape room company.

Jessica Randall, Writing Programme Manager explains: "The idea for creating the escape room came from the young people's interests in gaming, world building and interactive or immersive experiences. We really wanted the young people to get a sense that they could create a world that people could enjoy and inhabit. That writing is in everything around them from the games they play to the music they listen to. This is the first time a group of young people have conceived all elements for an escape room and we're really proud of the scale and richness they have produced."



More than 50 young people (aged 8 - 11) were involved in the writing of the creative content, from mysterious riddles to persona poems – filling the escape room with weird and wonderful objects, their stories and the odd red herring. These pieces formed the labels, descriptions, clues and other creative works that were used to provide colour, narrative and a full-sense of immersion.

Our older group (aged 11-15) created the world and lead protagonist and wrote the diary entries of the game's lead character. The diary entries were used to provide clues to solving the escape room, as well as adding greater detail to the world.

Between 1 April - 16 July 2022, 78 young people attended and engaged with this project. The final output: *The Night The Day Was Broken* presented a mysterious, time-travelling conundrum which saw our community writing centre transformed into an interactive escape room for young people, their families and the wider local community to play for free over the summer. It launched on 9th August 2022 and ran for four weeks. Modern Fables worked closely with the Ministry team and young writers to devise the physical escape room build and puzzles.

**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**



Young writers and family members solving clues in our flagship project, The Night The Day Was Broken, which saw our writing centre transformed into a playable escape room, during summer 2022.

During the Escape Artists term, 81 individual volunteers provided 655 hours of support to our young writers. Over the four weeks, we ran 59 shows, which were attended by 161 young people and 83 adults from our local community. In addition to delivering the project, we developed a supporting writing resource as a gift to all players, so they could extend the story after they complete the game - completing the final chapter.

One of the aims of the final project was to act as an outreach and engagement tool, introducing young people to our work who don't currently access our services: 78 (49% of) young participants were new to the Ministry of Stories. View our short film [here](#).

**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**

**Case study:** D. (aged 14) is autistic, and was struggling with shyness and self-expression when he joined us in September 2021. Since then, however, we have seen a steady increase in confidence, with a real improvement this term. Not only did D. contribute to the development and design of the escape room, but when he came in to play during the summer, he told us that, inspired by the project, he had chosen to go to an escape room for his birthday with friends he had made at Ministry of Stories. This demonstrates the impact our work has beyond our hours of direct delivery, and shows how young people also build friendships through our programme.

**Autumn term 2022: Ha Ha Hackney**

Autumn term saw young people exploring comedic poetry, sketch writing, improv workshops, stand up, one-liners, and parody over 13-weeks, with a final showcase event held at the Curzon Hoxton cinema in early January 2023.

Writing comedy is hard, but by exploring all elements of the genre over several months, they were able to find a form and voice that best suited them. For example, for those young people who struggle with confidence or public speaking, the ongoing support over the project saw them grow into the stand-up comedy element of the work and gave them a platform to contribute confidently and meaningfully when it came to filming.

Using comedy also allowed us to present technical aspects of writing and language in fun and new ways. Weekly sessions focused on various comedy styles, and tackled aspects such as schadenfreude, juxtaposition, homophones, conflict, repetition, exaggeration, and surprise.

Almost half of our young writers are boys, and providing positive male role models is an important consideration in our programming. We invited support from Thom Tuck, a professional stand up and comedy writer, and Adam Courting, a professional actor, to support the term. Adam also compered our final showcase event.



**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**

The final showcase included film screenings of young people performing their stand-up, alongside live performances by professional actors of the young writers' sketches. We ran the showcase twice to enable a large number of people to attend. Watch practice run stand-up performances [here](#).

The showcase provided three main benefits:

1. Gave young people the opportunity to see their work and creativity treated with professional care, building their pride and confidence
2. Supported young people to work collaboratively to produce an end result
3. Enabled the community to see young people in a new light, meeting one of our Theory of Change outcomes that 'adults discover new talent and potential in children'



"I'd like to say how wonderful and impressive Saturday's event was! Wow! Thanks to you and the staff and volunteers for putting on such a great event to let the kids shine! We truly enjoyed ourselves!" Parent

"Saturday's Ha Ha Hackney Showcase was fantastically organised, hosted, and performed! Koby had the best time, and we had so many laughs - many of the jokes have been repeated to family and friends throughout the weekend."

**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**

**Case study:** A. is a strong writer but often doesn't feel confident to share her work and is quite reserved. During the project, A. worked in a writing partnership with two other young people. When it came to the final session to film the writing to be shown at the showcase, A's mum noticed a real change in her daughter's approach when she chose to get up and perform: "She was really buzzing after her solo performance - she was so pleased with herself and said several people had told her she was pretty funny, which she was very happy about. Such a big deal for her so thanks so much for making her feel comfortable and confident enough to be able to do it!"



**Spring term 2023:  
Time to Write**

Following the success of our first self-directed projects in Summer 2021 and Spring 2022, we ran Time to Write for the third year running this Spring, focused on a Zine making final outcome.

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**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**

Our young writers loved this term of work and the [Zine Fair](#) was a significant source of pride for many of our young writers. This year also included young writers from our new weekly 6-8 year old writing club.

'I am proud of making zines because it makes me feel sooo creative'  
Sarah, age 10

Over 12 weeks, young writers explored different forms of writing, such as poetry, magazine interviews, and cartoons, and following their interests, we arranged additional masterclasses. These masterclasses shared technical skills, provided insight into the art of writing and how it can be turned into a viable career.



After trying different forms of writing in the first half of the term, writers developed their projects and turned them into beautiful, vibrant zines using drawing and collage alongside writing. On Saturday 15th April, to celebrate this project, we hosted our second Zine Fair. This year it was even bigger and better, we were joined by young writers who had volunteered to be stall-holders, and soon the visitors – over 87 friends, family and passers by – flooded in. Each visitor got five tokens (designed by our writers) to exchange for five zines – a serious task with so many exciting options.



The stall-holders soon had their sales pitches down, and the buzz was brilliant as everyone looked through the zines and talked about their projects. Each zine started with a writing project decided by the writers themselves – from satire to cartoons to murder mysteries, poems to stories to magical recipes.

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**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**

At the Zine Fair, they also had the opportunity to present their work to friends and family, reading out their pieces of writing open mic-style.

**91% of our young people enjoyed the project.**

Zines offer the opportunity to create something from start to finish, and they're empowering because no-one has to give a young person permission to publish their work. All they need is paper and pens, and access to a photocopier in order to go-to-print and share their creativity with their friends and family. Why not try making your own today, using this [handy guide](#)?



**Other Your Story Starts Here achievements**

**Piloting a 'Quiet Lab' on Tuesdays**

We piloted a new Quiet Lab for a small cohort of young people who we felt would most benefit from one to one mentoring in a smaller group. Space to Be ran on a Tuesday after school, with three children supported by three regular mentors. We were unable to continue this group beyond the pilot phase due to the lack of referrals from schools to grow the group to our target of 12 children, or because those additional referrals we did receive were not able to join on a Tuesday. Our Quiet Lab ran until Summer 2022, after which we were pleased to be able to support these young people into our other groups, alongside their mentor to provide them with some continuity. We took learning from the pilot, and are building this into our inclusive approach in our existing clubs.

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**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**

**Outreach to new families**

Funded by Arts Council England, we piloted a series of community outreach work to reach young people who are not currently attending our writing programmes. During 2022/23, this included recruitment activities at two community events and the hosting of taster workshops for families with children under eight years old. We are already seeing increased referrals following these events.



Photo credit: Gary Manhine

**Word Fence 'unveiling'**

During 2021, we squeezed in a small side-project to collaborate with Hackney Council's Arts and Regeneration team in order that our young people could create poetry for a permanent Word Fence that was finally installed in Shoreditch Park during the autumn of 2022. Having worked with professional artists, local historians and ecologists on this creative collaboration, we arranged a visit to see the poetry laser-etched fence. It was a moment of immense pride to see their work permanently in their local public park.



**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**

**2. SCHOOLS PROGRAMME**



**Aims of the schools programme:**

1. Deliver our **consortium model** with a group of schools in Tower Hamlets
2. Support schools to commission **bespoke projects**
3. Re-launch our **one-off workshops**
4. Encourage our existing **associate schools** to continue their relationship, by renewing annual or extended contracts

This year our Schools Programme continued its growth path, supported by our well-established freelancer model and under the leadership of our Education Programme Manager and Director.

We continued to diversify our creative workforce and by 31 March 2022, had more than doubled the size of our freelance writing facilitators pool, increasing from 8 to 17 facilitators this year. This enabled us to create diverse, bespoke and flexible creative writing programmes, designed to meet the needs of each primary or secondary school and their pupils.

## **MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE**

### **SCHOOLS PROGRAMME (cont.)**

We were proud to deliver the second year of our **Writing Brighter Futures programme** with the Poplar Consortium of schools in Tower Hamlets, as well as hosting our first schools celebration event in July 2022. This work included six creative writing projects, ranging from Performance Poetry, to Poetry Slams and Underwater Poetry films, through to Protest Speeches, Newspapers, TV news performances and a 2-day Storymaking Residential at Gorsefield Rural Studies Centre in Essex. The Poplar Consortium was generously funded by The Mercers' Company.

We continued to deliver our **UBS-funded programmes, Speak Up!**, supporting young people to find their voice in places of influence, and Write Hackney: Bridge Builders, a primary-secondary school collaboration to support Year 6 pupils from 4 primary schools to prepare for the transition to secondary school.

'Ministry of Stories has helped me get ready for Secondary school. I used to be scared but now I'm very confident.' Difen, Year 6, Write Hackney: Bridge Builders

In total across our schools programme we were proud to have supported 22 primary and secondary schools and worked closely and flexibly to deliver 30 new projects over the course of the year.

'My writing has improved because free writing calms me down', Ismaila, Year 6, Write Hackney: Bridge Builders programme

### **Highlights of 2022-23 School Programme include:**

- Writing facilitator Phoebe Wagner ran a **Bridge Builders** after-school club which saw Year 6 pupils from **De Beauvoir, London Fields, Queensbridge and Randal Cremer Primary Schools** join creative forces with Year 7 students from **Bridge Academy**. They created zines and a group poem on the theme of transitioning from primary to secondary school.
- **City Of London Academy Highbury Grove** took part in a four-day sketch comedy intensive with Writing Facilitator Gem Ahmet. Chuckles abound as the group were joined by professional actors to workshop their sketches on the last day.
- Writing facilitator Keith Jarrett led three rounds of our speech writing programme **Speak Up with Bridge Academy Year 9 students**. These young writers went on to deliver stirring speeches at Hoxton Hall (July 2022), the Houses of Parliament (Dec 2022) and Shoreditch Town Hall (Mar 2023).

## **MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE**

### **SCHOOLS PROGRAMME (cont.)**

- We led two terms of Fantasy Fiction at **Morpeth Secondary** throughout the autumn and spring as an after school club for Years 7-9, leading to a published anthology [\*You Need To Have A Reason For Summing Me\*](#)
- In Spring, 2023, **Hanover Primary** explored a 2-week poetry block with Years 2-6, resulting in published anthology [\*The Magical Islands Of Poetry\*](#)
- New school **Chisenhale Primary** joined us in Spring 2023 and took part in a term-long newspaper project with Years 3 - 6
- Our new partnership, **Write Whitechapel**, starting in Spring 2023 delivered six individual creative writing projects, resulting in 4 published anthologies, a Spy School leaflet and a shadow puppetry poetry performance. All schools took part in Bridge Builders after school club in Summer 2023 with Swanlea Secondary School.

### **Our loud and proud schools celebration event**

In July 2022 we ran our first celebration event for pupils and staff from the schools in our Poplar Consortium, hosted at Spotlight Youth Arts Centre in Poplar. Throughout the event, we hosted pop-up writing activity stalls and 45-minute writing workshops. The event culminated in a sharing presentation of all of the projects that had taken place throughout the year. This included a slideshow of photographs, film clips, readings, interactive creative games and performed extracts. You can find out more about the event through our blog [here](#).



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**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE (cont.)**

**SCHOOLS PROGRAMME (cont.)**

Feedback from the Poplar Consortium schools' celebration:

"It was a gorgeous and wonderful celebration. The children were involved straight away in so much writing, there was not a single child not engaged in some way. Beautiful assembly at the end, seeing the children's faces as the adults were reading out their work was so powerful. The children were blown away. Rip roaring success." Nicole Gurvidi, Ministry of Stories Expert Advisor, and Primary Curriculum Lead (English), for Tower Hamlets

"I like that I can express myself, I have a big imagination and like writing stories a lot." - Sarayaster, aged 8, celebration event attendee

"What a wonderful event! Lovely to see how children were encouraged to play and be expressive, they were really confident talking about what they were doing. It was a joy. Really pleased to have been able to see what you do and share the experience. Really impressive." Tracy Smith, Executive Director, Tower Hamlets Education Partnership.

**3. PROFESSIONAL DEVELOPMENT**

Alongside our delivery with children and young people, we have continued to deliver a range of professional development and training for teachers and writers working in education settings.

Through this work we are aiming to share the Ministry of Stories methodology and approaches, broadening the reach and impact of our work. Through observations, workshops and teaching resources, practitioners develop skills and practical techniques that they can use in their teaching practice.

The CPD Sessions delivered during 2022/23 included:

- Ancient Kingdoms - Tower Hamlets Consortium (July 2022)
- Oracy - Tower Hamlets Consortium (Jan 2023)
- Poetry - All Hanover Primary teaching staff (March 2023)
- Oracy - London Borough of Barking and Dagenham (March 2023)

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**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE**

**PROFESSIONAL DEVELOPMENT (cont.)**

Our wider sector work included:

- Freelance facilitators meet-up - a meeting to share highlights, challenges, sample work from their projects and plan training, resource sharing and discuss future programming (May 2022)
- Hosted 2-day National Writing Centre Conference (Oct 2022) - supporting over 40 colleagues from 8 writing centres across UK and Ireland.
- Annual Lecture to Goldsmith's MA Creative Writing in Education students (March 2023)



Colleagues from the National Writing Centre Conference

**4. PILOT TRAINEE PROGRAMME**

Our Writing Facilitator Trainee Programme provides paid opportunities for early career professionals from disadvantaged backgrounds (who are under-represented in the creative sector) to gain experience and develop the skills to deliver creative writing projects to young people.

This year we ran our first pilot and recruited four trainees. Over the course of the programme, trainees were given the opportunity to observe and support our Writing Facilitators in a range of school and community lab settings. Each trainee was then matched to a 12-week project which related to their emerging areas of interest, through which they were mentored and gained practical skills in planning and evaluating projects.

## **MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE**

### **PILOT TRAINEE PROGRAMME (cont.)**

Reflective learning has been an important part of the programme to date, including providing training and peer reflection opportunities. We have been striving to create a strong, open and supportive peer cohort for this first pilot programme. Following an overwhelming level of applications to the programme over the summer, we selected four trainees and launched the programme in October 2022. Meet our first four trainees [here](#).



The final project in Summer 2023 and will see our trainees leading an activity or a whole session. We will then complete a review of the programme. This pilot programme was generously supported by one of our long-term donors and funds released by the Board from our Designated Funds.

Our first trainees (left to right) Autumn, Zoe, Maheni and Jaime.

“Taking part in the Trainee Programme allowed me to step onto a new creative path. Freelance work is an isolated thing and hard to access, it’s about who you know and being in the right rooms. I have access to that world now and a whole new field to explore that I didn’t think was available to me before.” Maheni, Trainee

## **5. ORGANISATIONAL DEVELOPMENT**

### **Equality, diversity and inclusion**

We aim to run welcoming and open-access programmes and encourage young people 6+ from all backgrounds and experiences to get involved. Our work champions the underrepresented voices of young people in our community and creates a space for young people to explore and celebrate their diversity and life experience.

## **MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE**

### **ORGANISATIONAL DEVELOPMENT (cont.)**

We have an established Diversity and Inclusion Guiding Principles and a 2-year Diversity and Inclusion Action Plan (2022-2024), developed with staff, freelancers and Board Diversity Champions from across the organisation. This was signed off by the Board in July 2022. This year saw the delivery of the first year of the plan.

These are key documents which outline the Ministry of Stories' commitment and action to continue our journey to improving access, engagement and inclusion of all stakeholders at the Ministry of Stories.

### **Environmental responsibility**

Ministry of Stories has developed a two-year Environmental Action Plan which lays out the practical steps we will take to create a culture of environmental responsibility in and through our work. This sits under our overarching Environmental Policy, and is reviewed and updated biannually. Our progress is monitored by the Board and we have a nominated Board Champion.

This year saw the delivery of the first year of the plan. In the past 12 months, we have developed a strong culture of environmental responsibility and care within the staff. In the year ahead, we will focus on the development of our Values for the Ministry of Stories, workforce induction into our environmental practices and continue to ensure that environmental themes are incorporated into our programme delivery.

### **VOLUNTEERS**

Volunteers remain fundamental to the delivery of our mission at the Ministry of Stories and this year was no exception. Despite the continued challenges of the pandemic in terms of health, absence and worry about returning, we were able to engage **182 active volunteers** (2022: 128 volunteers) who **donated 3,120 hours** to our charity (2022: 2,961 hours).

On average, each volunteer contributed **17 hours** of their time, compared to 23 hours the year before, which has been achieved through a concerted effort to recruit new volunteers and reduce the risks of over relying on a smaller number of volunteers.

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**VOLUNTEERS (cont.)**

Our volunteers primarily support our workshops as writing mentors – providing one-to-one attention and small group support for our young writers. Volunteers also perform the role of shopkeeper in Hoxton Street Monster Supplies; administrate and 'ghostwrite' for the Hoxton Street Monster Supplies postal services and provide back office administrative support. This year we have also benefited from volunteers with specific skills, including illustration, copy editing and a large volume of typists to support the writing up of our young people's work and evaluation data.



Following the pandemic, the priority this year has been to rebuild our volunteer base. Our volunteer induction training recommenced in January 2022. Following the learning from our pilot, *Space to Be*, we have seen the benefit to our young people and volunteers of encouraging consistent regular attendance to a particular writing lab. This is a priority we are pushing forward with our newly recruited volunteers.

As part of our Diversity and Inclusion Action Plan, we have identified the gaps in our volunteer pool and will be carrying out targeted recruitment for people of colour, male volunteers and volunteers from our local community in the year ahead. We've maintained our commitment to recruit young volunteers, kick-started back in 2020-21.

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**VOLUNTEERS (cont.)**

This year we have also improved our communications with volunteers and parents by introducing a new text messaging service and relaunching our newsletter.

'I feel sad, lost in the abyss of life, unaltered still for years and years with no one to free me from the mechanics I am trapped in. For centuries, information was stored and sent to machines of next generation technology, until, out of nowhere, it happened. I was deserted, with only knowledge of everything I have ever known. There I was, swapped for an app. A thing made by the very thing I was put into to store information. A computer. I felt jealous. The one thing that people depended on was dropped, like I was nothing. Instead they went for the cloud. Coming soon – Revenge!'

Persona writing for a floppy disk, Escape Artists

**FUTURE STRATEGY**

2023-24 is one of continued ambition for our young people, their families and our partner schools. We strive to create the highest quality experiences for our young people, celebrating the remarkable creativity, imagination and ingenuity that our programmes unlock in them.

We will continue to create an environment where young people feel safe, trusted and respected, and that offers care and consideration. We will work hard to ensure that we have the resources in place for our work to continue to reach as many young people in our communities as possible, particularly those who face the most significant barriers to accessing arts and cultural learning.

Our **Community Writing Labs** remain at the heart of the organisation, serving our local community, and providing a space for innovation and programme development.

We will continue to explore models and opportunities for co-creation with our young people, building their involvement and ownership in programme planning.

We will continue work around our **Writers Ladder**, the progression routes through our programmes and the organisation, and set our next priority areas for expanding the community programme.

We will embed an annual recruitment cycle for new participants, including targeted recruitment of groups identified through our mapping as being under-represented in our programmes. We will work with our local schools, families and community partners to do this.

Having now firmly established our **schools model** and developed a broad pool of freelance Writing Facilitators, we will aim to maintain relationships with as many of our partner schools as possible. We will continue to learn more about the nature of support that schools require, working in a responsive way to the needs and challenges that schools, teachers and learners are facing.

**FUTURE STRATEGY (cont.)**



**Summer term 2023: *Life Through a Lens* (flagship project)**

Our flagship project next year will be *Life Through a Lens*, where our young writers will work with an extensive archive of photography at a local gallery as a creative catalyst to explore and celebrate diverse identities in Hackney. This term of work will be celebrated in a final exhibition.

**Autumn term 2023: *Messages***

A playful and inventive creative exploration of messages and correspondence, using fan mail, complaint letters and peaceful protest. The final output will invite each young writer to create a gift (a letterbox surprise) to surprise and delight someone special in their community.

**Spring term 2024: *Time to Write***

Part of our annual cycle, enabling young writers to pursue personal writing projects and subject matter they're interested in. In 2024, the final outcome will focus on an end of term spoken performance.

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**RISK**

Trustees are responsible for the oversight of the Ministry of Stories Risk Register. This is used as a management tool and is reviewed in detail by each sub committee with key risks summarised to the full Board.

Any risks scored 10+ lead to immediate action by senior management and the Chair and Officers are notified.

All trustees and staff share responsibility to identify new risks that should be added as the climate and/or sector changes. The risk register has been an important and active tool during the pandemic.

At the time of writing, the main risks to the Ministry of Stories were identified as:

1. Realising the new Fundraising Strategy, particularly re-securing multi-year/core funders across our programme.
2. The cost of living crisis and energy costs negatively impact on families, staff, organisational costs and school finances. Specifically;
  - a. the financial impact on our families, and seeing increased need in the community and demand for our services
  - b. the emotional, wellbeing and mental health implications for our young people, including increased safeguarding concerns
  - c. impact on staff wellbeing and personal finances, increased pressure on wages and risk of increased staff turnover
  - d. increased organisational/core costs outstripping income
  - e. schools partners facing budget crisis and limited capacity to commission additional services like ours
3. Lease renewal and maintenance for our writing centre in summer 2023

**FINANCIAL REVIEW**

The largest source of funding were public funds (36% of total income), which included £98,729 from Arts Council England (including £7,977 of ACE Pathfinders income), £28,499 from the Greater London Authority for the final year of our Young Londoners Funding and £18,030 from Shoreditch and Hoxton Art Fund to support us to deliver our summer flagship, *Escape Artists*. Income also included grants from trusts and foundations (16%, 2022: 25%) and donations from companies, individuals and community groups (18%; 2022: 21%). We also generated 12% of our income from our schools programme (2022: 8%).

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**FINANCIAL REVIEW (cont.)**

The majority of the income secured from public funds and trusts and foundations are restricted and deliver key objectives of our charity including our community writing labs programme, underwriting the growth of our schools programme and by contributing to the costs of running our physical writing centre. A summary of each restricted fund is provided in Note 17 of the accounts.

Total income received was £376,004 (2022: £485,162), securing our original target (£377,510) for the year from all income sources. £99,769 of this income was restricted (2021: £282,843), of which £25,933 will be carried forward to support future years' activity.

We were also proud to receive the equivalent of £13,700 of pro-bono support, which included specialist skills in project management, design, film, photography, vinyl production and installation, and free prop and venue hire from a number of generous local community and corporate partners, including Punchdrunk Enrichment, The Roundhouse, Hoxton Hall, Peer Gallery and Curzon Cinema.

**Fundraising**

This year represented the first complete year of our new Fundraising Strategy (2022-2026). The new strategy commenced in April 2022, with four workstrands:

1. Replace multi-year funders
2. Grow trusts, foundations and corporate support
3. Consolidate relationships with individual and high value donors
4. Learn and innovate across all areas

Our fundraising activities are run in-house with an internal fundraising team. This year we have continued our commitment to membership with the Fundraising Regulator, have committed to the standards of the Code of Fundraising Practice and are compliant. We have not received any complaints about our fundraising activities.

2022-23 represented the fifth extension year in our **Arts Council England National Portfolio Organisation** agreement. Following close work with our Board NPO Working Group to develop our bid to Arts Council, we received confirmation that our application for NPO status (2023-2026) was successful in November. This funding provides unrestricted organisational funding and includes significant delivery commitments to support Art Council's Investment Principles.

The work and thought required has pushed forward our strategic development for the charity and clarified our diversity, impact and environmental commitments, which we recognise will support us in all other areas.

**FINANCIAL REVIEW (cont.)**

**Highlights of 2022-23 fundraising include:**

- **Hosting funder, partner and HSMS stakeholders in our Escape Room flagship in summer 2022**, receiving excellent feedback and exceeding their expectations.
- Celebrated securing **new Arts Council England National Portfolio Organisation Status** for 2023-2026.
- **Developed a new Monster Month Community Fundraising Campaign**, as supporters, companies, volunteers and staff to run their own challenge for the month of October. In total, the campaign had 14 fundraisers and raised £5,763. We ended the month of fundraising by taking our young writers and their families on a Monster March from Hoxton to our pop-up shop at Leadenhall Market.



Monster Month with our young writers and their families  
Photo credit: Tom Oldham

- **Continued our strong relationships with existing funders and individuals**, including The Mercers' Company, Lightbulb Trust and our smaller family memorial trusts, Tom Ap Rhys Pryce, Fagus Anstruther and Rachel Hood 1978 Memorial Trusts.

We'd like to thank our co-founder and First Minister, Nick Hornby, for his continued advocacy, advice and friendship, alongside Lucy Macnab and Ben Payne. We also wish to acknowledge our Art Director, Ed Cornish (for Ministry of Stories) and co-founder Alistair Hall (Art Director for Hoxton Street Monster Supplies) for all their hard work and skill this year.

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**FINANCIAL REVIEW (cont.)**

In addition to our many regular donors and community supporters, during 2022-23 we were also proud to be supported by:

Amazon Literacy Partnership  
Arts Council England  
Better Business Community Network  
City of London Corporation  
Cockayne - Grants for the Arts and  
The London Community Foundation  
Foundation for Future London  
Hackney Council - Hello Hackney  
Again Fund + High Street and Town  
Centres Fund  
JAR Charitable Trust  
Lightbulb Trust  
Martin Schoernig  
Motive Productions

Old Street District Partnership  
Rachel Hood 1978 Trust  
Raconteur  
Sabre Graphics  
Sherbourne in the Community  
Shoreditch and Hoxton Art Fund  
The Fagus Anstruther Memorial Trust  
The Mercers' Company on behalf of  
The Charity of Sir Richard Whittington  
The Portal Trust  
Tom ap Rhys Pryce Memorial Trust  
UBS  
Young Londoners Fund

Our work is only possible due to our dedicated supporters, companies, charitable trusts, foundations and public funders who fund us, as well as our ambassadors and advocates. To everyone involved, thank you for funding the imaginations of our young writers. View our full list of supporters [here](#).

**Investment powers and policy - Hoxton Street Monster Supplies**

The Trust Deed authorises the trustees to make and hold investments using the general funds of the charity. The trustees have the power to invest in any way they deem appropriate in order to further the charitable objects of the charity.

All of the charity's investment income arises from interest payable on a loan to the trading subsidiary, Hoxton Street Monster Supplies Ltd (company number 08472232) ('HSMS') which runs the charity's retail operations.



## **FINANCIAL REVIEW**

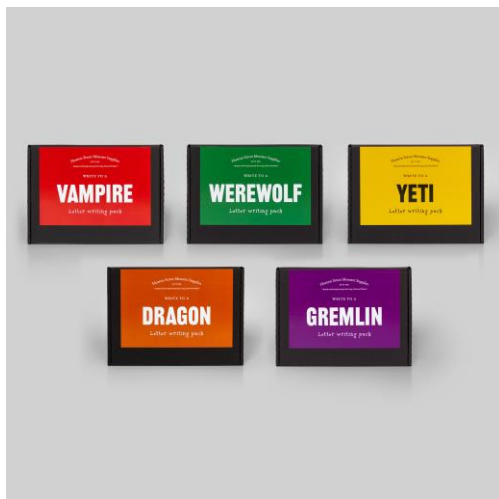
### **Investment powers and policy - Hoxton Street Monster Supplies (cont.)**

HSMS, which is incorporated in the United Kingdom, pays all of its distributable profits to the charity under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each in HSMS. A robust governance structure (which includes observation of HSMS's Board meetings by the charity's chair) is in place to ensure that HSMS's Board gives due consideration to the gift aiding of profits to the charity and explores how HSMS's shop can support the charity in meeting its charitable objectives beyond funding.



HSMS's retail presence continues to be an important part of the charity, providing a warm welcome to children and their families. It also supports our ambition to diversify our financial mix and demonstrates how seriously we take play and the imagination. HSMS is a core part of our charity's identity, garnering attention for the work we do and as a public face for the charity.

In Autumn 2022, Ministry of Stories indirectly benefited from generosity shown to Hoxton Street Monster Supplies, who were given the opportunity to run a pop-up shop in a vacant unit at Leadenhall Market by the City of London between September - December 2022. This opportunity led to an increased donation of £11k by the shop to the charity which will be made during 2023. Following the success of this pop-up, we were offered a second opportunity in a larger unit for 2023 and carried out a crowdfunding campaign in March 2023 to raise funds to support this second offer.



We also re-launched our Monster Mail service, after receiving restricted funding from Hackney Council's High Street & Town Centre Fund (see Note 17).

The funding was to enable us to review and upgrade our previously in-store Postal Services community engagement project, which was facilitated in-store by Hoxton Street Monster Supplies. The grant was carried forward in full for delivery in 2022/23 and 100 new Monster Mail kits were gifted to families at the Hackney Food Bank as part of the funding agreement.

**MINISTRY OF STORIES**  
**SECTION 3. TRUSTEES' REPORT**  
**YEAR ENDED 31 MARCH 2023**

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**RESERVES**

The trustees have adopted a reserves policy through which we aim to maintain a minimum level of unrestricted reserves equivalent to 4 months running costs.

At 31 March 2023 the total funds stood at £368,020 (2022: £563,927).

The reserves comprise:

- Restricted Funds of £25,933 (2022: £168,692)
- Total Unrestricted Funds of £342,087 (2022: £395,235), comprising;
  - Designated Funds of £116,190 (2022: £167,432)
  - General Funds of £225,897 (2022: £227,803); equivalent to 6 months' running costs (2022: 6)

In early 2020, the Board designated funds from an unrestricted corporate donation to create a Development Fund to be utilised over five years to support our organisational growth ambitions, plus a contribution to core running costs and to underwrite our investment in a crucial staff role (Finance and Programme Administrator).

Through careful management of these designated funds, we have extended the spending plan to support us through to 2026. During 2022-23, the designated funds, combined with a restricted individual donation, helped Ministry of Stories to pilot our new trainee programme.

**GOING CONCERN**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

The Ministry of Stories is registered as a company limited by guarantee and not having share capital, its operations and governed by its Articles of Association.

The company was incorporated on 16 July 2010 and registered as a charity on 25 October 2010. The charity registration number is 1138558 and the company registration number is 07317370.

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**Appointment of Trustees**

As set out in the Articles of Association, the Chair of the Trustees is nominated by the Ministry of Stories. The directors of the organisation are also the charity trustees for the purposes of charity law.

The Board of Trustees has the power to appoint additional trustees as it considers fit to do so. The trustees have no beneficial interest in the company other than as members. The trustees are also directors of the company.

Trustees continue to be recruited by identifying skills gaps at Board level through an annual skills audit and peer review. A minimum of three trustee positions are reserved for writers to ensure a creative sounding board for the work of the charity.

Following a thorough recruitment process, two new trustees, Indigo Williams and Philip Watkins, were appointed as trustees in July 2022, with Philip elected as Company Secretary.

In February 2023, one of our long-standing trustees, Shân MacLennan retired and took up a non-Governance role as an expert advisor on the Business and Programme Sub Committee. We thank Shân for her years of service as a trustee and look forward to her continued role as an expert advisor.

Two of our trustees, Nick Makoha and Mina Marsh continue their appointment by the Board as diversity champions. During the year, Piers Torday was appointed as our Environmental Champion. Our next priority recruitments for the Board are for a community expert and writer.

**Organisational structure**

The company is organised so that trustees meet regularly to manage its affairs. The trustees meet as a full Board every quarter, in addition to quarterly meetings of the Finance and Fundraising Sub Committee (chaired by Simon Mott-Cowan) and Business and Programme Sub Committee (chaired by Anya Zhuravkina).

Rob Smith (Director) is the person to whom the charity trustees delegated day-to-day management of the charity during the reporting period.

In addition to the core staff team, in 2022-23 we benefited from the skills of 21 freelancers (8: 21-22) and an additional four trainees, to increase the breadth of writing and art forms and diversity of our programme team. The majority of these roles are in place to deliver our schools programme.

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**Related parties and relationships with other organisations**

Ministry of Stories continued to actively participate in sector-wide collaborations. In October this year, we also hosted a two-day conference of the National Writing Centres, focused on shared learning around programme delivery and common challenges or developments around equality, diversity and inclusion, fundraising and volunteering.

Our relationship with our national and international writing centre colleagues and our formal affiliation with 826 National drive forward our values, learning and artistic practices but have no impact on the operating policies of the Ministry of Stories.

**STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES**

The trustees (who are also directors of charitable company for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

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

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

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2023**

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**STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES (cont.)**

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2023 was £80 (2022: £80). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Statement as to disclosure to our independent examiners in so far as the trustees are aware:

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

**Independent Examiners**

Following a competitive tender process, Goldwins Limited were appointed as the independent examiners of the charitable company in 2020. The Board supported the renewal for 2022-23.

The Trustees Report was approved and authorised for issue by the trustees on 14th November 2023 and signed on their behalf by:

*Michaela Greene*

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Michaela Greene  
Chair of Trustees

**MINISTRY OF STORIES**  
**SECTION 4. INDEPENDENT EXAMINER'S REPORT**  
**YEAR ENDED 31 MARCH 2023**

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I report to the trustees on my examination of the accounts of the Ministry of Stories for the year ended 31 March 2023.

**Responsibilities and basis of report**

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

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

**Independent examiner's statement**

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:

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

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



Anthony Epton BA FCA CTA FCIE  
Goldwins Limited  
Chartered accountants  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

**The Ministry of Stories**  
**Statement of financial activities**  
(incorporating an income and expenditure account)  
**For the year ended 31 March 2023**

		<b>Unrestricted</b>	<b>Restricted</b>	<b>2023</b>	2022
		<b>Funds</b>	<b>Funds</b>	<b>Total</b>	Total
	<b>Note</b>	<b>£</b>	<b>£</b>	<b>Funds</b>	Funds
				<b>£</b>	<b>£</b>
<b>Income from:</b>					
Donations and legacies	<b>3</b>	185,311	99,769	<b>285,080</b>	438,333
Charitable activities	<b>4</b>	47,030	-	<b>47,030</b>	44,764
Other trading activities	<b>5</b>	43,894	-	<b>43,894</b>	2,055
Investments	<b>6</b>	-	-	-	10
<b>Total income</b>		<b><u>276,235</u></b>	<b><u>99,769</u></b>	<b><u>376,004</u></b>	<b><u>485,162</u></b>
<b>Expenditure on:</b>					
Raising funds	<b>7</b>	68,334	-	<b>68,334</b>	53,463
<i>Charitable activities:</i>	<b>7</b>				
Community programme		168,099	97,611	<b>265,710</b>	196,850
Schools programme		150,485	87,382	<b>237,867</b>	224,371
National programme		-	-	-	5,295
<b>Total expenditure</b>		<b><u>386,918</u></b>	<b><u>184,993</u></b>	<b><u>571,911</u></b>	<b><u>479,979</u></b>
<b>Net income / (expenditure)</b>		(110,683)	(85,224)	<b>(195,907)</b>	5,183
Transfers between funds		<u>57,535</u>	<u>(57,535)</u>	<u>-</u>	<u>-</u>
<b>Net movement in funds</b>		(53,148)	(142,759)	<b>(195,907)</b>	5,183
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>395,235</u>	<u>168,692</u>	<b><u>563,927</u></b>	<u>558,744</u>
<b>Total funds carried forward</b>	<b>17</b>	<b><u><u>342,087</u></u></b>	<b><u><u>25,933</u></u></b>	<b><u><u>368,020</u></u></b>	<b><u><u>563,927</u></u></b>

All of the above results are derived from continuing activities.  
There were no other recognised gains or losses other than those stated above.  
The attached notes form part of these financial statements.

**The Ministry of Stories**  
**Balance sheet**  
**As at 31 March 2023**

	Note	2023 £	2023 £	2022 £	2022 £
<b>Fixed assets:</b>					
Tangible assets	11		3,425		1,209
Investments	12		<u>10</u>		<u>10</u>
			<b>3,435</b>		<b>1,219</b>
<b>Long Term assets:</b>					
<b>Current assets:</b>					
Debtors	13	47,120		47,715	
Cash at bank and in hand		<u>342,814</u>		<u>538,901</u>	
		<b>389,934</b>		<b>586,616</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	14	<u>(25,349)</u>		<u>(23,908)</u>	
<b>Net current assets</b>			<b><u>364,585</u></b>		<b><u>562,708</u></b>
<b>Total net assets</b>			<b><u><u>368,020</u></u></b>		<b><u><u>563,927</u></u></b>
<b>Funds</b>					
	17				
Restricted funds			25,933		168,692
Unrestricted funds:					
Designated funds		116,190		167,432	
General funds		<u>225,897</u>		<u>227,803</u>	
Total unrestricted funds			<b><u>342,087</u></b>		<b><u>395,235</u></b>
<b>Total funds</b>			<b><u><u>368,020</u></u></b>		<b><u><u>563,927</u></u></b>

The financial statements have been prepared in accordance with the special provisions for small companies under Part15 of the Companies Act 2006.

For the year ending 31 March 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 14 November 2023 and signed on their behalf by:

*Michaela Greene*  


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**Michaela Greene**  
**Chair**

**Company registration no. 07317370**

The attached notes form part of the financial statements.

**The Ministry of Stories**  
**Statement of cash flows**  
**For the year ended 31 March 2023**

	Note	2023 £	2023 £	2022 £	2022 £
<b>Cash flows from operating activities:</b>					
Net cash provided by / (used in) operating activities	18		(192,766)		(10,219)
<b>Cash flows from investing activities:</b>					
Sale/ (purchase) of fixed assets		(3,321)		-	
<b>Cash provided by / (used in) investing activities</b>			(3,321)		-
<b>Change in cash and cash equivalents in the year</b>			(196,087)		(10,219)
Cash and cash equivalents at the beginning of the year			538,901		549,120
<b>Cash and cash equivalents at the end of the year</b>	19		342,814		538,901

## **1 Accounting policies**

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

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Companies Act 2006.

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

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 £.

### **b) Going concern**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

The Trustees have a reasonable expectation that the Charity can continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

### **c) Income**

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

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

### **d) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

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

**1 Accounting policies (continued)**

**e) Interest receivable**

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

**f) Fund accounting**

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

**g) Expenditure**

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

- Costs of raising funds include the direct cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs which can be directly allocated to activities and those of an indirect nature necessary to support them.
- Other expenditure represents those items not falling into any other heading.

Costs are allocated between expenditure categories based on usage of the resource. Where costs cannot be directly allocated they are apportioned on an appropriate basis and recognised in the Statement of Financial Activities.

As the Charity is not VAT registered, expenses are incurred on a gross basis inclusive of any VAT.

**h) Allocation of support costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity and its activities. These costs have been allocated between expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

**i) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

~ Equipment 25% straight line

**1 Accounting policies (continued)**

**j) Investments**

The cost of ordinary shares in the wholly owned trading subsidiary, HSMS Ltd (company number 07317370), are accounted for as fixed asset investments on the Charity's balance sheet.

**k) Debtors**

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

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

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

**m) Creditors**

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

**n) Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**o) Pensions**

The Charity participates in the NEST pension scheme, a defined contribution scheme. Contributions are recognised at cost.

**p) Taxation**

No provision is made in these accounts for corporation tax as the charity is exempt from such taxes, with income and gains applied to charitable purposes in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

**2 Detailed comparatives for the statement of financial activities**

	2022	2022	2022
	Unrestricted	Restricted	Total
	£	£	£
<b>Income from:</b>			
Donations and legacies	155,490	282,843	438,333
Charitable activities	44,764	-	44,764
Other trading activities	2,055	-	2,055
Investments	10	-	10
<b>Total income</b>	<u>202,319</u>	<u>282,843</u>	<u>485,162</u>
<b>Expenditure on:</b>			
Raising funds	53,463	-	53,463
Charitable activities:			
Community programme	114,694	82,156	196,850
Schools programme	130,729	93,642	224,371
National programme	3,086	2,209	5,295
<b>Total expenditure</b>	<u>301,972</u>	<u>178,007</u>	<u>479,979</u>
<b>Net income / expenditure</b>	(99,653)	104,836	5,183
Transfers between funds	<u>39,267</u>	<u>(39,267)</u>	-
<b>Net movement in funds</b>	(60,386)	65,569	5,183
Total funds brought forward	<u>455,621</u>	<u>103,123</u>	<u>558,744</u>
<b>Total funds carried forward</b>	<u><u>395,235</u></u>	<u><u>168,692</u></u>	<u><u>563,927</u></u>

**3 Income from donations and legacies**

	Unrestricted	Restricted	2023	2022
	£	£	Total	Total
	£	£	£	£
Grants	99,353	96,529	<b>195,882</b>	315,323
Corporate Donations	20,850	-	<b>20,850</b>	65,944
Donations from individuals	44,261	3,240	<b>47,501</b>	39,174
Donations in kind	13,700	-	<b>13,700</b>	14,722
Community fundraising	7,147	-	<b>7,147</b>	3,170
	<u>185,311</u>	<u>99,769</u>	<u><b>285,080</b></u>	<u>438,333</u>

Donated goods and services were received during the year for project management, design, film, photography, vinyl production and installation, and free prop and venue hire from a number of local community and corporate partners.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

**4 Income from charitable activities**

	Unrestricted	Restricted	2023 Total	2022 Total
	£	£	£	£
Venue hire and consultancy	1,150	-	<b>1,150</b>	6,250
Post office income	423	-	<b>423</b>	120
Schools income	45,457	-	<b>45,457</b>	38,394
<b>Total income from charitable activities</b>	<b>47,030</b>	<b>-</b>	<b>47,030</b>	<b>44,764</b>

**5 Income from other trading activities**

	Unrestricted	Restricted	2023 Total	2022 Total
	£	£	£	£
Trading Subsidiary income	11,000	-	<b>11,000</b>	2,055
Other income	32,894	-	<b>32,894</b>	-
	<b>43,894</b>	<b>-</b>	<b>43,894</b>	<b>2,055</b>

**6 Income from investments**

	Unrestricted	Restricted	2023 Total	2022 Total
	£	£	£	£
Investment in trading subsidiary	-	-	-	10
	<b>-</b>	<b>-</b>	<b>-</b>	<b>10</b>

The charity's previous investment income arose from interest payable on a loan to the trading subsidiary, which was settled in June 2021, therefore no investment income was received this year.

The wholly owned trading subsidiary HSMS Ltd is incorporated in the United Kingdom (company number 08472232) and pays all of its distributable profits to the charity under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

7a Analysis of expenditure (current year)

	Basis of allocation	Cost of raising funds £	Charitable activities			Support costs £	Governance costs £	2023 Total £	2022 Total £
			Community programme £	Schools programme £	National programme £				
Staff costs	Direct/Staff Time	66,779	103,624	76,853	-	97,686	-	<b>344,942</b>	266,631
Direct Charitable Expenses	Direct/Usage Estimate	-	39,922	51,380	-	-	-	<b>91,302</b>	73,907
Premises	Direct	-	-	-	-	46,049	-	<b>46,049</b>	42,547
Communications	Direct	1,555	-	-	-	9,353	-	<b>10,908</b>	8,076
Professional Expenses	Direct	-	-	-	-	24,536	1,000	<b>25,536</b>	34,822
Comms Freelance Costs	Direct	-	-	-	-	14,460	-	<b>14,460</b>	13,252
Expenditure In Kind	Direct	-	-	-	-	13,700	-	<b>13,700</b>	14,722
Information Technology	Direct	-	-	-	-	7,215	-	<b>7,215</b>	7,263
Insurance	Direct	-	-	-	-	2,512	-	<b>2,512</b>	2,465
Bank Charges	Direct	-	-	-	-	515	-	<b>515</b>	919
Depreciation	Direct	-	-	-	-	1,105	-	<b>1,105</b>	484
Sundry Expenses	Direct/Usage Estimate	-	2,587	2,587	-	8,399	94	<b>13,667</b>	14,891
<b>Net total</b>		<b>68,334</b>	<b>146,133</b>	<b>130,820</b>	<b>-</b>	<b>225,530</b>	<b>1,094</b>	<b>571,911</b>	<b>479,979</b>
Support costs	Based on the total cost of each activity	-	119,000	106,530	-	(225,530)	-	-	-
Governance costs	Based on the total cost of each activity	-	577	517	-	-	(1,094)	-	-
<b>Total expenditure 2023</b>		<b>68,334</b>	<b>265,710</b>	<b>237,867</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>571,911</b>	
Total expenditure 2022		53,463	196,850	224,371	5,295	-	-		479,979

Of the total expenditure, £386,918 was unrestricted (2022: £301,972) and £184,933 was restricted (2022: £178,007).

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

**7b** Analysis of expenditure (prior year)

	Basis of allocation	Cost of raising funds £	Charitable activities				Support costs £	Governance costs £	2022 Total £
			Community programme £	Schools programme £	National programme £				
Staff costs	Direct/Staff Time	51,870	82,399	86,320	-	46,042	-	266,631	
Direct Charitable Expenses	Direct/Usage Estimate	-	29,329	41,485	3,093	-	-	73,907	
Premises	Direct	-	-	-	-	42,547	-	42,547	
Communications	Direct	1,593	-	-	-	6,483	-	8,076	
Professional Expenses	Direct	-	-	-	-	33,782	1,040	34,822	
Comms Freelance Costs	Direct	-	-	-	-	13,252	-	13,252	
Expenditure In Kind	Direct	-	-	-	-	14,722	-	14,722	
Information Technology	Direct	-	-	-	-	7,263	-	7,263	
Insurance	Direct	-	-	-	-	2,465	-	2,465	
Bank Charges	Direct	-	-	-	-	919	-	919	
Depreciation	Direct	-	-	-	-	484	-	484	
Sundry Expenses	Direct/Usage Estimate	-	3,268	3,268	-	7,787	568	14,891	
<b>Net Total</b>		<b>53,463</b>	<b>114,996</b>	<b>131,073</b>	<b>3,093</b>	<b>175,746</b>	<b>1,608</b>	<b>479,979</b>	
Support costs	Based on the total cost of each activity	-	81,112	92,452	2,182	(175,746)	-	-	
Governance costs	Based on the total cost of each activity	-	742	846	20	-	(1,608)	-	
<b>Total expenditure 2022</b>		<b>53,463</b>	<b>196,850</b>	<b>224,371</b>	<b>5,295</b>	<b>-</b>	<b>-</b>	<b>479,979</b>	

Of the total expenditure, £301,972 was unrestricted and £178,007 was restricted.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

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**8 Net income / (expenditure) for the year**

This is stated after charging / (crediting):	<b>2023</b>	2022
	£	£
Depreciation	<b>1,105</b>	484
Independent examination fee	<b>833</b>	833
	<hr/> <hr/>	

**9 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:	<b>2023</b>	2022
	£	£
Salaries and wages	<b>305,023</b>	239,655
Social security costs	<b>30,254</b>	19,793
Employer's contribution to defined contribution pension schemes	<b>9,665</b>	7,183
	<hr/> <hr/>	
	<b>344,942</b>	266,631

There were no employees (2022: 0) who received emoluments of more than £60,000.

The key management personnel of the Charity, comprise the trustees, the Director and Deputy Director. The total employee benefits including employer's national insurance and employer's pension contributions of the key management personnel of the charity were £121,615 (2022: £107,534).

The Charity trustees were not paid or received any other benefits from employment with the Charity or its subsidiary in the year (2022: £nil) neither were they reimbursed expenses during the year (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £nil).

**Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was 10 (2022: 10).

**10 Taxation**

The charity is exempt from tax on income and gains applied to charitable purposes, in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

**11 Tangible fixed assets**

	Equipment £	Total £
<b>Cost</b>		
At the start of the year	21,086	<b>21,086</b>
Additions in year	3,321	<b>3,321</b>
At the end of the year	<u>24,407</u>	<u><b>24,407</b></u>
<b>Depreciation</b>		
At the start of the year	19,877	<b>19,877</b>
Charge for the year	1,105	<b>1,105</b>
At the end of the year	<u>20,982</u>	<u><b>20,982</b></u>
<b>Net book value</b>		
<b>At the end of the year</b>	<u>3,425</u>	<u><b>3,425</b></u>
At the start of the year	<u>1,209</u>	<u>1,209</u>

All of the above assets are used for charitable purposes.

**12 Fixed asset investment**

<b>Charity</b>	<b>2023</b>	2022
<b>Cost or valuation</b>	£	£
As at 1 April 2022	<u>10</u>	<u>10</u>
At the end of the year	<u>10</u>	<u>10</u>

**Hoxton Street Monster Supplies Ltd**

		<b>Current and Prior Equity held</b>		<b>2023 Turnover</b>	<b>2022</b>
		<b>No.</b>	<b>%</b>	£	£
Main trading activity:	Retail	<b>10</b>	<b>100</b>	<b>120,369</b>	64,425
				<b>Profit for the year</b>	
				£	£
Hoxton Street Monster Supplies Ltd				<b>10</b>	-

Hoxton Street Monster Supplies Ltd is exempt from audit under s479A of Companies Act 2006.

The charity has an investment of £10 in the share capital of its wholly owned, trading subsidiary: Hoxton Street Monster Supplies. The shares are not listed.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

<b>13 Debtors</b>	<b>2023</b>	2022
	£	£
Trade debtors	700	13,328
Other debtors	21,621	15,175
Prepayments	3,000	3,000
Accrued income	21,799	16,212
	<b>47,120</b>	<b>47,715</b>

<b>14 Creditors: amounts falling due within one year</b>	<b>2023</b>	2022
	£	£
Trade creditors	10,275	7,605
Taxation and social security	49	6,054
Other creditors	545	1,150
Accruals	1,000	5,639
Deferred income	13,480	3,460
	<b>25,349</b>	<b>23,908</b>

<b>15 Deferred income</b>	<b>2023</b>	2022
	£	£
Balance at the beginning of the year	3,460	2,954
Amount released to income in the year	(3,460)	(2,954)
Amount deferred in the year	13,480	3,460
Balance at the end of the year	<b>13,480</b>	<b>3,460</b>

Deferred income comprises amounts invoiced to Schools relating to the next financial year.

**16 Analysis of net assets between funds**

	General unrestrict ed	Designated	Restricted	Total funds
	£	£	£	£
Tangible fixed assets	3,425	-	-	<b>3,425</b>
Investments	10	-	-	<b>10</b>
Net current assets	222,462	116,190	25,933	<b>364,585</b>
<b>Net assets at the end of the year</b>	<b>225,897</b>	<b>116,190</b>	<b>25,933</b>	<b>368,020</b>

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

**17 Movements in funds**

	At the start of the year £	Income & gains £	Expenditure & losses £	Transfers £	At the end of the year £
<b>Restricted funds:</b>					
The Mercers' Company	50,536	40,000	76,785	-	<b>13,751</b>
The Young Londoners Fund	8,756	28,499	37,255	-	-
Cockayne Grants for the Arts 2	2,285	-	2,285	-	-
ACE Pathfinders	7,977	-	4,478	-	<b>3,499</b>
Foundation Future London	11,975	-	11,975	-	-
Hello Hackney Fund	9,998	-	9,998	-	-
High Street & Town Centre Fund	9,997	-	9,997	-	-
Shoreditch & Hoxton Art Fund 2	-	18,030	18,030	-	-
Sherborne	-	5,000	5,000	-	-
UBS Speak Up	14,506	-	5,823	-	<b>8,683</b>
UBS Write Hackney	13,279	-	3,367	(9,912)	-
Other Restricted Funds	39,383	8,240	-	(47,623)	-
<b>Total restricted funds</b>	<b>168,692</b>	<b>99,769</b>	<b>184,993</b>	<b>(57,535)</b>	<b>25,933</b>
<b>Unrestricted funds:</b>					
Development Fund	167,432	-	30,087	(21,155)	<b>116,190</b>
General Funds	227,803	276,235	356,831	78,690	<b>225,897</b>
<b>Total unrestricted funds</b>	<b>395,235</b>	<b>276,235</b>	<b>386,918</b>	<b>57,535</b>	<b>342,087</b>
<b>Total funds</b>	<b>563,927</b>	<b>376,004</b>	<b>571,911</b>	<b>-</b>	<b>368,020</b>

**17 Movements in funds**

**Transfers between funds**

A cost transfer of £57,535 (2022: £39,267) has been made from restricted funds to unrestricted funds relating to indirect expenditure.

**Purposes of restricted funds**

**The Mercers' Company**

Funding for 'Writing Brighter Futures', an ambitious programme of works with a consortium of schools in Tower Hamlets. The 3-year funding for the partnership is from The Charity of Sir Richard Whittington, a charity associated with the Mercers' Company.

**17 Movements in funds**

**The Young Londoners Fund**

Funding for 'Your Story Starts Here' programme, which provides free after school and weekend Community Writing Labs for 10 - 16 year olds. This 3-year funding is helping us to grow the number of Community Writing Labs from three to five and to secure Bronze Quality Mark status for our work with young people, quality assured by London Youth.

**Cockayne Grants for the Arts, a donor advised fund held at The London Community Foundation (2nd grant)**

Support for the delivery of the 'Time Travellers' Guide to Hoxton' project as part of our community programme, including salaries, running costs, freelance artists, materials and final publication across two financial years.

**ACE Pathfinders**

Funding from Arts Council England to devise and deliver 6 pilot creative commissions to recruit new young writers to our programmes over 2 financial years.

**Foundation Future London**

Funding for 'Your Story Starts Here' programme for 2022/23. Grant carried forward in full for delivery in 2022/23.

**Hello Hackney Fund**

Funding towards 'Your Story Starts Here' programme delivery for the 'Ha Ha Hackney' project in Autumn 2022. Grant carried forward in full for delivery in 2022/23.

**High Street & Town Centre Fund**

Funding to review and upgrade the Postal Services community engagement project, facilitated in Hoxton Street Monster Supplies. Grant carried forward in full for delivery in 2022/23.

**Shoreditch and Hoxton Art Fund 2**

Funding raised by a levy on developers in Shoreditch and Hoxton, which aims to bring different communities together through public and accessible arts projects. This grant supported the delivery of the 'Escape Artists' project as part of our community programme, including salaries, running costs, partnership fees, materials and final escape room installation across two financial years.

**Sherborne in the Community**

Funding towards 'Your Story Starts Here' programme delivery for the 'Escape Artists' project in Summer 2022.

**UBS Speak Up**

Funding from UBS for Speak Up programme delivery with Bridge Academy for 3 years.

**UBS Write Hackney**

Funding from UBS for Write Hackney transitions project, working with secondary and primary school partners over 2 financial years.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2023**

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**Other Restricted Funds**

These include restricted donations including grants from Trusts and Foundations which are spent in line with the purposes specified. The largest grant award includes funding from The Lightbulb Trust for 'Your Story Starts Here' programme delivery during calendar year 2022. Funding also targeted support from Tom Ap Rhys Pryce Memorial Trust (older group on Saturday afternoons), Portal Trust (Tuesday quiet lab pilot), Martin Schoernig (trainee programme), Better Community Business Network (Book Bot) and JAR Charitable Trust (school delivery).

**Development Fund**

Funds designated by the Board, the remaining amount relating to a balance from an unrestricted corporate donation received in 2019/20, planned to be spent over a five year period.

**18 Reconciliation of net income / (expenditure) to net cash flow from operating activities**

	<b>2023</b>	2022
	£	£
<b>Net income / (expenditure) for the reporting period (as per the statement of financial activities)</b>	<b>(195,907)</b>	5,183
Depreciation	<b>1,105</b>	483
(Increase)/ decrease in debtors	<b>595</b>	(23,711)
Increase/ (decrease) in creditors	<b>1,441</b>	7,826
<b>Net cash provided by / (used in) operating activities</b>	<b><u>(192,766)</u></b>	<b><u>(10,219)</u></b>

**19 Analysis of cash and cash equivalents**

	At 1 April 2022	Cash flows	Other changes	<b>At 31 March 2023</b>
	£	£	£	£
Cash at bank and in hand	538,901	(196,087)	-	<b>342,814</b>
<b>Total cash and cash equivalents</b>	<b><u>538,901</u></b>	<b><u>(196,087)</u></b>	<b><u>-</u></b>	<b><u>342,814</u></b>

**20 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital.

**21 Related party transactions**

Aggregate unrestricted donations from Trustees during the year were £660 (2022: £1,235). There were no payments to Trustees in year (2022: £0).

Income from the trading subsidiary disclosed in Note 5 includes £11,000 (2022: £1,000) in relation to the surplus to be gift aided to the Charity and £32,894 (2022: £17,479) in management fee income in respect of salary costs.

Charitable expenditure includes a grant paid to the trading subsidiary, from the restricted High Street & Town Centre Fund (see Note 17).

**THE MINISTRY OF STORIES**

England & Wales - Charity number 1138553

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# Accounts

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**MINISTRY OF STORIES**



**Ministry of Stories  
Trustees' Report and Financial Statements  
For the year ended 31 March 2022**

Registered Company Number: 07317370  
Charity Registration Number: 1138553

**MINISTRY OF STORIES  
TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
YEAR ENDED 31 MARCH 2022**

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**MINISTRY OF STORIES**  
**SECTION 1: TRUSTEE BOARD AND ADMINISTRATIVE DETAILS**  
**YEAR ENDED 31 MARCH 2022**

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**Trustees**

Michaela Greene, Chair (appointed  
September 2021, former Vice-Chair)  
Régis Cochefert, Chair (retired  
November 2021)  
Simon Mott-Cowan, Vice-Chair/  
Treasurer  
Anya Zhuravkina

Duncan Kilty (retired July 2022)  
Indigo Williams (appointed July 2022)  
Mina Marsh  
Nick Makoha  
Philip Watkins (appointed July 2022)  
Piers Torday  
Shân Maclennan

**Director (Chief Executive)**

Rob Smith

**Deputy Director**

Kirsty Telford

**Registered Office**

159 Hoxton Street  
London N1 6PJ

**Legal Advisors**

Morgan, Lewis &  
Bockius UK LLP  
Condor House  
5-10 St. Paul's  
Churchyard  
London EC4M 8AL

**Accountants**

Counterculture  
Partnership LLP  
Unit NH.204  
E1 Studios  
7 Whitechapel Road  
London E1 1DU

**Bankers**

HSBC PLC  
Lion House  
25 Islington High Street  
London N1 6L

**Independent Examiner**

Goldwins Limited  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

Registered Charity Name: The Ministry of Stories  
Registered Charity Number (England and Wales): 1138553  
Registered Company Number: 07317370



### **A message from our Chair**

This year was one of consolidation and growth for the Ministry of Stories, with the priority to root our charity back into a world that was beginning to stabilise after the global pandemic. We were determined to bring back a sense of normality to young writers, staff and volunteers.

However, having served as a trustee for more than five years, and following a supportive and smooth transition from our former Chair, Régis Cochefert, I know that the Ministry of Stories was never 'normal'. It's extraordinary. And we strive to keep it that way.

The Board were so proud of the way the team quickly re-established its place in the community on returning to in-person delivery. In response to local demand, they increased the number of free community writing labs, including two specific groups to support and

stretch our young writers.

It has been fantastic to watch the growth in the schools programme and to witness the variety and volume of creative writing projects being delivered to address school needs across Tower Hamlets and Hackney.

Under Rob's leadership, we reached a remarkable 3,732 young people. A record high. Alongside this, we have a fuller understanding of the impact of our work due to our robust evaluation process and were proud to be awarded London Youth Quality Mark Bronze accreditation for the provision of high quality youth services.

Through our meetings, I have also witnessed the depth and commitment the charity takes to cherishing and championing the diversity of our community. In the year ahead, we will build a deeper sense of representation and inclusion, framed and focused by our new Diversity and Inclusion Action Plan, which has been created by a working group of staff, freelancers and trustees.

With our eyes on the horizon and the cost of living crisis compounding the challenges already faced by our community, we are determined to deliver our free creative programmes as a place for joy, discovery and self-expression. As a charity with rising costs, we hope you will feel able to help us to deliver this commitment. Thank you.

A handwritten signature in black ink that reads "Michaela Greene". The signature is written in a cursive, flowing style.

**Michaela Greene  
Chair of Trustees  
Ministry of Stories**

**MINISTRY OF STORIES  
SECTION 2: INTRODUCTION  
YEAR ENDED 31 MARCH 2022**

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**A message from our Director**

*"I've really learnt how to create worlds with my mind and form characters that I can identify with or understand."* Viola, age 12

This message from Viola says it all: The Ministry of Stories puts young people in charge of their own imaginations - to create the characters that they care about and can relate to - and the worlds they understand and are interested in.

Having celebrated my 3rd work birthday at the Ministry of Stories this year, I continue to learn from and be inspired by our young people.

They have a vital and valuable perspective on the world and having them back in person has been like rocket fuel! We know there's more tough times ahead, but we are determined to be here to support them.

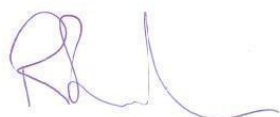
This year, working closely with the Board, we set out our strategic direction for the next five years, expanded our community catchment from seven to 10 schools and more than doubled the number of school projects. We also launched a number of pilot projects to push ourselves further, in addition to running our community programme.

Our first pilot saw the introduction of a new style of term, *Time to Write*, giving our young writers creative control to explore the forms and themes of writing they're interested in. We've run this twice, the first as a pilot and the second which culminated in our first ever young-person lead Zine Fair. It was a proud day.

The second pilot launched a small, quieter writing lab, *Space to Be*, with a consistent group of mentors. This lab was for young people with additional needs. For the handful of members, it provided an important weekly opportunity for one-to-one support coming out of the pandemic and we will apply the learning to our community programme.

The third pilot saw us commission a greater number of artists from all art forms. We've worked with 37 artists, who have been creative catalysts for our programmes, and proven particularly powerful when paired with a writer.

As always, our team, volunteers, funders and supporters were the engine behind our young people's success. We wouldn't be the Ministry of Stories without you. Thank you.



**Rob Smith  
Director**



**A message from a parent**

**"Life is a gift and mine is no exception." Johnny, age 9**

"At the end of last year we had a teacher feedback session on Zoom, in place of parents' evening. Johnny's teacher gave us such astounding feedback about Johnny's writing at school.

"Johnny was present in the Zoom too. I think neither of us quite knew what to say but I know Johnny did feel proud. His teacher said it was clear he read a broad variety of books, but I think his accomplishment in writing is not only because he reads a lot but because of his involvement in your writing club and all that you and the mentors are teaching about writing.

"It's more than just getting the grammar correct (he corrects me all the time) or completing the task, it's how you help them to develop their style and, as his teacher put it, he has found his voice.

Also creative ways to answer a brief, for example today he was asked to write about himself but instead of "I am Johnny I am 9" etc. he quickly came up with a starting line of 'Life is a gift and mine is no exception.'

I think that way of thinking he has learnt from your teachings. I wanted to share that with you and your team."

Note from Victoria, a parent, Ministry of Stories, Community Writing Programme



**Ssh! Young writers at work.** Credit: All imagery contained in this report is by the incredible photographer and filmmaker, Jonathan Perugia. P.S. this is not Johnny

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2022**

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**ABOUT US**

Ministry of Stories champions the writer in every child. Co-founded by author Nick Hornby in 2010, we help young people discover their confidence, imagination and potential through the power of their writing.

We develop self-respect and communication skills through innovative writing programmes and small group mentoring for children living in under-resourced communities, working in schools and at our dedicated writing centre in east London.

Over the last 12 years, we have supported more than 15,500 young people to harness their voice. In 2021/22 we provided creative writing opportunities to 3,732 children and young people.

We can be found hidden behind the secret door in our fantastical shop Hoxton Street Monster Supplies.

**SECTION 3. TRUSTEES' REPORT**

The trustees, who are also directors under company law, present their report and financial statements for the year ended 31 March 2022.

The trustees confirm that the financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

**CHARITABLE PURPOSES FOR THE PUBLIC BENEFIT**

The trustees have given due consideration to the guidance on public benefit issued by the Charities Commission (Public Benefit requirement under the Charities Act 2011) and believe that the activities undertaken during the year provide public benefit while fulfilling the objectives of the charity.

The Ministry of Stories' charitable purposes remain those specified in the Memorandum and Articles of Association.

1. **The Advancement of Education** – to advance education for the public benefit in writing and reading in all its forms.
2. **Young People** – to act as a resource for young people up to the age of 18 by providing advice and assistance, organising programmes of education and other activities as a means of:
  - a) Advancing in life and helping young people by developing their skills, capacities, and capabilities to enable them to participate in society as independent, mature and responsible individuals.
  - b) Advancing education
  - c) Relieving unemployment, and
3. **Social inclusion** – to promote social inclusion for the public benefit by preventing people from being socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society.

## **AIMS AND OBJECTIVES OF MINISTRY OF STORIES**



### **OUR STARTING POINT**

We believe that children in our communities have their potential limited because society does not value, resource or represent them.

### **OUR AIM**

For children and young people to have a voice to affect change, using the power of their ideas and imagination to write brighter futures for themselves.

### **OUR METHODOLOGY**

Through a range of innovative writing programmes and small group mentoring, we help young people discover and realise their own creative potential. Our methodology helps children and young people to gain confidence, grow in self-respect and learn new skills.

We have six core pillars which underpin how we work:

1. Create inspiring learning spaces
2. Provide individual support from volunteer mentors
3. Deliver of effective writing programmes, led by professional writers
4. Deliver publications and performances
5. Create communities of writers
6. Engage local communities



## **OUR REACH**

This year, we are proud to have supported **3,732 children and young people to become writers** this year. Despite the continued impact of the pandemic, **this is more than double the number reached in 2020-21** (2021: 1,643).

Of these, **91 young people** (2021: 85) attended our weekly community writing programme which delivered **180 sessions** (2021: 112) over the course of the year.

In addition, we delivered **22 school programmes** (2021: eight) which **more than tripled the number of sessions we provided to schools across primary and secondary schools** in east London (343 sessions, compared to 105 in 2021).

Across our activity we achieved **more than double the number of attendances** to our programmes, achieving an all-time record of **11,907 attendances** by young people (2021: 5,860 attendances).

## **OUR IMPACT**

“Ministry of Stories has helped me to write even more and explore the different sectors of my creativity.” Anah, age 9

Using our Theory of Change as a base, this year we launched our new evaluation framework with the support of the Centre for Youth Impact and used this throughout our community programmes.

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2022**

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The framework includes:

1. Surveys and interviews with young writers, teachers, writing facilitators and volunteers
2. The Stirling Children's Wellbeing scale, measuring change in young people's wellbeing
3. An anonymous parent survey

Feedback from parents, children and volunteers has shown that children and young people have had fun as part of our programmes – unleashing their ideas and imaginations – and through writing, young people have been able to express and sustain themselves as they recovered from the pandemic and two years of disruption.

“Ministry of Stories has helped me to be confident, helpful and to do better writing whether I'm down or up - sometimes I'm sad but I can still do some - it makes me feel better, all my friends, especially the mentors makes me feel better.” AJ, age 8

Our Theory of Change identifies the outcomes we achieve through our writing programmes and we measure these through our evaluation framework.

Using creative writing as a versatile and inspirational tool, the children and young people who attend our programmes:

- Grow in confidence and courage
- Become better writers
- Become better speakers
- Feel positive about themselves
- Feel safe emotionally and physically
- Have their creativity and imagination celebrated

We also aim for adults - be they parents, carers, teachers or the wider public - to discover new talent and potential in the young people.



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**Young writers' perspective**

"Ministry of Stories has helped me to think in a more creative and interesting way."  
Olaoluwa, aged 10, A Time Traveller's Guide To Hoxton

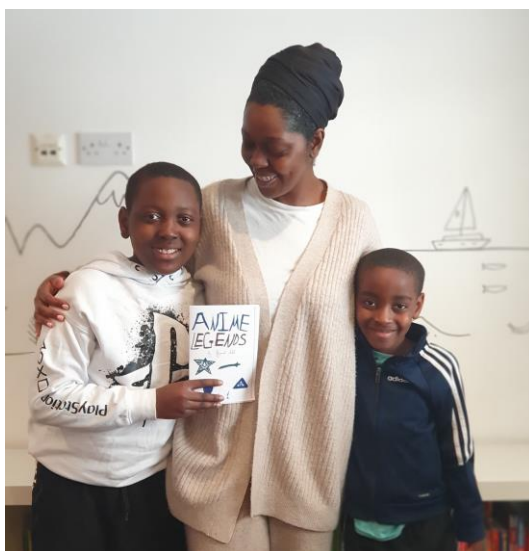
We expect the impact of the pandemic on young people to be long-lasting, affecting educational attainment, as well as wellbeing.

Over the course of the year, on average 33% of young people reported improved wellbeing scores and 98% of our young people said they felt safe at the Ministry of Stories.

Our end of term survey results of our young writers show that despite the challenges, overwhelmingly we have achieved many of the outcomes we aspire to:

- **98% of our young people enjoyed taking part in Ministry of Stories writing programmes**

'Ministry of Stories has helped me by creating a safe space and to let my imagination run wild (don't worry my house is a safe space, this is just nicer and a place for me to have friends!).' Amelia, age 11



**87% of our young people created work they were proud of**

"I'm proud of my life and my zine. I love my zineeeeeeee!" Lucy, age 10, Time to Write

"I am proud of making books that people enjoy." Javarni, age 11, Time to Write

"I am proud that I was able to come up with ideas that could change the course of the project." Marcel, age 13, Time Traveller's Guide to Hoxton

- **77% of our young people felt more confident as a result of our programmes**

'Ministry of Stories has helped me because I used to be scared to share all my stories but now I am not afraid to', Nico, age 8, Time Traveller's Guide to Hoxton

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- **75% of our young people developed new skills**

"I'm better with sharing my ideas instead of keeping them to myself." Eleni, age 13, Time Traveller's Guide to Hoxton

"My teacher says my writing has improved, expanding my vocabulary." Sabine, age 11, Escape Artists

"I have enjoyed getting to work with other people and feel secure." Sumaiyah, age 12, Time Traveller's Guide to Hoxton



- **77% felt their writing had improved as a result of taking part**

"I have learnt how to build up tension." Matthew, age 10, Time to Write

"My craft skills and imagination have improved." Umar, age 9, Time Traveller's Guide to Hoxton

"I used to do half a page but now I can do 5-6 pages of writing." AJ, age 8, Escape Artists

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**Parents' perspective**

Our end of term survey results of parents and carers show that despite the challenges of the pandemic, overwhelmingly we have achieved many of the outcomes we aspire to. Of those who returned their survey:

- **100% said their child enjoyed taking part in our writing programmes**

"It was good to see how eagerly my daughter would go in to Ministry, and how late she would come out!" Ruma, parent, community lab member

- **100% of parents said our programmes have helped their child to improve their writing**

"Matthew hardly likes to read or write at home so I know Ministry of Stories helps him a lot. Thank you so much." parent, community lab member

"Not only does Nina write better, but she's also more interested in writing and reading than she was before she started the group." parent, community lab member

- **100% of parents said their child was more confident after taking part in Ministry of Stories writing programmes**

"I've been surprised by my daughter's maturity in writing spectacular pieces and being able to read them in front of other people." Ilenia, parent

"My daughter is very introverted but she has managed to join and continue to attend. She looks forward to sessions and is making friends." Lucie, parent

- **100% said their child's achievements at Ministry of Stories this year surprised them**

'It is wonderful to see how proud she feels when she shares her work and how proud and excited we feel when we see her work published. The events organised by Ministry of Stories have been amazing.' parent, community lab member

- **92% said our programmes had a positive impact on their child's school work**

"My girls Grammar and English lessons have become better thanks to you." Bahar, parent, community lab member

"Cian's school report has come back saying that he has a great writing skill - and that has to do with Ministry of Stories" parent, community lab member

## **OUR NEIGHBOURHOOD**

***I Come From** - By Terrill, aged 11, Space to Be*

I come from people going outside.

I come from people talking  
normally and kindly.

I come from the smell of  
people cooking when I walk  
home from school.

I come from spring and the birds  
singing.

I come from big buildings.

I come from the taste of  
spaghetti and tomato sauce.

I come from playing  
outside in the park.

I come from Netflix, YouTube  
and Now TV.

I come from animals.

I come from animals that  
are capybaras and walrus.

I come from animal research  
and reading.

I come from the zoo.

At the Ministry of Stories, we believe the best way for young people to gain skills and realise their potential is through the power of their ideas, creativity and imagination. By providing the tools to young people and supporting them to develop skills for life, we are building a generation of young people who are able to express themselves, their creativity, ideas and imaginations. We believe giving young people access to a creative art form is vitally important.

When we founded in 2010, we chose Hoxton Street, Hackney as the location of our community centre because of the area's exceptionally high levels of socio-economic deprivation - a situation that persists today. Just before the pandemic, Hackney was labelled London's most-deprived borough (National Indices of Deprivation 2019).

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The BMC found “higher levels of neighbourhood deprivation were associated with lower arts, culture and heritage engagement.” (BMC Public Health, September 2021). We exist to reach the young people who can't easily access creative programmes due to a lack of confidence or affordability.

Our community writing programme (after-school and Saturdays) is provided for free and is accessible to children and young people aged between 8-15 who live within a 500m radius of our writing centre or who attend one of 10 local schools in our catchment. These schools have levels of students in receipt of Pupil Premium which are significantly higher than average.

This year we continued to reach the young people in greatest need of our support: 81% of our young writers live in areas in the top 20% of income deprivation nationally (IMD data).

In addition to our community programme, Ministry of Stories works with schools in the London boroughs of Hackney, Tower Hamlets and Islington; all prioritised for their high percentage of pupils receiving Pupil Premium, who often face the greatest barriers to the Arts.

Following 12 years of working with young people, families and community stakeholders, we have a detailed understanding of ingrained issues across our catchment:

- 30% of our young people have significantly lower wellbeing scores than the national average (Stirling Wellbeing Scale);
- 36.6% of Hackney pupils are eligible for free school meals, compared to 20.8% nationally (Department for Education, 2020/1);
- Almost half of all children currently live in poverty (Hackney Council, September 2021);
- Children growing up in severely disadvantaged settings are significantly more likely to fall behind their peers in reading and writing by age 11. They are, on average, 18.1 months of learning behind their peers by the time they finish their GCSEs (Education Policy Institute, 2020), and struggling with greatly increased levels of anxiety and depression (Kooth, June 2020).
- 89 languages are spoken in Hackney.

We are proud that our writing programme also reflects the rich diversity in our community: 80% of our writing programme members are young people of colour. 4% of our young writers are disabled.

## **MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE**

“When I did free writing at school I couldn't think of anything, but since I went to Ministry of Stories, ideas pop up in my head.” - Heja, age 10

Our four key charitable activities carried out in the financial year 2021-22 included:

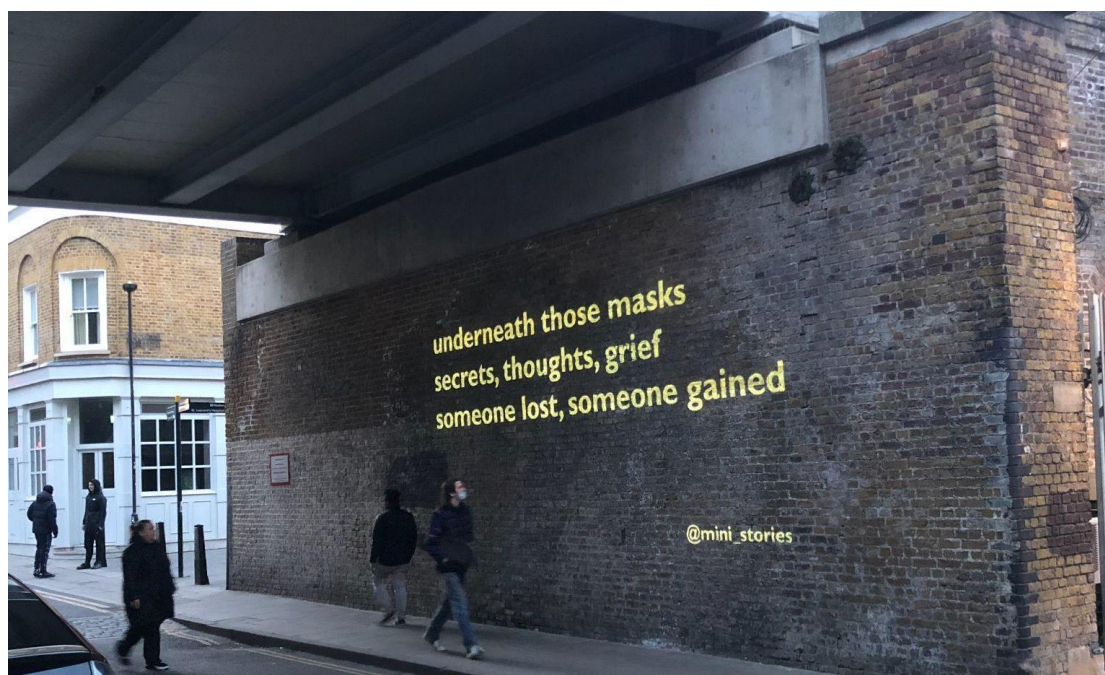
- 1. Community Writing Programme**
- 2. Schools Programme**
- 3. Skills Development (CPD)**
- 4. Resources and Publications**

- 1. Community Writing Programme**

“Ministry of Stories has been an important part of Mahi's life and it has shaped not just her writing. Mahi has very fond memories of her years at Ministry of Stories, she pulls out her old writings and the published stories from her friends there from time to time to read them again.” - David, parent

Our **Community Writing Labs** sit at the heart of our charity, serving our local community and providing a space for innovation and programme development.

We started back in mid-April with a big celebration as we installed more than 50 *Unexpected Poetry* public art works with award-winning design agency make:good throughout Hackney as the flagship celebration of the online programme in lockdown.



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On launch day, Rob Smith, Ministry of Stories' Director explained:

"I am so proud of the work our young people have produced, from brilliantly funny to heart-stoppingly poignant. These poems will stop people in their tracks and encourage them to pause for a moment. Despite numerous challenges and having to work online, our writers have approached this project with so much hope and optimism.

'Our work at Ministry of Stories has always been about supporting young people to use writing as a way to share ideas and experiences. This project has helped our young people be proud of who they are and where they live and shown them their talent is worth bringing to life on a big scale.'

For the Summer term as we continued to recover from life in lockdown, we supported our young people to lead with their imaginations and ran our first pilot Time to Write programme. By September 2021, we returned to full in person delivery and launched 5 weekly writing labs, with a total capacity of 112 (Tuesday-Thursday, Saturday morning and afternoon.

Despite the continued health and high absence rates due to the pandemic and return to school, and additional closures due to further lockdowns, we were proud to support 91 young people in our community over the course of the year.

***A Time Traveller's Guide to Hoxton***

*A collective poem*

*8-12 group imagining Hoxton's new leisure centre in the year 3000*

The exploding VR game of anxiety  
The zero gravity room of carefree  
The exploding robot of excitement  
The boring invisible lift of sadness  
The superfast waterguns of upliftedness  
The superfast lift beyond the universe of astronomy  
The slimy flippers of discomfort  
The super flippers with safety in tact  
The reflecting goggles of sadness  
The monstrous treehouse of safety

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Highlights of 2021-22 Community Writing Labs include:

- Post Lockdown - ***Unexpected Poetry launch*** (April) and publication and launch of the associated Celebration Book. The poetry dispenser from the project is still in place outside Hoxton Street Monster Supplies, to provide free gifts of poetry to the public and to strengthen the connection between the shop and its social value.
- ***Time to Write*** pilot - Unlike our other terms, which run to a broad umbrella of a single theme, this pilot aimed to give young writers more creative freedom over their project and interests, culminating in an informal sharing session for friends and family at the start of the summer. The pilot supported young people to set themselves writing challenges - projects based on their interests, things they'd like to do more of, or areas they'd like to improve. It also involved masterclasses from guest writers on genre writing, according to the young people's interests - which ranged from comedy writing to Gothic fiction. These guest writers will also offer important insight into creative industries, and the many ways in which creative writing is used professionally, acting as role models for our young writers.
- ***Space to Be*** is a year-long pilot programme that launched in Autumn 2021 on Tuesdays after school and was designed to work with children and young people with additional needs who would benefit from a focused, small, and more-supported writing group with a higher adult-to-child mentoring ratio.
- ***A Time Traveller's Guide to Hoxton*** invited our young writers to reimagine a [future Hoxton](#) and explore their vision and hopes for the future (from the very practical to the wildly imaginative) by reimagining their favourite local landmarks, shops and facilities and which characters would be using them. From the chicken shop to the local library, they collaborated with a team of professional illustrators to work up the visual imagery of their ideas. Finalised into a series of postcards that compared current locations and landmarks with their futuristic imaginings, these packs - totalling 400 postcards - are being distributed free of charge to local families from Hoxton Street Monster Supplies. This will allow the community to explore the local area and enjoy our young writers' creativity at the same time.

"I was proud of my shouty work." Hivda, age 8, Time Traveller's Guide to Hoxton

- ***Shoreditch Park Word Fence*** - additional commission by Hackney Arts and Regeneration team to collaborate on a permanent public artwork in the local Shoreditch Park. Our young writers spent a couple of sessions during the autumn term working with artist [Richard Wolfstrom](#) to make content for a permanent, 40-metre, laser-etched Word Fence that will be installed outside Shoreditch Park's Adventure Playground. During the term, our young writers attended special sessions with local historians and ecologists, as well as with

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the artist himself. Knowing that their creations will be part of the physical fabric of their local spaces is a source of immense pride and achievement for our young people. The fence will be installed later this year.

- **Time to Write**, saw our young writers pursuing personal writing projects and theme that they are interested in, which they brought together into low-fi self-published Zines at the end of the Spring Term. Our young writers loved this term of work and the [Zine Fair](#) was a significant source of pride for many of our young writers as they gifted tokens and Zines to their local friends, family and members of the community. Reuben (aged 10) shared “I am proud of how well I performed today.”
- In addition to our three terms of creative writing, we delivered the first three artistic commissions of our **Pathfinders pilot**, funded by Arts Council England to develop and pilot new creative approaches to recruiting young people to our community writing programme.



Zine Fair, open to the public, Spring 2022

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*The Runner's Anthem by Rita, aged 10, Word Fence project*

This park was  
The winter, summer breeze  
This park was  
And forever will be

This park was  
The fertile flower fields  
Lilacs, rose, sunflowers, daffodils and daisies  
Bats, foxes, crows, toads, and grass snakes  
Slithered through the dark

This park was  
The beige house and the purple door  
There stood a convent and an orphanage  
Sad as ever could be, the residents dreamed  
That the convent became the potter's house  
And the orphanage a nursery  
This park was  
Until it was bombarded by bombs

Running past this fence  
You stop for your lungs' sake  
But you discover yourself wondering  
About the beige house with the purple door,  
About the convent and the orphanage,  
About the bombs landing.

We congratulate you for your efforts  
And thank you for your time  
Now, I see you've caught your breath  
So run along

But as you move on  
Just think... think... think...

Flower gardens  
Hibernating animals  
Running people  
Rows of houses

The old Shoreditch Park  
Was like an uprooted weed  
From now on  
It's the fresh lilacs and roses  
Planted in the soil

## **2. Schools Programme**

Our Schools Programme took a significant step forward this year, reinforcing the Board's decision to move to a freelance model in order to scale up and deliver the reach of our ambitions to grow in this area.

Through the investment of The Mercers' Company in our Education Programme Manager role and their support towards the wider costs of the programme, we have been able to develop the consortium of schools in Tower Hamlets and our schools programme delivery commenced in September 2021, following a delay due to the pandemic.



### **Aims of the schools programme:**

1. Establish a new **consortium model** with a group of schools in Tower Hamlets
2. Support schools to commission **bespoke projects**
3. Re-launch our **one-off workshops**
4. Encourage our existing **associate schools** to continue their relationship, by renewing annual or extended contracts

To deliver this expanding schools programme, we have diversified our creative workforce and by 31 March 2021, had grown our pool of freelance writing facilitators to eight under the leadership of our Education Programme Manager. We are set to expand this further in 2022/23. Our writing facilitators are themselves writing practitioners, but also bring a range of art forms into our organisation. Through the successful diversification of art form and growth in the number of facilitators working with us, we have been able to programme more flexibly and respond effectively to the needs of schools and their young people.

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Examples of the needs our school programme have helped schools to address include working with a group of girls with low confidence who rarely speak in front of their peers in class, through to a group of pupils who don't consider themselves to be writers, and students with low self-confidence and self esteem who didn't feel they had something important to say.

We are proud to have worked closely and flexibly to deliver 22 school programmes (increased from eight in 2021-22) and were successful in achieving our target of ten schools in the Tower Hamlets Consortium.

We have also commenced delivery of the UBS funded programmes - Speak Up and Write Hackney including Bridge Builders - and delivered two pilot Story Making residential projects with Manorfield Primary at their Residential Centre, Gorsefield. Although we have run a number of one-off workshops for schools, our priority has been to deliver in-school writing programmes.

Highlights of 2021-22 School Programme include:

- Writing facilitator Keith Jarrett led two rounds of our speech writing programme **Speak Up with Bridge Academy Year 9 students**. These young writers went on to deliver stirring speeches at Hackney Town Hall and the Houses of Parliament.
- We worked with Hackney primary schools – **De Beauvoir, London Fields, Queensbridge and Randal Cremer** – on sketch comedy and poetry and published not one but two anthologies: *This Book Will Blow Your Mind* and *Incidents Of Time Travel To Ancient Maya: A Journal* By Rahmat Cluckoobox, both facilitated and edited by Writing facilitator Justin Coe.
- Writing facilitator Phoebe Wagner ran a **Bridge Builders** after-school club which saw Year 6 pupils from **De Beauvoir, Queensbridge and Randal Cremer** join creative forces with Year 7 students from **Bridge Academy**. They created zines and a group poem on the theme of transitioning from primary to secondary school.
- **City Of London Academy Highbury Grove** took part in a four-day sketch comedy intensive with Writing Facilitator Gem Ahmet. Chuckles abound as the group were joined by professional actors to workshop their sketches on the last day.
- **Culloden Primary** worked with our Writing facilitator Bronia Evers on an after-school club inspired by the Goodnight Stories for Rebel Girls books. Pupils chose a female role model to learn and write about, they then created puppets and filmed their stories.
- We held our first full week of one-off workshops since Covid, at Ministry of Stories HQ, with schools visiting to take part in **Comic Books, Story Making, Gothic Fiction and Rebel Girls workshops**.

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- We began a three year partnership with ten primary schools in Poplar, Tower Hamlets and worked on a different writing project with each school. The end results included a vibrant school newspaper, a rib-tickling Stone Age play, and a series of Masterchef style videos with young people performing their recipe poems. These were borne out of Writing facilitator Laila Sumpton's work with pupils at **Marner Primary** on a poetry project which celebrated individuality.
- To mark the end of the first year of working together, we will be hosting an all school partners celebration in July 2022.
- *Peaceful Poetry anthology* (plus eBook), a creative exploration of the UNICEF Rights of the Child.

### **3. Professional development (CPD sessions)**

Alongside our delivery with children and young people, we have delivered a range of professional development and training for teachers and writers working in education settings. Through this work we are aiming to share the Ministry of Stories methodology and approaches, broadening the reach and impact of our work. Through observations, practical workshops and teaching resources, practitioners develop skills and practical techniques that they can use in their teaching practice.

Sessions included:

- Primary/Secondary School observations to learn more about creative writing in other schools and age groups
- Practical workshops in poetry, prose, speechwriting, comedy sketch writing and soap.
- Hosting staff from all of the Tower Hamlets Secondary Schools at Ministry of Stories, offering a story making workshop as part of their Heads of English teachers network.

Highlights include:

- Delivered 24 CPD sessions, supporting 206 teachers and writers working in education settings
- 100% enjoyed taking part in the sessions
- 100% felt the session would impact on your teaching practice (69% felt 'significantly')

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'Making poems in unexpected but 'normal' spaces can be very powerful, easy and fun!' teacher from CPD sessions

'I wanted to say thank you for yesterday's writing workshop. I had a wonderful time working in my group. Our writing was really something, and because writer's block has put any story and writing far away from my mind lately, I was so inspired and motivated to open my laptop today and plot another chapter of my novel! I just had to write to you to say, thanks.' Participating artist

"I really enjoyed visiting Bridge and observing the literacy and discussion that the children were having. The children were all engaged in the text. They had ownership and that is useful for us to see - an end point. It's what we're aiming for as primary teachers." Teacher, Queensbridge Primary, Write Hackney programme

"This is a really helpful and structured way to communicate with our feeder schools. Looking through a 'poetry lens' is great too, to help us to capitalise on the enthusiasm that they join secondary school with. The genre theory focus of the KS2/Year 6 lesson I observed was great to see. They know a lot when they join us in September!" Teacher, Bridge Academy, Write Hackney programme.

#### **4. Resources and Publications**

"The Unexpected Poetry book is fantastic and a very special record of all the children's work, the writing club team's support and the local community." - Marie, parent, community programme

Ministry of Stories remains committed to one of our founding principles: to publish the work of young people in order to share their talent with new audiences. This year we also explored how we could represent the creative process that took place behind our 2020/21 flagship project, Unexpected Poetry and published a book which included the original writing alongside photography and film of the installation process, the final public art pieces and some of our young writers and member of the public's reaction to the works when they discovered them in Hoxton.

We will continue to explore how we can effectively record the stages of our creative process alongside celebrating the final works in our future flagship projects as we recognise that the journey of change and creative process is more important in supporting the growth of our young people, as their pride in the final piece.

In total this year, we developed and published 9 new publications and created 17 videos in partnership with our young writers and schools.

These included eight new published books of original writing and a total of 1,000 printed copies.

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Community Programme:

- Unexpected Poetry Celebration Book - 2021 flagship project
- Time Traveller's Guide to Future Hoxton (printed postcard set + Treasure Hunt map) for free distribution to local families

Schools Programme:

- Peaceful Poetry anthology (plus eBook)
- Incidents of Time Travel to Ancient Maya anthology (plus eBook)
- This Book will Blow Your Mind anthology (plus eBook)
- Three electronic books from the Recipe of Me
- Two supporting writing resources for use within the programme

17 short films representing the final productions of our Schools Programme

- Marnier Masterchef (12 films)
- Recipe of Me (4 films)
- Rebel Girls puppets (1 film)



A Time Traveller's Guide to Hoxton, postcard pack and illustrations

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**VOLUNTEERS**

Volunteers remain fundamental to the delivery of our mission at the Ministry of Stories and this year was no exception. Despite the continued challenges of the pandemic in terms of health, absence and worry about returning, we were able to engage **128 active volunteers** (2021: 94 volunteers) who **donated 2,961 hours** to our charity (2021: 1,517 hours). On average, each volunteer contributed **23 hours** of their time, compared to 16 hours the year before.

Our volunteers primarily support our workshops as writing mentors – providing one-to-one attention and small group support for our young writers. Volunteers also perform the role of shopkeeper in Hoxton Street Monster Supplies; administrate and 'ghostwrite' for the Hoxton Street Monster Supplies postal services and provide back office administrative support. This year we have also benefited from volunteers with specific skills, including illustration, copy editing and a large volume of typists to support the writing up of our young people's work and evaluation data.



Following the pandemic, the priority this year has been to rebuild our volunteer team. Our volunteer induction training recommenced in January 2022. Following the learning from our pilot, *Space to Be*, we have seen the benefit to our young people and volunteers of encouraging consistent regular attendance to a particular writing lab. This is a priority we are pushing forward with our newly recruited volunteers.

As part of our Diversity and Inclusion Action Plan, we have identified the gaps in our volunteer pool and will be carrying out targeted recruitment for people of colour, male volunteers and volunteers from our local community in the year ahead. We have maintained our commitment to recruiting young volunteers, which was kick-started by our *Your Time to Shine* project in 2020-21.

This year we have also improved our communications with volunteers and parents by introducing a new text messaging service via our CRM and relaunching our email newsletter.

## **FUTURE STRATEGY**

2022-23 is a year for building momentum. Following a period of transition, new delivery models and an expanded community writing labs and schools offer, 2022-23 sees us move to the next stage in our ambition, scale and growth. With our growing community programme rooted in our Hoxton neighbourhood, and a rapidly expanding schools network across our three neighbouring boroughs, in 2022-23 we expect to reach more children and families, young people and schools in our locality.

We will continue to hone our work, informed by a better understanding of evaluation and impact having completed the first full year of our new Evaluation Framework. We will continue to raise the profile and presence of evaluation and impact in our conversations, extending the cultural shift that is underway that ensures a focus on why, not just how, our work happens. Our planning, evaluation and review cycle is now closely tied to our organisational Theory of Change, and includes an ambitious creative forward plan that reaches 18+ months ahead. We will continue to position our children, young people and our community as central to our work, informing and shaping our programming decisions.

Pickled Onion  
I detest your existence  
I am the resistance

Extract from Pickled Onions, by Alfred Daniel, age 10 from 'This Book Will Blow Your Mind'  
- Poetry anthology by students from Randal Cremer Primary School

## **RISK**

Trustees are responsible for the oversight of the Ministry of Stories Risk Register. This is used as a management tool and is reviewed in detail by each sub committee with key risks summarised to the full Board.

Any risks scored 10+ lead to immediate action by senior management and the Chair and Officers are notified.

All trustees and staff share responsibility to identify new risks that should be added as the climate and/or sector changes. The risk register has been an important and active tool during the pandemic.

At the time of writing, the main risks to the Ministry of Stories have been identified as:

1. Realising the new Fundraising Strategy, particularly re-securing multi-year/core funders across our programme.
2. The cost of living crisis and energy costs negatively impact on families, staff and organisational costs. Specifically;
  - a. the financial impact on our families, and seeing increased need and demand for our services
  - b. the emotional, wellbeing and mental health implications for our young

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- people
  - c. impact on staff wellbeing and personal finances, increased pressure on wages and risk of increased staff turnover
  - d. increased organisational/core costs outstripping income
3. Lease renewal for our writing centre in 2023
4. COVID recovery, specifically;
- a. increased Safeguarding concerns and referrals, and impact on young people's mental health, and the knock on impact on the staff team who are managing young people's wellbeing
  - b. schools partners still recovering, risk of limited capacity or budget to commission additional services like ours

### **FINANCIAL REVIEW**

The largest source of funding were public funds, which included £110,000 from Arts Council England (ACE) including £20,000 ACE Pathfinders income, £45,599 from the Greater London Authority for Young Londoners and £29,995 from the London Borough of Hackney (Shoreditch and Hoxton Art Fund, Hello Hackney and High Street and Town Centres Fund). Income also included grants from trusts and foundations (25%) and donations from companies and individuals (21%). We also generated a contribution of income from our schools (8%).

The majority of the income secured from public funds and trusts and foundations are restricted and deliver key objectives of our charity including our community writing labs programme, underwriting the growth of our schools programme and by contributing to the costs of running our physical writing centre. A summary of each restricted fund is provided in Note 17 of the accounts.

Total income received was £504,002 (2021: £306,195) against an original operational budget target of £320,403 and aspirational budget of £462,066 for the year from all income sources. We saw additional fundraising success in relation to public income, trusts and foundations and corporate donations in particular. £282,843 of income (2021: £85,670) is restricted, with £168,691 (2021: £103,123) carried forward to support future years' activity.

### **Fundraising**

This year represented the final year of the 2018-2022 Fundraising Strategy, with the replacement strategy for 2022-2026 developed alongside the final year of delivery. We are proud to note that we exceeded the activity and targets set out in the strategy in all but one year (2020-21: pandemic). The new strategy came into effect in April 2022.

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**YEAR ENDED 31 MARCH 2022**

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During 2021-22, the fundraising objectives for Ministry of Stories continued as:

1. High quality relationships with new and existing funders
2. Diversification of funding streams
3. Transition from single-year fundraising target towards a multi-year fundraising strategy

Our fundraising activities are run in-house and we do not employ professional fundraisers or commercial participators to support our activity. This year we have continued our commitment to membership with the Fundraising Regulator, have committed to the standards of the Code of Fundraising Practice and are compliant. We have not received any complaints about our fundraising activities.

2021-22 represented the fourth year in our **Arts Council England National Portfolio Organisation** agreement. We received confirmation of an extension for a 5th year for 2022/23 due to the pandemic.

We used this year to strengthen our case for investment, understand how our work supports the new Arts Council 10-year strategy and completed an extensive resubmission for NPO funding 2023-2026.

To complete this process during the last six months of the year required a significant strategic and financial investment and time commitment from the senior leadership team, Development Manager and the Board NPO Working Group. In addition we commissioned project management support from our former Development Manager, Hannah Keville. The work and thought required has pushed our strategic development for the charity and driven forward our diversity, impact and environmental commitments, which we recognise will support us in all other areas, but it is important to acknowledge the cost and pressure that the process created at the end of the year. The outcome of the application will be known in October 2022.

This year we also were awarded the London Youth Quality Mark, Bronze Award - a requirement of our Young Londoners' Grant Agreement. In preparation for the assessment, we revised and updated all of our core organisational policies, working closely with the Board and received legal pro-bono support from Queen Mary's University (pro-bono value: £7,600). Other significant pro-bono support came from our Charity Partnership with 52:Group, who delivered our *Unexpected Poetry* film.

As with many colleagues in the charitable sector, we also experienced recruitment challenges in the autumn and faced a 4-month period without a Development Manager in post. Despite this, we were able to deliver a high volume of bids through our Deputy Director and through the use of a fundraising consultant. The increased cost of this support is reflected in the Professional Fees in Note 7a, compared to the previous year, but was partly offset by salary savings. With this additional investment, we were successful in securing additional grants from new trust, public and corporate fundraising sources which will help to secure the organisation for the next two years.

## MINISTRY OF STORIES SECTION 3. TRUSTEES' REPORT YEAR ENDED 31 MARCH 2022

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Highlights of 2021-22 fundraising include:

- **Four new Ministers** gained Official Ministerial Status and joined the Ministry of Stories cabinet of supporters. See full list here: <https://ministryofstories.org/about/our-supporters/>
- **Build our Bookshelves campaign** to improve the range of diverse books in our library raised a total of £1,754 from 54 donors.
- **Secured two grants from new funder UBS** to work with a consortium of primary schools and Bridge Academy and to fund our continued delivering of the Speak Up project at Bridge Academy.
- **Maintained and grew our relationships with individuals and trust and foundations**, including securing new investment from Lightbulb Trust.
- Increased Public funding support from **Hackney Council** and **Foundation Future London**
- Secured a grant from the **Better Business Community Network** for a new **Book Bot** book vending machine for our writing centre for 2022.

Our work is only possible due to our dedicated supporters, companies, charitable trusts, foundations and public funders who fund us, as well as our ambassadors and advocates. To everyone involved, we cannot thank you enough.



Lexi Airey, one of our new Ministers, proudly displaying her Ministerial Certificate

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
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We'd like to thank our co-founder and First Minister, Nick Hornby, for his continued advocacy, advice and friendship, alongside Lucy Macnab and Ben Payne. We also wish to acknowledge our Art Director, Ed Cornish (for Ministry of Stories) and co-founder Alistair Hall (Art Director for Hoxton Street Monster Supplies) for all their hard work and skill this year.

In addition to our many regular donors and community supporters, during 2021-22 we were also proud to be supported by:

Amazon Literacy Partnership  
Arts Council England  
Better Business Community Network  
Cockayne - Grants for the Arts and  
The London Community Foundation  
Foundation for Future London  
Hackney Council - Hello Hackney  
Again Fund + High Street and Town  
Centres Fund  
Jack Petchey Foundation  
JAR Charitable Trust

Lightbulb Trust  
Old Street District Partnership  
Paul Hamlyn Foundation  
Portal Trust  
Rachel Hood 1978 Trust  
Shoreditch and Hoxton Art Fund  
The Fagus Anstruther Memorial Trust  
The Mercers' Company on behalf of  
The Charity of Sir Richard Whittington  
Tom ap Rhys Pryce Memorial Trust  
UBS  
Young Londoners Fund

Thank you for funding the imaginations of our young writers.

**Investment powers and policy - Hoxton Street Monster Supplies**

The Trust Deed authorises the trustees to make and hold investments using the general funds of the charity. The trustees have the power to invest in any way they deem appropriate in order to further the charitable objects of the charity.

All of the charity's investment income arises from interest payable on a loan to the trading subsidiary, Hoxton Street Monster Supplies Ltd (company number 08472232) ('HSMS') which runs the charity's retail operations.

HSMS, which is incorporated in the United Kingdom, pays all of its distributable profits to the charity under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each in HSMS. A robust governance structure (which includes observation of HSMS's Board meetings by the charity's chair) is in place to ensure that HSMS's Board gives due consideration to the gift aiding of profits to the charity and explores how HSMS's shop can support the charity in meeting its charitable objectives beyond funding.



**MINISTRY OF STORIES**  
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**YEAR ENDED 31 MARCH 2022**

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HSMS's retail presence continues to be an important part of the charity, providing a warm welcome to children and their families. It also supports our ambition to diversify our financial mix and demonstrates how seriously we take play and the imagination. HSMS is a core part of our charity's identity, garnering attention for the work we do and as a public face for the charity.

## **RESERVES**

The trustees have adopted a reserves policy through which we aim to maintain a minimum level of unrestricted reserves equivalent to 4 months running costs.

At 31 March 2022 the total funds stood at £563,927 (2021: £558,744).

The reserves comprise:

- Restricted Funds of £168,691 (2021: £103,123)
- Total Unrestricted Funds of £395,236 (2021: £455,621), comprising;
  - Designated Funds of £167,432 (2021: £235,652)
  - General Funds of £227,804 (2021: £219,969); equivalent to 6 months' running costs (2021: 6)

The Board has designated funds to create a Development Fund which will be spent over the next three years to support our organisational growth including an element to support core running costs and underwriting our investment in a central staff post (Finance and Operations Coordinator). The Development Fund also supported the training of our freelance writing facilitators this year. In 2022-23 it will help us to pilot a new trainee artist programme.

If it is viable to fundraise for this expenditure, these designated funds will be released and reallocated to support the charity in 2023-24.

## **GOING CONCERN**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

The Ministry of Stories is registered as a company limited by guarantee and not having share capital, its operations and governed by its Articles of Association.

The company was incorporated on 16 July 2010 and registered as a charity on 25 October 2010. The charity registration number is 1138558 and the company registration number is 07317370.

**MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2022**

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**Appointment of Trustees**

As set out in the Articles of Association, the Chair of the Trustees is nominated by the Ministry of Stories. The directors of the organisation are also the charity trustees for the purposes of charity law.

The Board of Trustees has the power to appoint additional trustees as it considers fit to do so. The trustees have no beneficial interest in the company other than as members. The trustees are also directors of the company.

Trustees continue to be recruited by identifying skills gaps at Board level through an annual skills audit and peer review. A minimum of three trustee positions are reserved for writers to ensure a creative sounding board for the work of the charity.

This year saw one retirement (Régis Cochefert) and following a thorough recruitment process, the successful appointment of new Chair, Michaela Greene (previous Vice-Chair). We thank Régis for his years of service as a trustee.

Michaela stepped into her role as Chair in November 2021 and she has carried out a review of the Board and began recruitment for additional trustees in Spring 2022.

In July 2022, one of our long-standing trustees, Duncan Kilty retired and took up a non-Governance role as an expert advisor on the Business and Programme Sub Committee.

Two new trustees, Indigo Williams and Philip Watkins were appointed as trustees, with Philip elected as Company Secretary.

Two of our trustees, Nick Makoha and Mina Marsh continue their appointment by the Board as diversity champions. They serve on our Diversity Working Group, alongside nominated staff and freelancers.

**Organisational structure**

The company is organised so that trustees meet regularly to manage its affairs. The trustees meet as a full Board every quarter, in addition to quarterly meetings of the Finance and Fundraising Sub Committee (chaired by Simon Mott-Cowan) and Business and Programme Sub Committee (chaired by Anya Zhuravkina).

Rob Smith (Director) is the person to whom the charity trustees delegated day-to-day management of the charity during the reporting period.

In addition to the core staff team, in 2021-22 we benefitted from the skills of eight freelancers to increase the breadth of writing and art forms and diversity of our programme team. These roles are focused on the delivery of our schools programme.

**MINISTRY OF STORIES**  
**SECTION 3. TRUSTEES' REPORT**  
**YEAR ENDED 31 MARCH 2022**

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**Related parties and relationships with other organisations**

Ministry of Stories continued to actively participate in sector-wide collaborations this year, including sharing learning and planning around our responses to the pandemic. We contributed to advocacy and sector lobbying for investment in the Cultural Recovery Fund.

In the latter part of this year, Ministry of Stories also had regular contact with our international and national family of writing charities to collaborate on The Story Engine and discuss COVID-19 programme responses.

Our relationship with our national and international writing centre colleagues and our formal affiliation with 826 National drive forward our values, learning and artistic practices but have no impact on the operating policies of the Ministry of Stories.

**STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES**

The trustees (who are also directors of charitable company for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

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

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

**MINISTRY OF STORIES**  
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Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2021 was £80 (2021: £110). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Statement as to disclosure to our independent examiners in so far as the trustees are aware:

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

**Independent Examiners**

Following a competitive tender process, Goldwins Limited were appointed as the independent examiners of the charitable company in 2020. The Board supported the renewal for 2021-22.

The Trustees Report was approved and authorised for issue by the trustees on 8th November 2022 and signed on their behalf by:



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Michaela Greene  
Chair of trustees

Date: 8 November 2022

**THE MINISTRY OF STORIES**  
**SECTION 4. INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF**  
**MINISTRY OF STORIES**

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I report to the trustees on my examination of the accounts of the Ministry of Stories for the year ended 31 March 2022.

**Responsibilities and basis of report**

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

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

**Independent examiner's statement**

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:

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

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

*Anthony Epton*

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Anthony Epton BA FCA CTA FCIE  
Goldwins Limited  
Chartered accountants  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

Date: 10 November 2022

**The Ministry of Stories**  
**Statement of financial activities**  
(incorporating an income and expenditure account)  
**For the year ended 31 March 2022**

		<b>Unrestricted</b>	<b>Restricted</b>	<b>2022</b>	2021
		<b>Funds</b>	<b>Funds</b>	<b>Total</b>	Total
	<b>Note</b>	<b>£</b>	<b>£</b>	<b>Funds</b>	Funds
				<b>£</b>	<b>£</b>
<b>Income from:</b>					
Donations and legacies	<b>3</b>	155,490	282,843	<b>438,333</b>	275,459
Charitable activities	<b>4</b>	44,764	-	<b>44,764</b>	15,141
Other trading activities	<b>5</b>	2,055	-	<b>2,055</b>	15,496
Investments	<b>6</b>	10	-	<b>10</b>	99
<b>Total income</b>		<b>202,319</b>	<b>282,843</b>	<b>485,162</b>	<b>306,195</b>
<b>Expenditure on:</b>					
Raising funds	<b>7</b>	53,463	-	<b>53,463</b>	66,117
<i>Charitable activities:</i>	<b>7</b>				
Community programme		114,694	82,156	<b>196,850</b>	155,424
Schools programme		130,729	93,642	<b>224,371</b>	189,381
National programme		3,086	2,209	<b>5,295</b>	26,090
<b>Total expenditure</b>		<b>301,972</b>	<b>178,007</b>	<b>479,979</b>	<b>437,012</b>
<b>Net income / (expenditure) before net gains / (losses) on</b>		(99,653)	104,836	<b>5,183</b>	(130,817)
Transfers between funds		39,267	(39,267)	-	-
<b>Net movement in funds</b>		(60,386)	65,569	<b>5,183</b>	(130,817)
<b>Reconciliation of funds:</b>					
Total funds brought forward		455,621	103,123	<b>558,744</b>	689,561
<b>Total funds carried forward</b>	<b>17</b>	<b>395,235</b>	<b>168,692</b>	<b>563,927</b>	<b>558,744</b>

All of the above results are derived from continuing activities.  
There were no other recognised gains or losses other than those stated above.  
The attached notes form part of these financial statements.

**The Ministry of Stories**  
**Balance sheet**  
**As at 31 March 2022**

	Note	2022 £	2022 £	2021 £	2021 £
<b>Fixed assets:</b>					
Tangible assets	11		1,209		1,692
Investments	12		10		10
			<u>1,219</u>		<u>1,702</u>
<b>Long Term assets:</b>					
Debtors	13		-		3,668
<b>Current assets:</b>					
Debtors	13	47,715		20,336	
Cash at bank and in hand		<u>538,901</u>		<u>549,120</u>	
		<u>586,616</u>		<u>569,456</u>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	14	<u>(23,908)</u>		<u>(16,082)</u>	
<b>Net current assets</b>			<u>562,708</u>		<u>553,374</u>
<b>Total net assets</b>			<u>563,927</u>		<u>558,744</u>
<b>Funds</b>					
Restricted funds	17		168,692		103,123
Unrestricted funds:					
Designated funds		167,432		235,652	
General funds		<u>227,803</u>		<u>219,969</u>	
Total unrestricted funds			<u>395,235</u>		<u>455,621</u>
<b>Total funds</b>			<u>563,927</u>		<u>558,744</u>

The financial statements have been prepared in accordance with the special provisions for small companies under Part15 of the Companies Act 2006.

For the year ending 31 March 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 8 November 2022 and signed on their behalf by:

*Michaela Greene*

**Michaela Greene**  
**Chair**

**Company registration no. 07317370**

The attached notes form part of the financial statements.

**The Ministry of Stories**  
**Statement of cash flows**  
**For the year ended 31 March 2022**

	Note	2022 £	2022 £	2021 £	2021 £
<b>Cash flows from operating activities:</b>					
Net cash provided by / (used in) operating activities	18		(10,219)		(121,208)
<b>Cash flows from investing activities:</b>					
Sale/ (purchase) of fixed assets		-		(1,934)	
		-----		-----	
<b>Cash provided by / (used in) investing activities</b>			-		(1,934)
			-----		-----
<b>Change in cash and cash equivalents in the year</b>			(10,219)		(123,142)
Cash and cash equivalents at the beginning of the year			549,120		672,262
			-----		-----
<b>Cash and cash equivalents at the end of the year</b>	19		538,901		549,120
			=====		=====

**1 Accounting policies**

**a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Companies Act 2006.

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

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 £.

**b) Going concern**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

The Trustees have a reasonable expectation that the Charity can continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

**c) Income**

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

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

**d) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

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

**1 Accounting policies (continued)**

**e) Interest receivable**

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

**f) Fund accounting**

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

**g) Expenditure**

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

- Costs of raising funds include the direct cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs which can be directly allocated to activities and those of an indirect nature necessary to support them.
- Other expenditure represents those items not falling into any other heading.

Costs are allocated between expenditure categories based on usage of the resource. Where costs cannot be directly allocated they are apportioned on an appropriate basis and recognised in the Statement of Financial Activities.

As the Charity is not VAT registered, expenses are incurred on a gross basis inclusive of any VAT.

**h) Allocation of support costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity and its activities. These costs have been allocated between expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

**i) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

~ Equipment	25% straight line
-------------	-------------------

**1 Accounting policies (continued)**

**j) Investments**

The cost of ordinary shares in the wholly owned trading subsidiary, HSMS Ltd (company number 07317370), are accounted for as fixed asset investments on the Charity's balance sheet.

**k) Debtors**

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

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

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

**m) Creditors**

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

**n) Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**o) Pensions**

The Charity participates in the NEST pension scheme, a defined contribution scheme. Contributions are recognised at cost.

**p) Taxation**

No provision is made in these accounts for corporation tax as the charity is exempt from such taxes, with income and gains applied to charitable purposes in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

**2 Detailed comparatives for the statement of financial activities**

	2021 Unrestricted £	2021 Restricted £	2021 Total £
<b>Income from:</b>			
Donations and legacies	189,789	85,670	275,459
Charitable activities	15,141	-	15,141
Other trading activities	15,496	-	15,496
Investments	99	-	99
<b>Total income</b>	<u>220,525</u>	<u>85,670</u>	<u>306,195</u>
<b>Expenditure on:</b>			
Raising funds	66,117	-	66,117
Charitable activities:			-
Community programme	104,084	51,340	155,424
Schools programme	126,825	62,556	189,381
National programme	17,472	8,618	26,090
<b>Total expenditure</b>	<u>314,498</u>	<u>122,514</u>	<u>437,012</u>
<b>Net movement in funds</b>	(93,973)	(36,844)	(130,817)
Total funds brought forward	549,594	139,967	689,561
<b>Total funds carried forward</b>	<u><u>455,621</u></u>	<u><u>103,123</u></u>	<u><u>558,744</u></u>

**3 Income from donations and legacies**

	Unrestricted £	Restricted £	<b>2022 Total £</b>	2021 Total £
Grants	97,353	217,970	<b>315,323</b>	185,591
Government Furlough Scheme	-	-	-	10,197
Corporate Donations	4,171	61,773	<b>65,944</b>	23,338
Donations from individuals	36,074	3,100	<b>39,174</b>	45,160
Donations in kind	14,722	-	<b>14,722</b>	10,666
Community fundraising	3,170	-	<b>3,170</b>	507
	<u>155,490</u>	<u>282,843</u>	<u><b>438,333</b></u>	<u>275,459</u>

Donated goods and services were received during the year for photography, film and design work, project management, print and installation costs, consultancy (marketing) and legal advice and organisational policy updates.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

**4 Income from charitable activities**

	Unrestricted	Restricted	2022 Total	2021 Total
	£	£	£	£
Venue hire and consultancy	6,250	-	<b>6,250</b>	5,100
Post office income	120	-	<b>120</b>	128
Schools income	38,394	-	<b>38,394</b>	9,913
<b>Total income from charitable activities</b>	<b>44,764</b>	<b>-</b>	<b>44,764</b>	<b>15,141</b>

**5 Income from other trading activities**

	Unrestricted	Restricted	2022 Total	2021 Total
	£	£	£	£
Trading Subsidiary income	2,055	-	<b>2,055</b>	3,618
Other income	-	-	<b>-</b>	11,878
	<b>2,055</b>	<b>-</b>	<b>2,055</b>	<b>15,496</b>

**6 Income from investments**

	Unrestricted	Restricted	2022 Total	2021 Total
	£	£	£	£
Investment in trading subsidiary	10	-	<b>10</b>	99
	<b>10</b>	<b>-</b>	<b>10</b>	<b>99</b>

All of the charity's investment income arises from interest payable on a loan to the trading subsidiary, which was settled in June 2021.

The wholly owned trading subsidiary HSMS Ltd is incorporated in the United Kingdom (company number 07317370) and pays all of its distributable profits to the charity under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

7a Analysis of expenditure (current year)

	Basis of allocation	Cost of raising funds £	Charitable activities			Support costs £	Governance costs £	2022 Total £	2021 Total £
			Community programme £	Schools programme £	National programme £				
Staff costs	Direct/Staff Time	51,870	82,399	86,320	-	46,042	-	<b>266,631</b>	277,927
Direct Charitable Expenses	Direct/Usage Estimate	-	29,329	41,485	3,093	-	-	<b>73,907</b>	31,239
Premises	Direct	-	-	-	-	42,547	-	<b>42,547</b>	46,088
Communications	Direct	1,593	-	-	-	6,483	-	<b>8,076</b>	20,941
Professional Expenses	Direct	-	-	-	-	33,782	1,040	<b>34,822</b>	17,028
Comms Freelance Costs	Direct	-	-	-	-	13,252	-	<b>13,252</b>	13,073
Expenditure In Kind	Direct	-	-	-	-	14,722	-	<b>14,722</b>	10,666
Information Technology	Direct	-	-	-	-	7,263	-	<b>7,263</b>	4,525
Insurance	Direct	-	-	-	-	2,465	-	<b>2,465</b>	2,185
Bank Charges	Direct	-	-	-	-	919	-	<b>919</b>	933
Depreciation	Direct	-	-	-	-	484	-	<b>484</b>	242
Sundry Expenses	Direct/Usage Estimate	-	3,268	3,268	-	7,787	568	<b>14,891</b>	12,165
		<b>53,463</b>	<b>114,996</b>	<b>131,073</b>	<b>3,093</b>	<b>175,746</b>	<b>1,608</b>	<b>479,979</b>	<b>437,012</b>
Support costs	Based on the total cost of each activity	-	81,112	92,452	2,182	(175,746)	-	-	-
Governance costs	Based on the total cost of each activity	-	742	846	20	-	(1,608)	-	-
<b>Total expenditure 2022</b>		<b>53,463</b>	<b>196,850</b>	<b>224,371</b>	<b>5,295</b>	<b>-</b>	<b>-</b>	<b>479,979</b>	
Total expenditure 2021		66,117	155,424	189,381	26,090	-	-		437,012

Of the total expenditure, £301,972 was unrestricted (2021: £314,498) and £178,007 was restricted (2021: £122,514).

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

**7b** Analysis of expenditure (prior year)

	Basis of allocation	Cost of raising funds £	Charitable activities				Support costs £	Governance costs £	2021 Total £
			Community programme £	Schools programme £	National programme £				
Staff costs	Direct/Staff Time	64,432	63,236	85,406	4,679	60,174	-	277,927	
Direct Charitable Expenses	Direct/Usage Estimate	-	13,648	8,891	8,700	-	-	31,239	
Premises	Direct	-	-	-	-	46,088	-	46,088	
Communications	Direct	1,685	-	-	-	19,256	-	20,941	
Professional Expenses	Direct	-	-	-	-	16,038	990	17,028	
Comms Freelance Costs	Direct	-	-	-	-	13,073	-	13,073	
Expenditure In Kind	Direct	-	-	-	-	10,666	-	10,666	
Information Technology	Direct	-	-	-	-	4,525	-	4,525	
Insurance	Direct	-	-	-	-	2,185	-	2,185	
Bank Charges	Direct	-	-	-	-	933	-	933	
Depreciation	Direct	-	-	-	-	242	-	242	
Sundry Expenses	Direct/Usage Estimate	-	2,818	2,818	-	6,196	333	12,165	
		66,117	79,702	97,115	13,379	179,376	1,323	437,012	
Support costs	Based on the total cost of each activity	-	75,168	91,590	12,618	(179,376)	-	-	
Governance costs	Based on the total cost of each activity	-	554	676	93	-	(1,323)	-	
<b>Total expenditure 2021</b>		66,117	155,424	189,381	26,090	-	-	437,012	

Of the total expenditure, £314,498 was unrestricted and £122,514 was restricted.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

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**8 Net income / (expenditure) for the year**

This is stated after charging / (crediting):	<b>2022</b>	2021
	£	£
Depreciation	<b>483</b>	242
Independent examination fee	<b>1,000</b>	1,000
	<hr/> <hr/>	<hr/> <hr/>

**9 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:	<b>2022</b>	2021
	£	£
Salaries and wages	<b>239,655</b>	249,437
Social security costs	<b>19,793</b>	18,808
Employer's contribution to defined contribution pension schemes	<b>7,183</b>	7,163
Redundancy and termination costs	-	2,519
	<hr/> <b>266,631</b> <hr/>	<hr/> <b>277,927</b> <hr/>

There were no employees (2021: 0) who received emoluments of more than £60,000.

The key management personnel of the Charity, comprise the trustees, the Director and Deputy Director. The total employee benefits including employer's national insurance and employer's pension contributions of the key management personnel of the charity were £107,534 (2021: £105,288).

The Charity trustees were not paid or received any other benefits from employment with the Charity or its subsidiary in the year (2021: £nil) neither were they reimbursed expenses during the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil).

**Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was 10 (2021: 10 - restated).

**10 Taxation**

The charity is exempt from tax on income and gains applied to charitable purposes, in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

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**11 Tangible fixed assets**

	Equipment £	Total £
<b>Cost</b>		
At the start of the year	21,086	<b>21,086</b>
Additions in year	-	-
At the end of the year	<u>21,086</u>	<u><b>21,086</b></u>
<b>Depreciation</b>		
At the start of the year	19,394	<b>19,394</b>
Charge for the year	483	<b>483</b>
At the end of the year	<u>19,877</u>	<u><b>19,877</b></u>
<b>Net book value</b>		
<b>At the end of the year</b>	<u>1,209</u>	<u><b>1,209</b></u>
At the start of the year	<u>1,692</u>	<u>1,692</u>

All of the above assets are used for charitable purposes.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

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**12 Fixed asset investment**

<b>Charity</b>	<b>2022</b>	2021
<b>Cost or valuation</b>	<b>£</b>	<b>£</b>
As at 1 April 2021	<b>10</b>	10
Additions	-	-
At the end of the year	<u><b>10</b></u>	<u>10</u>

**Hoxton Street Monster Supplies Ltd**

		<b>Current and Prior Year</b>		<b>2022</b>	<b>2021</b>
		<b>Equity held</b>		<b>Turnover</b>	
		<b>No.</b>	<b>%</b>	<b>£</b>	<b>£</b>
Main trading activity:	Retail	<b>10</b>	<b>100</b>	<b>64,425</b>	49,536
					<b>Profit for the year</b>
				<b>£</b>	<b>£</b>
	Hoxton Street Monster Supplies Ltd			<b>10</b>	-

Hoxton Street Monster Supplies Ltd is exempt from audit under s479A of Companies Act 2006.

The charity has an investment of £10 in the share capital of its wholly owned, trading subsidiary: Hoxton Street Monster Supplies. The shares are not listed.

In June 2021 Hoxton Street Monster Supplies settled the final balance due on a £30,000 loan taken from the Charity on 9th March 2015. The original term of the loan was 5 years but this was extended in March 2019 for a further 2 years to allow Hoxton Street Monster Supplies to invest in new products and marketing.

**13 Debtors**

	<b>2022</b>	2021
	<b>£</b>	<b>£</b>
Trade debtors	<b>13,328</b>	31
Other debtors	<b>15,175</b>	8,556
Prepayments	<b>3,000</b>	-
Accrued income	<b>16,212</b>	11,749
	<u><b>47,715</b></u>	<u>20,336</u>
<b>Falling due &gt; 1 year</b>		
Amounts due from subsidiary	-	3,668
	<u>-</u>	<u>3,668</u>

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

**14 Creditors: amounts falling due within one year**

	<b>2022</b>	2021
	<b>£</b>	£
Trade creditors	<b>7,605</b>	5,340
Taxation and social security	<b>6,054</b>	6,247
Other creditors	<b>1,150</b>	551
Accruals	<b>5,639</b>	990
Deferred income	<b>3,460</b>	2,954
	<b>23,908</b>	16,082

**15 Deferred income**

	<b>2022</b>	2021
	<b>£</b>	£
Balance at the beginning of the year	<b>2,954</b>	19,117
Amount released to income in the year	<b>(2,954)</b>	(19,117)
Amount deferred in the year	<b>3,460</b>	2,954
Balance at the end of the year	<b>3,460</b>	2,954

Deferred income comprises amounts invoiced to Schools relating to the next financial year.

**16 Analysis of net assets between funds**

	General			
	unrestricted	Designated	Restricted	<b>Total funds</b>
	£	£	£	£
Tangible fixed assets	1,209	-	-	<b>1,209</b>
Investments	10	-	-	<b>10</b>
Net current assets	226,584	167,432	168,692	<b>562,708</b>
<b>Net assets at the end of the year</b>	<b>227,803</b>	<b>167,432</b>	<b>168,692</b>	<b>563,927</b>

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

**17 Movements in funds**

	At the start of the year £	Income & gains £	Expenditure & losses £	Transfers £	At the end of the year £
<b>Restricted funds:</b>					
The Mercers' Company	81,711	45,000	76,175	-	<b>50,536</b>
The Young Londoners Fund	10,402	45,599	47,245	-	<b>8,756</b>
Jack Petchey Foundation	2,865	-	2,865	-	-
Paul Hamlyn Foundation	2,495	-	2,495	-	-
Cockayne Grants for the Cockanye II	5,650	-	5,650	-	-
ACE Pathfinders	-	8,000	5,715	-	<b>2,285</b>
Foundation Future London	-	20,401	12,424	-	<b>7,977</b>
Hello Hackney Fund	-	11,975	-	-	<b>11,975</b>
High Street & Town Centre F	-	9,998	-	-	<b>9,998</b>
Shoreditch and Hoxton Art F	-	9,997	-	-	<b>9,997</b>
UBS Speak Up	-	10,000	10,000	-	-
UBS Write Hackney	-	16,075	1,569	-	<b>14,506</b>
Other Restricted Funds	-	27,148	13,869	-	<b>13,279</b>
	-	78,650	-	(39,267)	<b>39,383</b>
<b>Total restricted funds</b>	<b>103,123</b>	<b>282,843</b>	<b>178,007</b>	<b>(39,267)</b>	<b>168,692</b>
<b>Unrestricted funds:</b>					
Development Fund	235,652	-	18,220	(50,000)	<b>167,432</b>
General Funds	219,969	202,319	283,752	89,267	<b>227,803</b>
<b>Total unrestricted funds</b>	<b>455,621</b>	<b>202,319</b>	<b>301,972</b>	<b>39,267</b>	<b>395,235</b>
<b>Total funds</b>	<b>558,744</b>	<b>485,162</b>	<b>479,979</b>	<b>-</b>	<b>563,927</b>

**Transfers between funds**

A cost transfer of £39,267 has been made from restricted funds to unrestricted funds relating to indirect expenditure.

**17 Movements in funds**

**Purposes of restricted funds**

<b>The Mercers' Company</b>	Funding for 'Writing Brighter Futures', an ambitious new programme of works with a consortium of schools in Tower Hamlets. The 3-year funding for the partnership is from The Charity of Sir Richard Whittington, a charity associated with the Mercers' Company.
<b>The Young Londoners Fund</b>	Funding for 'Your Story Starts Here' programme, which provides free after school and weekend Community Writing Labs for 10 - 16 year olds. This 3-year funding is helping us to grow the number of Community Writing Labs from three to five and to secure Bronze Quality Mark status for our work with young people, quality assured by London Youth.
<b>Jack Petchey Foundation</b>	Funding for 'Your Time To Shine' project, focused on increasing youth volunteering for 16 - 25 years olds at Ministry of Stories. Extended due to the pandemic.
<b>Paul Hamlyn Foundation</b>	Funding towards programme evaluation.
<b>Shoreditch and Hoxton Art Fund</b>	Funding raised by a levy on developers in Shoreditch and Hoxton, which aims to bring different communities together through public and accessible arts projects. The grant supported the delivery of our community labs Unexpected Poetry project including salaries, running costs, freelance artists, materials and final publication across two financial years.
<b>Cockayne Grants for the Arts and the London Community Foundation</b>	A US-based organisation which funds high quality fringe arts performances and installations supported the delivery the 'Unexpected Poetry' project as part of our community programme, including salaries, running costs, freelance artists, materials and final publication across two financial years.
<b>Cockayne Grants for the Arts and the London Community Foundation - 2nd grant award</b>	As above, supported the delivery of the 'Time Travellers' Guide to Hoxton' project as part of our community programme, including salaries, running costs, freelance artists, materials and final publication across two financial years.
<b>ACE Pathfinders</b>	Funding from Arts Council England to devise and deliver 6 pilot creative commissions to recruit new young writers to our programmes over 2 financial years.
<b>Foundation Future London</b>	Funding for 'Your Story Starts Here' programme for 2022/23. Grant carried forward in full for delivery in 2022/23.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

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<b>Hello Hackney Fund</b>	Funding towards 'Your Story Starts Here' programme delivery for the 'Ha Ha Hackney' project in Autumn 2022. Grant carried forward in full for delivery in 2022/23.
<b>High Street &amp; Town Centre Fund</b>	Funding to review and upgrade the Postal Services community engagement project, facilitated in Hoxton Street Monster Supplies. Grant carried forward in full for delivery in 2022/23.
<b>Shoreditch and Hoxton Art Fund II</b>	Funding raised by a levy on developers in Shoreditch and Hoxton, which aims to bring different communities together through public and accessible arts projects. This grant supported the delivery of the 'Escape Artists' project as part of our community programme, including salaries, running costs, partnership fees, materials and final escape room installation across two financial years.
<b>UBS Speak Up</b>	Funding from UBS for Speak Up programme delivery with Bridge Academy for 3 years.
<b>UBS Write Hackney</b>	Funding from UBS for Write Hackney transitions project, working with secondary and primary school partners over 2 financial years.
<b>Other Restricted Funds</b>	These include restricted donations including grants from Trusts and Foundations which are spent in line with the purposes specified. The largest grant award includes funding from The Lightbulb Trust for 'Your Story Starts Here' programme delivery during calendar year 2022. Funding also targeted support from Tom Ap Rhys Pryce Memorial Trust (older group on Saturday afternoons) and Portal Trust (Tuesday quiet lab pilot).
<b>Development Fund</b>	Funds designated by the board, the remaining amount relating to a balance from an anonymous corporate donation received in 2019/20 which is planned to be spent over the next year.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2022**

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<b>18 Reconciliation of net income / (expenditure) to net cash flow from operating activities</b>	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
<b>Net income / (expenditure) for the reporting period (as per the statement of financial activities)</b>	<b>5,183</b>	<b>(130,817)</b>
Depreciation	<b>483</b>	242
(Increase)/ decrease in debtors	<b>(23,711)</b>	28,680
Increase/ (decrease) in creditors	<b>7,826</b>	(19,313)
<b>Net cash provided by / (used in) operating activities</b>	<b>(10,219)</b>	<b>(121,208)</b>

**19 Analysis of cash and cash equivalents**

	At 1 April 2021 £	Cash flows £	Other changes £	At 31 March 2022 £
Cash at bank and in hand	549,120	(10,219)	-	<b>538,901</b>
<b>Total cash and cash equivalents</b>	<b>549,120</b>	<b>(10,219)</b>	<b>-</b>	<b>538,901</b>

**20 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital.

**21 Related party transactions**

Aggregate unrestricted donations from Trustees during the year were £1,235 (2021: £1,520). There were no payments to Trustees in year (2021: £0).

Income from the trading subsidiary disclosed in Note 5 includes £1,000 (2021: £3,618) in relation to the surplus to be gift aided to the Charity and £17,479 (2021: £11,878) in management fee income in respect of salary costs.

**THE MINISTRY OF STORIES**

England & Wales - Charity number 1138553

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# Accounts

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## **MINISTRY OF STORIES**

**Ministry of Stories  
Trustees' Report and Financial Statements  
For the year ended 31 March 2021**

Registered Company Number: 07317370  
Charity Registration Number: 1138553

**THE MINISTRY OF STORIES  
TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
YEAR ENDED 31 MARCH 2021**

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**THE MINISTRY OF STORIES**  
**SECTION 1: TRUSTEE BOARD AND ADMINISTRATIVE DETAILS**  
**YEAR ENDED 31 MARCH 2021**

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**Trustees**

Régis Cochefert, Chair  
Michaela Greene, Vice-Chair  
Simon Mott-Cowan, Vice-Chair/  
Treasurer  
Anya Zhuravkina

Duncan Kilty  
Mina Marsh  
Nick Makoha  
Piers Torday  
Shân Maclennan

**Chief Executive (Director)**

Rob Smith

**Deputy Director**

Kirsty Telford

**Registered Office**

159 Hoxton Street  
London N1 6PJ

**Legal Advisors**

Morgan, Lewis &  
Bockius UK LLP  
Condor House  
5-10 St. Paul's  
Churchyard  
London EC4M 8AL

**Accountants**

Counterculture  
Partnership LLP  
Unit NH.204  
E1 Studios  
7 Whitechapel Road  
London E1 1DU

**Bankers**

HSBC PLC  
Lion House  
25 Islington High  
Street  
London N1 6L

**Independent Examiner**

Goldwins Limited  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

Registered Charity Name: The Ministry of Stories  
Registered Charity Number (England and Wales): 1138553  
Registered Company Number: 07317370



### **A message from our Chair**

This has been a year like no other.

When we closed the doors of our writing centre back in March, we could not have foreseen that more than a year of disruption would lie ahead for our young writers, volunteers, programmes and school partners.

As I write, we are indeed still all facing various levels of upheaval and uncertainty across all areas of our personal and professional lives: friendships, family life, routines are still disrupted, over 18 months after the start of the initial lockdown.

It is not just the pandemic that has altered our lives over the last few months: Brexit, the murder of George Floyd and the resurgence of the Black Lives Matter movement have also contributed to the re-shaping of our world.

As a board of trustees, we recognised that Ministry of Stories started the year on a strong financial footing and therefore took the brave decision not to furlough the core team. I have seen them work harder and more creatively than ever before, all while keeping their chin up through a period of huge uncertainty and sometimes juggling additional commitments at home too.

I am incredibly proud of how the Ministry of Stories has adapted and dug deep in its resilience to prioritise our young writers during this time: innovating and adapting all programmes quickly to ensure that we were able to continue to offer our much needed weekly support - not just during lockdown, but also in the months that ensued. Much of this was done remotely and digitally, but with the same creative energy. The result has led to some of the best writing since the organisation started and it is a tribute to the imagination and talent of our young writers as much as to that of the team and our volunteers.

We had a tough year financially, with the cancellations of our fundraising gala and Raise the Roof renovation campaign. As a consequence, we fell significantly short of our fundraising targets. Despite this set-back, we have a plan to reach more children and young people than ever before in the year ahead: we believe that we can offer an essential creative outlet as they face pressure to close the attainment gap caused by the pandemic. We will increase the number of weekly writing clubs in our community programme and grow the number of schools we work with.

**THE MINISTRY OF STORIES  
SECTION 2: INTRODUCTION  
YEAR ENDED 31 MARCH 2021**

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This year we marked our 10th birthday more quietly, but with no less resolve in our commitment to serve east London for the next decade. Even though the fundraising landscape remains quite uncertain, we know that we have a lot to offer to our young writers, their families and carers and their schools. We will seek to gather as much support as we can to ensure that our commitment to east London is met.

Whether you are a funder, donor, volunteer or school partner, thank you for supporting us through these uncertain times and for backing our young people so that they can write a brighter future for themselves.

After more than six years as Chair, I am stepping down at the end of 2021. I am delighted that one of our two Vice-Chairs, Michaela Greene, will succeed me. She has in-depth knowledge of the organisation and a huge commitment to our vision and values. I am hugely grateful to my predecessor, Nick Hornby; to the invaluable contributions of existing Board members and of those whose mandate finished since I joined; to the two founders - Lucy Macnab and Ben Payne, whose vision led to the Ministry of Stories as it is; to our current Director and Deputy Director, Rob Smith and Kirsty Telford, whose leadership helped us through the last 18 months; to the team and all our volunteers for supporting our young writers through thick and thin; and to Arts Council England and our many donors and supporters for their on-going support.

Being part of the Ministry's story has been an incredible privilege and very rewarding. I look forward to seeing the organisation stabilise and grow over the next ten years – and the ten years after that!



**Régis Cochefert  
Chair of Trustees  
Ministry of Stories**

**THE MINISTRY OF STORIES  
SECTION 2: INTRODUCTION  
YEAR ENDED 31 MARCH 2021**

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**A message from our Director**

When the coronavirus pandemic hit we were devastated to shut our doors to our young people.

Within days of closure we took the decision that we must do all we could to reach our young writers and their families at home. Overnight they had lost so much of their regular structure, interaction and opportunities because of lockdown.

After a several weeks of hard work and ingenuity, we transformed our writing programmes from being in-person with books and pencils, to being online.



From sofas, kitchen tables, desks and mobile phones across Hackney our young writers logged-in. We got to better know their parents, carers and siblings as we joined families virtually in their homes and they listened in the background or joined in with our sessions - an unexpected highlight of a difficult time.

Our writing leaders, Jess and Miriam, adapted so readily to leading workshops in a new online space - learning the ins and outs of Zoom, finding ingenious ways to keep our young people engaged and happy, and training up our volunteer mentors in how to keep our young writers safe in their new online environment.

We fundraised to bring back our online writing and mentoring platform, The Story Engine, so that young people had the freedom to write at a time that worked for them. We also surprised them with creative gifts through their letterboxes for when they were fatigued from being on screen. I am so proud of how our Writing Facilitators and the staff team pulled this off.

For our most vulnerable young people we carefully re-introduced in person one-to-one mentoring, creating vital space for time, care and individual attention from our volunteer Writing Mentors.

Our schools work adapted too – using a creative mix of video content, google classroom, remote mentoring and writing challenges for home. We supported teachers to transition their work, keeping that all important creative connection for their pupils.

But most of all I'm proud of our young writers themselves. Many of them really struggled being away from their friends and schools and with the intensity that comes with online learning. We know some have felt upset, anxious and overwhelmed. We have been blown away by the quality of the writing and depth of emotion that even our youngest writers have shown through their work. Despite all kinds of challenges and obstacles, they turned up week after week bringing their best ideas.

Our volunteers stepped up too - more than 90 of them - to support all our new ways of working.

Thanks to their resilience and creativity we were able to produce outstanding anthologies, a brand new audio soap with the BBC and a groundbreaking installation project Unexpected Poetry which grabbed the attention of the community across Hackney.

We would like to take this opportunity, in advance, to thank our outgoing chair Régis Cochefert for his skill, experience and support throughout a challenging year. He has guided us expertly with wisdom, humour and kindness. As Regis steps down, we look forward to welcoming Micheala Greene into her new role as Chair next year.

We're looking forward to slowly and safely resuming work in person at our writing centre and in schools to full force, and we look forward to having you round for a cuppa soon!

A handwritten signature in purple ink, appearing to read 'Rob Smith', with a long horizontal flourish extending to the right.

**Rob Smith**  
**Director**  
**Ministry of Stories**

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**Inside, You May Expect the Ordinary**

A group poem written during lockdown by writers from the Ministry of Stories  
Community Writing Labs with Jessica Randall and Miriam Nash

Follow me. Hear eerie noises of genies,  
or a unicorn's lavender cough,  
ringing sharp through crystal air.

Follow me to a world of comedy,  
an oasis where your worries melt away.  
Follow me and make footprints in smooth, solid ice.

Follow me and see zombies battle dragons,  
whilst four-headed lizards  
flee from a time war in a punk rock van.

Be careful not to tread the wrong path,  
to glimpse the apocalypse,  
breathe the rotting smell of lies, of fear,

to hear screams rise,  
as the tongue-sharp guillotine falls.  
Come away. Follow me.

We'll seek the apple-pie sweet smell of truth,  
feel relief as pure as larks' song  
or a china cup of jasmine tea.

Follow me to the warm sunset,  
where waves crash on seaweed rocks,  
then saunter to shore, calm as an old dog.

Follow me to the barbecue scent of fire-sizzled earth,  
where histories meet to make sense of this time.  
Stone Age, Ice Age, Vikings, us.

Together, we'll find the place  
where the cherry tree grants your wishes  
with delicious red berries.

Happy as angels,  
we'll pluck the fruit and taste  
wisdom,  
courage,  
love.

**THE MINISTRY OF STORIES  
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**ABOUT MINISTRY OF STORIES**

[Ministry of Stories](#) champions the writer in every child. Co-founded by author Nick Hornby in 2010, we help young people discover their confidence, imagination and potential through the power of their writing. We develop self-respect and communication skills through innovative writing programmes and small group mentoring for children living in under-resourced communities, working in schools, and at our dedicated writing centre in east London.

We empower young people to write brighter futures for themselves through the power of their ideas, creativity and imagination. Over the last ten years, we have supported more than 11,000 children to harness their voice through their writing.

**SECTION 3. TRUSTEES' REPORT**

The trustees, who are also directors under company law, present their report and financial statements for the year ended 31 March 2021.

The trustees confirm that the financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

**CHARITABLE PURPOSES FOR THE PUBLIC BENEFIT**

The trustees have given due consideration to the guidance on public benefit issued by the Charities Commission (Public Benefit requirement under the Charities Act 2011) and believe that the activities undertaken during the year provide public benefit while fulfilling the objectives of the charity.

The Ministry of Stories' charitable purposes remain those specified in the Memorandum and Articles of Association.

1. ***The Advancement of Education*** – to advance education for the public benefit in writing and reading in all its forms.
2. ***Young People*** – to act as a resource for young people up to the age of 18 by providing advice and assistance, organising programmes of education and other activities as a means of:
  - a) Advancing in life and helping young people by developing their skills, capacities, and capabilities to enable them to participate in society as independent, mature and responsible individuals.
  - b) Advancing education
  - c) Relieving unemployment, and
3. ***Social inclusion*** – to promote social inclusion for the public benefit by preventing people from being socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society

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**AIMS AND OBJECTIVES OF MINISTRY OF STORIES**

**OUR STARTING POINT**

We believe that children in our communities have their potential limited because society does not value, resource or represent them.

**OUR AIM**

For children and young people to have a voice to affect change, using the power of their ideas and imagination to write brighter futures for themselves.

**OUR METHODOLOGY**

Through a range of innovative writing programmes and small group mentoring, we help young people discover and realise their own creative potential.

Through our innovative storytelling and writing workshops, children gain confidence, grow in self-respect, and learn new skills.

We have six core pillars which underpin our methodology:

1. Creation of inspiring learning spaces
2. Individual support from volunteer mentors
3. Delivery of effective writing programmes, led by professional writers
4. Publications and performances
5. Creating communities of writers
6. Engaging local communities

**OUR IMPACT**

*"If you're new here, this is a place where you can free your mind on a piece of paper and become what you want", young writer, aged 11*

Our Theory of Change identifies the outcomes we achieve through our writing programmes and we measure these through our evaluation framework.

Using creative writing as a versatile and inspirational tool, the children and young people who attend our programmes:

- Grow in confidence and courage
- Become better writers
- Become better speakers
- Feel positive about themselves
- Feel safe emotionally and physically
- Have their creativity and imagination celebrated

We also aim for adults - be they parents, carers, teachers or the wider public - to discover new talent and potential in the young people.

## **OUR YOUNG WRITERS**

*"I have always written stories ever since I was small and whenever I looked for a class to attend I wouldn't be able to afford it so I am very thankful for the opportunity and I just love being with people who share the same interests as me." - young writer*

At Ministry of Stories, we believe the best way for young people to gather skills and realise their potential is by discovering the power of their ideas and imagination.

Our free after-school writing labs are for children and young people aged between 8-15 who live within a 500m radius of our centre or attend one of seven targeted local schools who have at least 40% of students in receipt of Pupil Premium.

We exist for the young people who can't easily access creative programmes due to a lack of confidence or affordability. This year we continued to reach the young people in greatest need of our support: 81% of our children live in the 30% lowest income households nationally.

We are proud that our community labs also reflect the diversity in our community. 48% of community lab children identify as Black, Asian or Minority Ethnic, of which more than 30% identify as Black British, Black British African or Black British Caribbean. 4% of our young writers are disabled.

Ministry of Stories work with children who have on average lower wellbeing scores than the general population (measured using the Stirling Wellbeing scale). Over the last 3 months, we have seen a notable increase in safeguarding concerns relating to young people's low mood, mental wellbeing, anxiety and depression.

In addition to our community programme, Ministry of Stories works with schools in the London boroughs of Hackney, Tower Hamlets and Islington; all prioritised for their high percentage of pupils receiving Pupil Premium to ensure that we reach the young people facing the greatest barriers to participation.

## **HOW MANY YOUNG PEOPLE WE REACHED**

*'The job that Ministry of Stories has done during the lockdown and also during the normal workshops prior to coronavirus has been amazing. They have challenged the children to improve their writing skills using their imagination in a very creative way. It has been a sunshine during the dull days of the lockdown' – note from parent of a young writer, community lab*

Despite the many challenges of the pandemic and the closure of both our writing centre and our partner schools, we are proud to have supported **1,643 children and young people to become writers. This is twice as many as the previous year** (2020, 800).

Of these, **85 young people** attended our weekly community writing labs which delivered **112 sessions** over the course of the year.

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**OUR YOUNG WRITERS (cont.)**

In addition, we delivered programmes with **eight schools**, running a total of **105 sessions across primary and secondary schools** in east London.

Across our activity this year there were a total of **5,860 attendances** by young people.

**MAIN ACTIVITIES - ACHIEVEMENTS AND PERFORMANCE**

*"I like being at Ministry of Stories because I really get to use my imagination and explore worlds which I would never be able to reach otherwise." - young writer, community lab*

Our five key charitable activities carried out in the financial year 2020-21 included:

- 1. Community Writing Labs**
- 2. Schools Programme**
- 3. The Story Engine**
- 4. Letterbox Surprises**
- 5. Resources and Publications**

**1. Community Writing Labs**

*"At the end of last year we had a teachers' feedback Zoom with Johnny's school. His teacher gave us such astounding feedback about Johnny's writing at school...I think neither of us quite knew what to say but I know Johnny did feel proud. His teacher said it was clear he read a broad variety of books, but I think his accomplishment in writing is not only because he reads a lot but because of his involvement in your writing club and all that you and the mentors are teaching about writing. It's more than just getting the grammar correct (he corrects me all the time) or completing the task, it's how you help them to develop their style and, as his teacher put it, he has found his voice. Also creative ways to answer a brief, for example today he was asked to write about himself but instead of "I am Johnny, I am 9" etc he quickly came up with a starting line of "Life is a gift and mine is no exception.." I think that way of thinking he has learnt from your teachings. I wanted to share that positive feedback with you and your team." – note from parent of young writer, community lab*

Our **Community Writing Labs** sit at the heart of the organisation, serving our local community, and providing a space for innovation and programme development. From September 2020 we had planned to introduce two new labs, increasing our weekly offer from three to five groups, and from a weekly capacity of 75 young people to c.100.

However, in mid-March 2020, the pandemic led to the suspension of Ministry of Stories' physical writing programmes to ensure the safety of our young writers, volunteers and staff.

### **ACHIEVEMENTS AND PERFORMANCE (cont.)**

By April, we had moved our community writing lab programmes online and taken the decision to merge some of our weekly labs for the duration of the year. As a result we continued to run three community writing labs a week throughout the year (Thursdays, Saturday morning, Saturday afternoon), including the introduction of a new older writers group. We had hoped to grow, but in the face of the pandemic we were proud to have continued to offer 75 places to our young writers (2019, 75).

**Continuing our programming via Zoom** allowed us to forge closer bonds with families. For the first time they had a direct insight into what goes on at a typical Ministry of Stories session, often with a sibling or two joining in the creative exercises. We've made time for phone-calls with parents to check-in with how things were going and developed closer relationships and a better understanding of some of the families who have themselves never ventured through our secret door.

Despite the challenges and upheaval we were also delighted to proceed with our plans to launch a **new writing lab aimed at 11-15 year olds** which started in September as planned. This has created a new progression route for our older writers as they advance through our programmes, as well as providing a new opportunity for alumni from our secondary school projects.

One mentor reflected on how the older group was different from supporting the 8 - 12 age group. *'Young writers in both groups hold passionate beliefs but the older age group are more comfortable grappling with questions of identity and more complex social and political issues [...] the older age group was more invested in how and why the world needed to change.'* - Adrianna, volunteer writing mentor

Despite all the challenges, we exceeded our target of 90% retention for our younger groups on Thursdays and Saturdays (achieving 95% and 96% respectively) and retained 81% of young writers in our new 11-15s group (against a target of 75% set as it was a new group who met for the first time online).

Highlights of 2020-21 Community Writing Labs include:

- **Lockdown Stories** - Each week during the summer term, we gave our young people a writing prompt to help keep their imaginations alight during lockdown. This culminated in an online anthology, [\*Inside, You May Expect the Ordinary\*](#), and two well attended sharing.
- During the May half term holiday we ran two additional sessions. Our adventure story, **The Secret Society of the Werebeasts** - took our young writers on a zoom adventure, using What.Three.Words technology to help them escape from their homes, travel virtually around the world, and solve riddles using useless objects including a hedgehog skeleton to escape certain death.
- **Life Under Lockdown** - work by our young writers was shared on the Life Under Lockdown website through Hackney Cultural Services.

### **ACHIEVEMENTS AND PERFORMANCE (cont.)**

- **Chronicles of Hoxton Street** - in the autumn term our new older group collaborated with the BBC to create *Chronicles of Hoxton Street*, an audio drama marking the 50th anniversary of *The Archers*, but exploring the social issues most important to our community. Four scenes of the audio soap appeared on the [BBC history website](#) and two of the writers, Marcel and Melinda, were interviewed on BBC Radio London (41 mins in). The new group has built trust and safety, tackling issues of homophobia, housing and police racism in their work. The project included a visit from The Archers' head writer Dave Payne.
- **Awfully Bad Travel Guides for International Monsters published** – Our first collaborative project between our school and community programmes and our magical shop. Four new activity books were written, illustrated, published and launched in October. 24 young writers attended the Awfully Bad Monster launch with a total online audience of 90 people.
- **Unexpected Poetry** - our spring term saw writing of persona, place and protest prepared to be released and installed in surprising and unexpected ways into our community in April 2021.

### **Challenges**

We were disappointed to not be able to grow the number of writing labs, including delaying the launch our 5<sup>th</sup> writing lab this year. This new lab will offer a quieter space for learners who need more support in a smaller group and more focussed environment. However, we took the decision to delay the start until the group are able to meet in person.

Our spring term was the most challenging in terms of managing attendance due to 'Zoom fatigue' and a general sense of low energy. However, we were able to retain the interest of our young writers by asking them to work with our partners make:good on their vision for the final installation pieces of their Unexpected Poetry. At the end of the year, 76% of our places (57 total) were filled despite challenging attendance.

### **2. Schools Programme**

*'I was adamant that I wanted a Ministry of Stories project to take place this term - although I had no idea if it would even be possible. We're now approaching our two year anniversary of working with Ministry of Stories, and I've had the total privilege to oversee the amazing work countless students have produced as a result of working with MoS. Not only have I seen the positive impact from both a creative and academic perspective, I have seen young people truly shine as a result of the invaluable feedback and support of the MoS team. I was desperate to provide some stability and escapism for our students during this term, words can be a refuge and this would be my way of throwing them a life raft. The MoS Avengers assembled to create a project specifically for our students – going virtual to ensure as many could take part as possible. The journey has been a fantastic one to follow, with extraordinary work being produced every single week. And now the final destination,*

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**ACHIEVEMENTS AND PERFORMANCE (cont.)**

*this anthology, is something otherworldly. The writing within it has a maturity and craft beyond these students years – thank you, yet again, for making our nebulous ideas a reality that have gone above and beyond anything I could have ever imagined'* - feedback from teacher and English lead, associate secondary school

We had planned for our **Schools Programme** to undergo a significant shift this year, through the growth of our schools offer and a range of different programme approaches. Our aims were to:

1. Establish a new **consortium model** with a group of schools in Tower Hamlets
2. Support schools to commission **bespoke projects**
3. Re-launch our **one-off workshops**
4. Encourage our existing **associate schools** to continue their relationship, by renewing annual or extended contracts

To deliver this expanding schools programme, we were planning to diversify our creative workforce by growing our freelance pool and bring in experts from a broader range of writing forms. This would enable us to programme more flexibly and respond effectively to the needs of schools and their young people.

However, the pandemic led to the closure of our partner school, which meant an early ending of the spring 2020 term and the cancellation of several one-off workshops. From September we were working with schools to slowly rebuild our programmes online and developed bespoke resources according to each school's need and circumstances.

Despite this challenging start to the year, we still delivered many of the plans for our schools programme. We worked closely and flexibly with eight associate schools over the course of the year and secured ten schools for our Tower Hamlets Consortium, which will now commence fully in the Autumn 2021. We also secured funding from UBS to support a schools transition project in Hackney in 2021-22.

The main area we were unable to deliver were our one-off workshops, which require in-person delivery at our writing centre in Hoxton.

Highlights of 2020-21 School Programme include:

- **Bishop Challoner** – our young writers created an outstanding poetry anthology, [Connected: poems from lockdown](#), as part of a correspondence poetry term including feedback via email and use of The Story Engine. The poems express the frustration of lockdown and the longing for distant places and friends. A selection of their unpublished work was submitted to the Foyle Young Poets Awards.
- **Hanover Primary** school's Story Club worked remotely using writing prompts, with the final work celebrated in an e-anthology, [Fox on a Trampoline](#).
- **Swanlea School** commissioned packs of Letterbox Surprises for pupils to use at home.

### ACHIEVEMENTS AND PERFORMANCE (cont.)

- **Telling Tales** - our remote writing club with a Gothic theme proved a great success due to its flexibility in nature and supporting resources. Despite the demanding workload and constant changes at school, 12 short stories were published in an e-anthology, [\*The Shadow Within\*](#), in January 2021.
- **New Wave Federation's** *Recipe of Me* project was completed, with exciting potential to develop the project through the British Council's 'Connecting Classrooms' programme being explored for next term.
- **Book donations** - all schools received book donations from Usborne and Hachette Publishers (100+ books), with thanks to our trustee Piers Torday.
- **Two young writers** who previously took part in our Speak Up programme, received Jack Petchey Awards for their public speaking.

### Challenges

This year we hoped to pilot a **new trainee programme** for emerging artists, designed to nurture diverse, creative talent for our freelance pool, and to provide further progression routes for young writers and volunteers. Due to the flux and reduced demand in the schools programme, we did not feel able to offer a quality learning experience for trainees, and will therefore carry this project forward to 2021-22.

### 3. The Story Engine

*"The mentors are always very supportive and encouraging. They give me brilliant ideas for fun stories that are very different. It's great that I can go online and ask for feedback to help me to build my story."* – young writer, who regularly used our Story Engine creative writing platform during lockdown

In response to the pandemic, we relaunched The Story Engine - our online creative writing and mentoring platform – originally piloted in 2017. The Story Engine offered young people the space and support to write at any time they chose, receiving remote mentoring from our volunteers.

We launched a restricted fundraising campaign to fund the redevelopment of the site, webhosting and to provide additional administrative support.

Having planned to keep the site live for six months initially, designed to reach our writers in the absence of a physical programme, we ended up keeping the site live and in use for the full year. We used this time to test and learn more about the platform and how it was being used by young people and to develop our strategy moving forwards.

Five east London school partners were also given access to The Story Engine.

## **ACHIEVEMENTS AND PERFORMANCE (cont.)**

Highlights of 2020-21 The Story Engine include:

- 225 young writers issued logins
- 194 original stories were submitted
- 168 pieces of feedback were asked for and given by virtual mentors
- 57 finished stories were published to the platform

You can read their published stories [here](#).

### **4. Letterbox Surprises**

For our young writers without internet access or unstable connections we created special Letterbox Surprises. These unexpected creative writing tasks were delivered straight through young writer's front doors during the first lockdown - these were physical activities designed to be completed without the use of any technology to give young people a much needed screen-break.

Our letterbox surprises sent young writers on a poetry scavenger hunt, invited them to create comedy sketches, and even tasked them with creating tiny pieces of furniture for a family of plastic figurines - and then using these dioramas as writing prompts. Sneak a peek at one of them here: [Ministry of Stories - The Shrunken Humans of Hoxton Street Monster Supplies Project](#) (Youtube)

### **5. Resources and Publications**

In order to raise the profile of our young writers, reach new audiences and support others to write creatively, we developed and published 17 new publications and 26 supporting videos in partnership with our young writers, volunteers and staff. This represents our largest volume of publications and film since we founded in 2010.

These comprised of:

- 6 new anthologies of original writing
  - Inside you may Expect the Ordinary
  - Connected, Poems from Lockdown
  - Fox on a Trampoline
  - Blue Sparks Sizzling
  - The Shadow Within
  - A Recipe of Me
- 4 printed books (Awfully Bad Guide to Monster Travel - Asia, Australasia, Africa and The Americas) available through Hoxton Street Monster Supplies.

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**ACHIEVEMENTS AND PERFORMANCE (cont.)**

- 7 new writing resources, five of which are freely available on our website
  - Migration Tales poetry writing resource, published as part of Refugee Week
  - Chronicles of Hoxton Street, inspired by BBC The Archers, audio soap writing resource
  - Poetry Scavenger Hunt, part of our Letterbox Surprise project
  - Writing the News, inspired by BBC Newsreel, containing content from young writers from Hanover Primary
  - Recipe of Me writing resource
  
- 26 short films recorded to support our remote learning

**VOLUNTEERS**

*“Being eighteen, I was scared of both children and adults as I was no longer one and not yet the other. I was terrified of getting it wrong, getting in trouble, and embarrassing myself. Then I realised that no one has all the answers, and you have to give yourself room to make mistakes.”* – Charlotte, volunteer writing mentor and shopkeeper

Volunteers remain fundamental to the delivery of our mission at Ministry of Stories and this year was no exception. Despite the challenges of the pandemic, the closure of our physical programmes and the closure of our shop, we were able to engage 94 volunteers (2020, 218 volunteers) who donated 1,517 hours of their time to our charity (2020, 4,533 hours).

Our volunteers primarily support our workshops as writing mentors – providing one-to-one attention and small group support for our young writers. However, volunteers also perform the role of shopkeeper in Hoxton Street Monster Supplies; administrate and ‘ghostwrite’ for the Hoxton Street Monster Supplies postal services and provide back office administrative support. This year we have also benefited from volunteers with specific skills, including illustration, copy editing and a large volume of typists for our young people’s work.

Funding from the Jack Petchey Foundation has continued to support our ambition to grow youth volunteering through our Your Time to Shine programme. Over the course of their funding period, 30 young volunteers (age 13 - 25) have donated more than 700 hours of time to our charity. This year our young volunteers grew to represent 1/3rd of our total volunteer base.

We currently have a waiting list of 200 volunteers who have registered to train over the course of 2020-21. We hope to reengage many of these from the autumn.

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**OUR IMPACT**

*'Deep in Hoxton, the Ministry of Stories stands.*

*Once a shop and a club flooding with children, now just a building that nobody dares to step into.*

*Inside, you may expect the ordinary: chairs and tables where they were put last, and the atmosphere so quiet, you can hear a pin drop.*

*However, it is quite the opposite now. Inside is pure chaos...'*

Extract from **Mystery in the Ministry**, by Maysaa, inspired by the closure of Ministry of Stories writing centre during lockdown

Using our Theory of Change as a base, this year we launched our new evaluation framework with the support of the Centre for Youth Impact and used this throughout our community programmes.

The framework includes:

1. Surveys and interviews with young writers, teachers, Writing Facilitators and volunteers
2. The Stirling Children's Wellbeing scale to measure changes in young people's wellbeing
3. An anonymous parent survey
4. Our Becoming a Writer tool to measure improvement in writing skills, used across all community and school writing labs at the start and end of the autumn and spring terms.

Feedback from parents, children and volunteers has shown that children and young people have had fun as part of our programmes – unleashing their ideas and imaginations – and through the work arising during the coronavirus pandemic, we know that writing was used as a tool by our young people to express and sustain themselves as they processed what was happening around them.

*"It is wonderful to see how proud she feels when she shares her work and how proud and excited that we feel when we see her published work. The events organised by Ministry of Stories have been amazing. The Unexpected Poetry book is fantastic and a very special record of all the children's work, the writing club team's support and the local community." – parent, community lab member*

**Young writers' perspective**

We expect the impact of the pandemic on young people to be long-lasting, affecting educational attainment, as well as wellbeing.

Over the course of the one term with Ministry of Stories 53% of young people reported improved wellbeing scores, and 100% of our young people said they felt safe at Ministry of Stories.

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**OUR IMPACT (cont.)**

Our end of term survey results of our young writers show that despite the challenges, overwhelmingly we have achieved many of the outcomes we aspire to:

- **96% of our young people enjoyed taking part in Ministry of Stories writing programmes**

*'I am proud that I went on the radio to present my story', Marcel, age 13*

- **86% of our young people created work they were proud of**

*'Ministry of Stories has helped me to stretch my already humungous imagination', Adam, age 11*

- **69% of our young people felt more confident as a result of our programmes**

*'I have learnt how to talk with more confidence and bravery'. David, age 10*

- **79% of our young people developed new skills**

*'I've really learnt how to create worlds with my mind and form characters that I can identify with or understand.' Viola, age 10*

- **76% felt their writing had improved as a result of taking part**

*'My writing has improved. It's clearer, simpler. More raw.' Esme, age 14*

**Parents perspective**

Our end of term survey results of parents and carers show that despite the challenges of the pandemic, overwhelmingly we have achieved many of the outcomes we aspire to:

- **100% said their child enjoyed taking part in our writing programmes**

*'Both Lisa and Viola are now very aware of writing genres and techniques, but above everything else, they enjoy thinking about stories and characters to describe.'*

- **95% of parents said our programmes have helped their child to improve their writing**

The majority of comments focused on improved imagination, creativity, ability to express *'better ideas and thoughts'* through writing, *'extended vocabulary'* and enjoyment of writing.

*'I think they write more professionally when writing from their imagination.'*

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**OUR IMPACT (cont.)**

*'He has learnt new writing techniques, such as haiku.'*

*'The level of writing and creativity has improved, including her use of words to create an image for the reader.'*

- **100% of parents said their child was more confident after taking part in Ministry of Stories writing programmes**

*'My daughter has enjoyed writing for fun, and I feel proud of her work and for having the confidence to share'*

- **94% said their child's achievements at Ministry of Stories this year surprised them**

*'My daughter did brilliant during the last live zoom presentation, reading out loud her own story and the group's poem'*

*'His reading is entertaining. He gives life to his stories'*

- **84% said our programmes had a positive impact on their child's school work**

*'Her work, especially in English, has improved a lot'*

*'Cian's school report has come back saying that he has a great writing skill, and that has to do with Ministry of Stories'*

*'Both Lisa and Viola did really well in literacy and wrote poems for the school students' book'*

**FUTURE STRATEGY**

2021-22 will be a year of consolidation in readiness for the next phase of our ambitious growth strategy. We will root the organisation back into a world that begins to stabilise and rise from the challenges of the global pandemic.

We will return a sense of normality to our writers, and for the organisation more broadly: regrouping and rebuilding. It is not about a radical new direction or reworking of our strategy, a process we have been through over the last 18-months, but one of re-establishing our place in the community, bringing people back together and testing and embedding our new delivery model. This will position us with the confidence and momentum to grow and develop our work, reaching new children and families, young people and schools.

As we begin to emerge from the pandemic, our priority will be to start safely reintroducing our in-person programmes, reconnecting with our young writers and their families.

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**FUTURE STRATEGY (cont.)**

We will have a significant focus on **Community Writing Lab recruitment**, both re-engaging lapsed participants as our physical programmes reopen, but also introducing new young writers to our work. We will introduce a **new Writing Lab** for young people who would benefit from a smaller, more supportive environment, taking the total number of weekly groups to five, the most the organisation has ever run.

We will continue to test our **new schools delivery model**, working closely with schools to design creative projects in response to their needs. We will grow our base of school partners, taking our work to more children across East London. We will learn more about the nature of support that schools require, and how creative approaches can help. We will start delivering our 3-year schools consortium programme, working with clusters of schools to support teachers, and of course leading creative writing projects with children and young people.

We must re-anchor ourselves in our community, from governance, partnerships to participation - cherishing and championing the diversity of our community and taking every opportunity to make this visible throughout our work. We can build a deeper sense of representation and inclusion that runs throughout our work, framed and focused by a new Diversity Action Plan created by a working group of staff, freelancers and trustees in consultation with our young writers and our community.

**RISK**

*'At the heart of all disorder, there is always conflict. Evidently, it may be portrayed in a variety of formats. However, its existence is inevitable, whether that dispute or lack of congruence is against society, nature, or even one's own character. The latter, I find, is most entertaining.'* An extract from **Disorder**, by Yasu, *The Shadow Within & Other Tales*, Gothic Fiction, school anthology

Trustees are responsible for the oversight of the Ministry of Stories Risk Register. This is used as a management tool and is reviewed every 6 months by the Business and Programme Sub Committee and summarised for the full Board. Any risks scored 10+ lead to immediate action by senior management and the Chair and Officers are made aware. All trustees and staff share responsibility to identify new risks that should be added as the climate and/or sector changes. The risk register has been an important and active tool during the pandemic.

At the time of writing, the two highest risks to the Ministry of Stories were:

**1. COVID-related impact on young people's mental health and wellbeing increases pastoral care demands and safeguarding referrals.**

Mitigation: establishment of mental health and wellbeing training for programme leaders, trained Mental Health First Aider, robust Safeguarding Policy and processes in place and annual training for Designated Safeguarding Lead and two Deputy Safeguarding Leads.

**THE MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2021**

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**RISK (cont.)**

**2. Multi-year funders not retained or replaced, resulting in NPO / Core Funding not secured.**

Mitigation: Multi-year fundraising strategy and pipeline in development, mapping and alignment of charity to Arts Council England Investment Principles and strong relationship with Relationship Manager, and delivery of expectations and transparent approach taken with all public funders, trusts and foundations.

**FINANCIAL REVIEW**

The largest source of funding were public funds, which included £90,753 from Arts Council England, and £45,599 from the Greater London Authority for Young Londoners and £10,000 from the London Borough of Hackney (Shoreditch and Hoxton Art Fund). Income also included grants from trusts and foundations (13%) and donations from companies and individuals (23%). We also generated a small contribution of income from our schools.

The majority of the income secured from public funds and trusts and foundations are restricted and deliver key objectives of our charity including our community writing labs programme, underwriting the growth of our schools programme and by contributing to the costs of running our physical writing centre. A summary of each restricted fund is provided in Note 17 of the accounts.

This year our fundraising was affected by the pandemic, which led to higher competition for funding from other charities, as well as funders changing their funding priorities to support charities in desperate need.

As disclosed in Note 3, the Charity also benefited from furlough related government grants totalling £10,197.

Total income received in was £294,317 (2020: £924,631) against an operational budget target of £379,685 for the year, so falling short of our income targets by 22%. The variance was largely due to trusts & foundations (including delayed programme activity), with the remainder corporate donations, events and schools activity having been impacted by the pandemic. Prior year income also included an anonymous corporate donation of £446,007, which was designated to support activities over 4 years from 2019-20.

The descriptions of charitable activities in the accounts have now been updated to reflect the work on schools, community programme and nationally. Prior year expenditure figures have been reanalysed as a result.

## **FINANCIAL REVIEW (cont.)**

### **Fundraising**

The fundraising objectives for Ministry of Stories continued as:

1. High quality relationships with new and existing funders
2. Diversification of funding streams
3. Transition from single year fundraising target towards a multi-year fundraising strategy

Our fundraising activities are run in-house and we do not employ professional fundraisers or commercial participators to support our activity. This year we have continued to be registered with the Fundraising Regulator, have committed to the standards of the Code of Fundraising Practice and are compliant. We have not received any complaints about our fundraising activities. 2020-21 was a year of continued investment in a second fundraiser, a cost which moved from a designated fund (2018-19) to core costs in 2019-20.

2020-21 saw the third year of our current **Arts Council England NPO** agreement, which has now been extended to March 2023. We will use this year to strengthen our case for investment, understand how our work supports the new Arts Council 10-year strategy, and prepare for resubmission in 2021-22.

We have secured several donations and grants from new trust, public and corporate fundraising sources that will help to secure the organisation for the next two years. However, with the pandemic causing a widespread crisis for charities and cultural organisations, this year we saw funders reallocating their core funding programmes into emergency funding, the suspension of grant programmes and closure of funding programmes to new charities.

At this stage, we cannot predict the sources of income will prove to be most fruitful for Ministry of Stories during 2021-22 and feel our biggest risk areas are trusts and foundations, corporates and events. As a result, our fundraising strategy will need to be responsive and nimble to opportunities as they arise, alongside continuing our current approach to spread risk across a number of different sources.

Highlights of 2020-21 fundraising include:

- **The Story Engine campaign** - we completed a successful digital campaign to raise funds to relaunch The Story Engine. The campaign raised £13,448 (including Gift Aid and a contribution from The Charity of Sir Richard Whittington via The Mercers' Foundation) in just over two weeks.
- **10th Birthday in a Box campaign** raised a total of £2,730 from 74 donors, a small way to celebrate our birthday with our supporters in the safety of their own homes due to the cancellation of our 10th Birthday Party Gala.

**THE MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2021**

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**FINANCIAL REVIEW (cont.)**

- **Our Word Sale** - returned for a second time in December 2020, giving supporters the chance to buy their very own word in a library ranging from Abracadabra to Zigzaggery, making a valuable contribution to our fundraising efforts. The Word Sale raised a total of £3,320 from 99 donors, over 70% of these had not engaged with Ministry of Stories previously.
- **Three new Ministers** gained Official Ministerial Status and joined the Ministry of Stories cabinet of supporters. See our full list of Ministers here: <https://ministryofstories.org/about/our-supporters/>
- **Securing funding from UBS** to work with a consortium of primary schools and Bridge Academy to support the transition of year 6 pupils

Our work is only possible due to our dedicated supporters, companies, charitable trusts, foundations and public funders who fund us, as well as our ambassadors and advocates. To everyone involved, we cannot thank you enough.

In addition to our many regular donors and community supporters, during 2020-21 we were also proud to be supported by:

Amazon Literacy Partnership  
Arts Council England  
Charles S French Charitable Trust  
Cockayne - Grants for the Arts and  
The London Community Foundation  
Co-op Foundation  
Jack Petchey Foundation  
JAR Charitable Trust  
Paul Hamlyn Foundation

Rachel Hood 1978 Trust  
Sherborne in the Community  
Shoreditch and Hoxton Art Fund  
Tesco Bags of Help  
The Fagus Anstruther Memorial Trust  
The Mercers' Company on behalf of  
The Charity of Sir Richard Whittington  
Tom ap Rhys Pryce Memorial Trust  
Young Londoners Fund

**Thank you for funding the imaginations of our young writers**

Finally, we'd also like to thank our co-founder and First Minister, Nick Hornby, for his continued advocacy, advice and friendship.

**THE MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2021**

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**FINANCIAL REVIEW (cont.)**

**Investment powers and policy - Hoxton Street Monster Supplies**

The Trust Deed authorises the trustees to make and hold investments using the general funds of the charity. The trustees have the power to invest in any way they see fit.

All of the charity's investment income arises from interest payable on a loan to the trading subsidiary, Hoxton Street Monster Supplies ('HSMS') which runs the charity's retail operations. The wholly owned trading subsidiary HSMS Ltd is incorporated in the United Kingdom (company number 07317370) and pays all of its distributable profits to the charity under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each.

Our trading arm, [Hoxton Street Monster Supplies \(HSMS\)](#), continues to be an important part of the charity, providing a warm welcome to children and their families. It also supports our ambition to diversify our financial mix and demonstrates how seriously we take play and the imagination. HSMS is a core part of our charity's identity, garnering attention for the work we do and as a public face for the charity.

Despite being forced to close our doors for most of the year, our magical shop Hoxton Street Monster Supplies was busy with online orders during the autumn and received Central Government retail grants to support it during closure. As a result, despite the challenging retail climate and only 22 physical shop opening days, Hoxton Street Monster Supplies will be in a position to gift aid a small donation to Ministry of Stories this year due to strong winter sales.

**RESERVES**

The trustees have adopted a reserves policy through which we aim to maintain a minimum level of unrestricted reserves equivalent to 3 months running costs.

At 31 March 2021 the total funds stood at £558,744 (2020: £689,561).

The reserves comprise:

- Restricted Funds of £103,123 (2020: £139,967)
- Total Unrestricted Funds of £455,621 (2020: £549,594), comprising:
  - Designated Funds of £235,652 (2020: £347,445)
  - General Funds of £219,969 (2020: £202,149); equivalent to 6 months' running costs (2020: 7)

The board have designated funds to create a Development Fund which will be spent over the next two years to support our organisational growth including contributing £50,000 each year to support core running costs and underwriting our investment in a central staff post (Finance and Operations Coordinator). The Development Fund will also enable Ministry of Stories to fund training for our freelance pool and to pilot a new trainee artist programme. If it is viable to fundraise for this expenditure, these designated funds will be released and reallocated to support the charity in 2023-24.

**THE MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2021**

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**GOING CONCERN**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

The trustees have considered the effect of the coronavirus pandemic. The trustees consider that the outbreak is likely to cause some continuing disruption to the Charity's business but do not believe that this will be significant. The trustees have a reasonable expectation that the Charity can continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

The Ministry of Stories is registered as a company limited by guarantee and not having share capital, its operations and governed by its Articles of Association.

The company was incorporated on 16 July 2010 and registered as a charity on 25 October 2010. The charity registration number is 1138558 and the company registration number is 07317370.

**Appointment of Trustees**

As set out in the Articles of Association, the Chair of the Trustees is nominated by the Ministry of Stories. The directors of the organisation are also the charity trustees for the purposes of charity law.

The Board of Trustees has the power to appoint additional trustees as it considers fit to do so. The trustees have no beneficial interest in the company other than as members. The trustees are also directors of the company.

Trustees continue to be recruited by identifying skills gaps at board level through an annual skills audit and peer review. A minimum of three trustee positions are reserved for writers to ensure a creative sounding board for the work of the charity.

This year saw two trustee retirements (Amrita Das and Sue Horner) and following a thorough recruitment process, the successful appointment of a new Chair Designate, Michaela Greene (current Vice-Chair). Sue Horner will move into a non-executive role as expert advisor for our Business and Programme Sub Committee. We thank Amrita and Sue for their years of service as trustees.

Michaela will step into our role as Chair when Régis Cochefert retires in November 2021 and she will lead a review of the board and begin recruitment for additional trustees.

**THE MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2021**

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**STRUCTURE, GOVERNANCE AND MANAGEMENT (cont.)**

Two of our trustees, Nick Makoha and Mina Marsh continue their appointment by the board as diversity champions. They serve on our Diversity Working Group, alongside nominated staff and freelancers.

**Organisational structure**

The company is organised so that trustees meet regularly to manage its affairs. The trustees meet as a full board every quarter, in addition to quarterly meetings of the Finance and Fundraising Sub Committee (chaired by Simon Mott-Cowan) and Business and Programme Sub Committee (chaired by Anya Zhuravkina).

Rob Smith (Director) is the person to whom the charity trustees delegated day-to-day management of the charity during the reporting period.

In 2019-20, the senior leadership team, with support from the board, proposed a new organisational structure best placed to deliver the future growth strategy of the charity. In March 2020 the senior leadership team commenced a consultation with the staff members affected and broader team. The charity was advised by law firm Morgan, Lewis & Bockius UK LLP on a pro bono basis and the restructure was concluded in September 2020.

In addition to the core staff team, we now have eight freelancers to increase the breadth of writing forms and diversity of our programme team. These roles will focus on the delivery of our programme of work in schools in the year ahead.

**Related parties and relationships with other organisations**

Ministry of Stories continued to actively participate in sector-wide collaborations this year, including sharing learning and planning around our responses to the pandemic. We contributed to advocacy and sector lobbying for investment in the Cultural Recovery Fund.

In the latter part of this year, Ministry of Stories also had regular contact with our international and national family of writing charities to collaborate on The Story Engine and discuss COVID-19 programme responses.

Our relationship with our national and international writing centre colleagues and our formal affiliation with 826 National drive forward our values, learning and artistic practices but have no impact on the operating policies of the Ministry of Stories.

**THE MINISTRY OF STORIES**  
**SECTION 3. TRUSTEES' REPORT**  
**YEAR ENDED 31 MARCH 2021**

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**STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES**

The trustees (who are also directors of charitable company for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

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

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

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2021 was £90 (2020: £110). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Statement as to disclosure to our independent examiners in so far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware; and

**THE MINISTRY OF STORIES  
SECTION 3. TRUSTEES' REPORT  
YEAR ENDED 31 MARCH 2021**

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**STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES (cont.)**

- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the independent examiners are aware of that information.

**Independent Examiners**

Following a competitive tender process, Goldwins Limited were appointed as the independent examiners of the charitable company during the year.

The Trustees Report was approved and authorised for issue by the trustees on 2 November 2021 and signed on their behalf by:

*Régis Cochefert*  
\_\_\_\_\_  
Régis Cochefert  
Chair of Trustees

Date: 2 November 2021

**THE MINISTRY OF STORIES**  
**SECTION 4. INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF**  
**MINISTRY OF STORIES**

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I report to the trustees on my examination of the accounts of the Ministry of Stories for the year ended 31 March 2021.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

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

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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

*Anthony Epton*

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Date: 2 November 2021

Anthony Epton BA FCA CTA FCIE  
Goldwins  
Chartered accountants  
75 Maygrove Road  
West Hampstead  
London NW6 2EG

**The Ministry of Stories**  
**Statement of financial activities**  
(incorporating an income and expenditure account)  
**For the year ended 31 March 2021**

	Note	Unrestricted Funds £	Restricted Funds £	2021 Total Funds £	2020 Total Funds £ (Restated)
<b>Income from:</b>					
Donations and legacies	3	189,789	85,670	<b>275,459</b>	891,664
Charitable activities	4	15,141	-	<b>15,141</b>	26,646
Other trading activities	5	15,496	-	<b>15,496</b>	10,373
Investments	6	99	-	<b>99</b>	160
Other income		-	-	-	5,543
<b>Total income</b>		<b>220,525</b>	<b>85,670</b>	<b>306,195</b>	<b>934,386</b>
<b>Expenditure on:</b>					
Raising funds	7	66,117	-	<b>66,117</b>	66,991
Charitable activities:	7				
Community programme		104,084	51,340	<b>155,424</b>	181,289
Schools programme		126,825	62,556	<b>189,381</b>	203,493
National programme		17,472	8,618	<b>26,090</b>	49,067
<b>Total expenditure</b>		<b>314,498</b>	<b>122,514</b>	<b>437,012</b>	<b>500,840</b>
<b>Net movement in funds</b>	17	(93,973)	(36,844)	<b>(130,817)</b>	433,546
<b>Reconciliation of funds:</b>					
Total funds brought forward		549,594	139,967	<b>689,561</b>	256,015
<b>Total funds carried forward</b>		<b>455,621</b>	<b>103,123</b>	<b>558,744</b>	<b>689,561</b>

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

Prior period comparatives have been reanalysed due to changes in Charitable Activity descriptions.

The attached notes form part of these financial statements.

**The Ministry of Stories**  
**Balance sheet**  
**As at 31 March 2021**

	Note	2021 £	2021 £	2020 £	2020 £
<b>Fixed assets:</b>					
Tangible assets	11		1,692		-
Investments	12		<u>10</u>		<u>10</u>
			1,702		10
<b>Long Term assets:</b>					
Debtors	13		3,668		7,253
<b>Current assets:</b>					
Debtors	13	20,336		45,431	
Cash at bank and in hand		<u>549,120</u>		<u>672,262</u>	
		569,456		717,693	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	14	<u>(16,082)</u>		<u>(35,395)</u>	
<b>Net current assets / (liabilities)</b>			<u>553,374</u>		<u>682,298</u>
<b>Total net assets / (liabilities)</b>			<u>558,744</u>		<u>689,561</u>
<b>Funds</b>					
	17				
Restricted funds			103,123		139,967
Unrestricted funds:					
Designated funds		235,652		347,445	
General funds		<u>219,969</u>		<u>202,149</u>	
Total unrestricted funds			<u>455,621</u>		<u>549,594</u>
<b>Total funds</b>			<u>558,744</u>		<u>689,561</u>

The financial statements have been prepared in accordance with the special provisions for small companies under Part15 of the Companies Act 2006.

For the year ending 31 March 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 2 November 2021 and signed on their behalf by:

*Régis Cochefert*  


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**Régis Cochefert**  
**Chair**

**Company registration no. 07317370**

The attached notes form part of the financial statements.

**The Ministry of Stories**  
**Statement of cash flows**  
**For the year ended 31 March 2021**

	Note	2021 £	2021 £	2020 £	2020 £
<b>Cash flows from operating activities:</b>					
Net cash provided by / (used in) operating activities	18		(121,208)		448,487
<b>Cash flows from investing activities:</b>					
Sale/ (purchase) of fixed assets		(1,934)		-	
		_____		_____	
<b>Cash provided by / (used in) investing activities</b>			(1,934)		-
			_____		_____
<b>Change in cash and cash equivalents in the year</b>			(123,142)		448,487
Cash and cash equivalents at the beginning of the year			672,262		223,775
			_____		_____
<b>Cash and cash equivalents at the end of the year</b>	19		549,120		672,262
			=====		=====

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2021**

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**1 Accounting policies**

**a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Companies Act 2006.

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

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 £.

**b) Going concern**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

The Trustees have considered the effect of the Covid-19 pandemic. The Trustees consider that the outbreak is likely to cause some continuing disruption to the Charity's business but do not believe that this will be significant. The Trustees have a reasonable expectation that the Charity can continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

**c) Income**

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

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

**1 Accounting policies (continued)**

**d) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

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

**e) Interest receivable**

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

**f) Fund accounting**

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

**g) Expenditure**

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

- Costs of raising funds include the direct cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs which can be directly allocated to activities and those of an indirect nature necessary to support them.
  
- Other expenditure represents those items not falling into any other heading.

Costs are allocated between expenditure categories based on usage of the resource. Where costs cannot be directly allocated they are apportioned on an appropriate basis and recognised in the Statement of Financial Activities.

As the Charity is not VAT registered, expenses are incurred on a gross basis inclusive of any VAT.

**1 Accounting policies (continued)**

**h) Allocation of support costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity and its activities. These costs have been allocated between expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

**i) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

~ Equipment	25% straight line
-------------	-------------------

**j) Investments**

The cost of ordinary shares in the wholly owned trading subsidiary, HSMS Ltd (company number 07317370), are accounted for as fixed asset investments on the Charity's balance sheet.

**k) Debtors**

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

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

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

**m) Creditors**

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

**n) Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**o) Pensions**

The Charity participates in the NEST pension scheme, a defined contribution scheme. Contributions are recognised at cost.

**p) Taxation**

No provision is made in these accounts for corporation tax as the charity is exempt from such taxes, with income and gains applied to charitable purposes in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
**Notes to the financial statements**  
**For the year ended 31 March 2021**

**2 Detailed comparatives for the statement of financial activities**

	2020 Unrestricted Restated £	2020 Restricted Restated £	2020 Total Restated £
<b>Income from:</b>			
Donations and legacies	594,038	297,626	891,664
Charitable activities	26,646	-	26,646
Other trading activities	10,375	-	10,375
Investments	160	-	160
Other income	5,543	-	5,543
<b>Total income</b>	<u>636,762</u>	<u>297,626</u>	<u>934,388</u>
<b>Expenditure on:</b>			
Raising funds	60,148	6,843	66,991
Charitable activities:			
Community programme	114,770	66,519	181,289
Schools programme	128,827	74,666	203,493
National programme	31,063	18,004	49,067
<b>Total expenditure</b>	<u>334,808</u>	<u>166,032</u>	<u>500,840</u>
<b>Net movement in funds</b>	301,954	131,594	433,548
Total funds brought forward	247,643	8,372	256,015
<b>Total funds carried forward</b>	<u>549,597</u>	<u>139,966</u>	<u>689,563</u>

**3 Income from donations and legacies**

	Unrestricted £	Restricted £	<b>2021 Total £</b>	2020 Total £
Grants	106,033	79,558	<b>185,591</b>	395,789
Government Furlough Scheme	10,197	-	<b>10,197</b>	-
Corporate Donations	23,338	-	<b>23,338</b>	398,645
Donations from individuals	39,048	6,112	<b>45,160</b>	45,440
Donations in kind	10,666	-	<b>10,666</b>	47,591
Community fundraising	507	-	<b>507</b>	4,199
	<u>189,789</u>	<u>85,670</u>	<u><b>275,459</b></u>	<u>891,664</u>

Donated goods and services were received during the year for professional services including editing, photography, design, project management and legal advice.

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**4 Income from charitable activities**

	Unrestricted	Restricted	<b>2021</b>	2020
	£	£	<b>Total</b>	Total
	£	£	£	£
Venue hire and consultancy	5,100	-	<b>5,100</b>	3,870
Post office income	128	-	<b>128</b>	552
Schools income	9,913	-	<b>9,913</b>	22,224
<b>Total income from charitable activities</b>	<b>15,141</b>	<b>-</b>	<b>15,141</b>	<b>26,646</b>

**5 Income from other trading activities**

	Unrestricted	Restricted	<b>2021</b>	2020
	£	£	<b>Total</b>	Total
	£	£	£	£
Trading Subsidiary income	3,618	-	<b>3,618</b>	-
Events income	-	-	<b>-</b>	618
Other income	11,878	-	<b>11,878</b>	9,755
	<b>15,496</b>	<b>-</b>	<b>15,496</b>	<b>10,373</b>

**6 Income from investments**

	Unrestricted	Restricted	<b>2021</b>	2020
	£	£	<b>Total</b>	Total
	£	£	£	£
Investment in trading subsidiary	99	-	<b>99</b>	160
	<b>99</b>	<b>-</b>	<b>99</b>	<b>160</b>

All of the charity's investment income arises from interest payable on a loan to the trading subsidiary.

The wholly owned trading subsidiary HSMS Ltd is incorporated in the United Kingdom (company number 07317370) and pays all of its distributable profits to the charity under the gift aid scheme. The charity owns the entire share capital of 10 ordinary shares of £1 each.

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**7a** Analysis of expenditure (current year)

	Basis of allocation	Cost of raising funds £	Charitable activities			Support costs £	Governance costs £	2021 Total £	2020 Total (reanalysed) £
			Community programme £	Schools programme £	National programme £				
Staff costs	Direct/Staff Time	64,432	63,236	85,406	4,679	60,174	-	<b>277,927</b>	287,167
Direct Charitable Expenses	Direct/Usage Estimate	-	13,648	8,891	8,700	-	-	<b>31,239</b>	24,577
Premises	Direct	-	-	-	-	46,088	-	<b>46,088</b>	67,338
Communications	Direct	1,685	-	-	-	19,256	-	<b>20,941</b>	16,643
Professional Expenses	Direct	-	-	-	-	16,038	990	<b>17,028</b>	18,104
Comms Freelance Costs	Direct	-	-	-	-	13,073	-	<b>13,073</b>	13,703
Expenditure In Kind	Direct	-	-	-	-	10,666	-	<b>10,666</b>	47,591
Information Technology	Direct	-	-	-	-	4,525	-	<b>4,525</b>	9,540
Insurance	Direct	-	-	-	-	2,185	-	<b>2,185</b>	2,754
Bank Charges	Direct	-	-	-	-	933	-	<b>933</b>	414
Depreciation	Direct	-	-	-	-	242	-	<b>242</b>	1,185
Sundry Expenses	Direct/Usage Estimate	-	2,818	2,818	-	6,196	333	<b>12,165</b>	11,824
		<b>66,117</b>	<b>79,702</b>	<b>97,115</b>	<b>13,379</b>	<b>179,376</b>	<b>1,323</b>	<b>437,012</b>	<b>500,840</b>
Support costs	Based on the total cost of each activity	-	75,168	91,590	12,618	(179,376)	-	-	-
Governance costs	Based on the total cost of each activity	-	554	676	93	-	(1,323)	-	-
<b>Total expenditure 2021</b>		<b>66,117</b>	<b>155,424</b>	<b>189,381</b>	<b>26,090</b>	<b>-</b>	<b>-</b>	<b>437,012</b>	<b>500,840</b>
Total expenditure 2020 (reanalysed)		66,991	181,289	203,493	49,067	-	-	500,840	

Of the total expenditure, £314,498 was unrestricted (2020: £334,811) and £122,514 was restricted (2020: £166,031).

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**7b Analysis of expenditure (prior year)**

	Basis of allocation	Cost of raising funds £	Charitable activities			Support costs £	Governance costs £	2020 Total reanalysed £
			Community programme £	Schools programme £	National programme £			
Staff costs	Direct/Staff Time	63,826	71,602	69,331	21,030	61,378	-	287,167
Direct Charitable Expenses	Direct/Usage Estimate	-	6,005	18,035	537	-	-	24,577
Premises	Direct	-	-	-	-	67,338	-	67,338
Communications	Direct	1,296	-	-	-	15,347	-	16,643
Professional Expenses	Direct	-	-	-	-	17,154	950	18,104
Comms Freelance Costs	Direct	-	-	-	-	13,703	-	13,703
Expenditure In Kind	Direct	-	-	-	-	47,591	-	47,591
Information Technology	Direct	-	-	-	-	9,540	-	9,540
Insurance	Direct	-	-	-	-	2,754	-	2,754
Bank Charges	Direct	-	-	-	-	414	-	414
Depreciation	Direct	-	-	-	-	1,185	-	1,185
Sundry Expenses	Direct/Usage Estimate	1,869	2,075	2,075	-	5,522	283	11,824
		<b>66,991</b>	<b>79,682</b>	<b>89,441</b>	<b>21,567</b>	<b>241,926</b>	<b>1,233</b>	<b>500,840</b>
Support costs	Based on the total cost of each activity	-	101,092	113,473	27,361	(241,926)	-	-
Governance costs	Based on the total cost of each activity	-	515	579	139	-	(1,233)	-
<b>Total expenditure 2020</b>		<b>66,991</b>	<b>181,289</b>	<b>203,493</b>	<b>49,067</b>	<b>-</b>	<b>-</b>	<b>500,840</b>

Of the total expenditure, £334,811 was unrestricted and £166,031 was restricted.

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**8 Net income / (expenditure) for the year**

This is stated after charging / (crediting):	<b>2021</b>	2020
	£	£
Depreciation	<b>242</b>	1,185
Independent examination fee	<b>1,000</b>	950
	<u><u>          </u></u>	<u><u>          </u></u>

**9 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:	<b>2021</b>	2020
	£	Reanalysed £
Salaries and wages	<b>249,437</b>	258,770
Social security costs	<b>18,808</b>	20,386
Employer's contribution to defined contribution pension schemes	<b>7,163</b>	8,011
Redundancy and termination costs	<b>2,519</b>	-
	<u><u>277,927</u></u>	<u><u>287,167</u></u>

There were no employees (2019: 0) who received emoluments of more than £60,000

The key management personnel of the Charity, comprise the trustees, the Director and Deputy Director. The total employee benefits including employer's national insurance and employer's pension contributions of the key management personnel of the charity were £105,288 (2020: £101,662).

The Charity trustees were not paid or received any other benefits from employment with the Charity or its subsidiary in the year (2020: £nil) neither were they reimbursed expenses during the year (2020: £nil). No charity trustee received payment for professional or other services supplied to the charity (2020: £nil).

**Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was as follows:

	<b>2021</b>	2020
	No.	No.
		(Reanalysed)
Raising funds	<b>2</b>	2
Trading	<b>1</b>	1
Charitable activities	<b>8</b>	7
Support	<b>1</b>	-
	<u><u>12</u></u>	<u><u>10</u></u>

**10 Taxation**

The charity is exempt from tax on income and gains applied to charitable purposes, in line with relevant requirements including Part 11 of the Corporation Tax Act 2010.

**The Ministry of Stories**  
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**11 Tangible fixed assets**

	Equipment £	Total £
<b>Cost</b>		
At the start of the year	19,152	<b>19,152</b>
Additions in year	1,934	<b>1,934</b>
At the end of the year	<u>21,086</u>	<u><b>21,086</b></u>
<b>Depreciation</b>		
At the start of the year	19,152	<b>19,152</b>
Charge for the year	242	<b>242</b>
At the end of the year	<u>19,394</u>	<u><b>19,394</b></u>
<b>Net book value</b>		
<b>At the end of the year</b>	<u>1,692</u>	<u><b>1,692</b></u>
At the start of the year	<u>-</u>	<u>-</u>

All of the above assets are used for charitable purposes.

**12 Fixed asset investment**

<b>Charity</b>	<b>2021</b>	2020
<b>Cost or valuation</b>	£	£
As at 1 April 2020	<b>10</b>	10
Additions	-	-
At the end of the year	<u><b>10</b></u>	<u>10</u>

**Hoxton Street Monster Supplies Ltd**

		Current and Prior Year Equity held		2021 Turnover	2020
		No.	%	£	£
Main trading activity:	Retail	<b>10</b>	<b>100</b>	<b>49,536</b>	38,706
		Aggregate of share capital and reserves		Profit for the year	
				£	£
Hoxton Street Monster Supplies Ltd				<b>10</b>	-

Hoxton Street Monster Supplies Ltd is exempt from audit under s479A of Companies Act 2006

The charity has an investment of £10 in the share capital of its wholly owned, trading subsidiary: Hoxton Street Monster Supplies. The shares are not listed.

Hoxton Street Monster Supplies also has a loan from the charity of £30,000 taken on 9th March 2015. The original term of the loan was 5 years but this was extending in March 2019 for a further 2 years to allow Hoxton Street Monster Supplies to invest in new products and marketing.

**The Ministry of Stories**  
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<b>13 Debtors</b>	<b>2021</b>	2020
	£	£
Trade debtors	31	18,309
Other debtors	8,556	5,839
Prepayments	-	6,727
Accrued income	11,749	14,556
	<u>20,336</u>	<u>45,431</u>
<b>Falling due &gt; 1 year</b>		
Amounts due from subsidiary	3,668	7,253
	<u>3,668</u>	<u>7,253</u>

On 9th March 2015, the Trustees approved a loan to Hoxton Street Monster Supplies of £30,000. The rate of interest is set at 1% above the Bank of England base rate.

**14 Creditors: amounts falling due within one year**

	<b>2021</b>	2020
	£	£
Trade creditors	5,340	8,561
Taxation and social security	6,247	5,666
Other creditors	551	-
Accruals	990	2,051
Deferred income	2,954	19,117
	<u>16,082</u>	<u>35,395</u>

**15 Deferred income**

	<b>2021</b>	2020
	£	£
Balance at the beginning of the year	19,117	6,633
Amount released to income in the year	(19,117)	(6,633)
Amount deferred in the year	2,954	19,117
Balance at the end of the year	<u>2,954</u>	<u>19,117</u>

Deferred income comprises amounts invoiced to Schools relating to the next financial year.

**16 Analysis of net assets between funds**

	General unrestricted	Designated	Restricted	Total funds
	£	£	£	£
Tangible fixed assets	1,692	-	-	1,692
Investments	10	-	-	10
Long term assets	3,668	-	-	3,668
Net current assets	214,599	235,652	103,123	553,374
<b>Net assets at the end of the year</b>	<u>219,969</u>	<u>235,652</u>	<u>103,123</u>	<u>558,744</u>

**The Ministry of Stories**  
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<b>17 Movements in funds</b>	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
<b>Restricted funds:</b>					
The Mercers' Company	115,000	6,000	39,289	-	<b>81,711</b>
The Young Londoners Fund	11,279	45,599	46,476	-	<b>10,402</b>
Jack Petchey Foundation	9,561	7,959	14,655	-	<b>2,865</b>
Paul Hamlyn Foundation	4,127	-	1,632	-	<b>2,495</b>
Shoreditch and Hoxton Art Fund	-	10,000	10,000	-	-
Cockayne Grants for the Arts	-	10,000	4,350	-	<b>5,650</b>
Other Restricted Funds	-	6,112	6,112	-	-
<b>Total restricted funds</b>	<b>139,967</b>	<b>85,670</b>	<b>122,514</b>	-	<b>103,123</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Development Fund	347,445	-	3,422	(108,371)	<b>235,652</b>
Total designated funds	<b>347,445</b>	-	<b>3,422</b>	<b>(108,371)</b>	<b>235,652</b>
<b>General funds</b>	202,149	220,525	311,076	108,371	<b>219,969</b>
<b>Total unrestricted funds</b>	<b>549,594</b>	<b>220,525</b>	<b>314,498</b>	-	<b>455,621</b>
<b>Total funds</b>	<b>689,561</b>	<b>306,195</b>	<b>437,012</b>	-	<b>558,744</b>

**Purposes of restricted funds**

Each of the restricted projects to be described in more detail below and explain any transfers.

**The Mercers' Company** Funding for 'Writing Brighter Futures', an ambitious new programme of works with a consortium of schools in Tower Hamlets. The 3-year funding for the partnership is from The Charity of Sir Richard Whittington, a charity associated with the Mercers' Company.

**The Young Londoners Fund** Funding for 'Your Story Starts Here' programme, which provides free after school and weekend Community Writing Labs for 10 - 16 year olds. This 3-year funding is helping us to grow the number of Community Writing Labs from three to five and to secure Bronze Quality Mark status for our work with young people, quality assured by London Youth.

**Jack Petchey Foundation** Funding for 'Your Time To Shine' project, focused on increasing youth volunteering for 16 - 25 years olds at Ministry of Stories.

**Paul Hamlyn Foundation** Funding towards programme evaluation.

**Shoreditch and Hoxton Art Fund** Funding raised by a levy on developers in Shoreditch and Hoxton, which aims to bring different communities together through public and accessible arts projects. The grant supported the delivery of our community labs Unexpected Poetry project including salaries, running costs, freelance artists, materials and final publication across two financial years. A second grant instalment will be received in 2021-22.

**17 Movements in funds continued**  
**Purposes of restricted funds**

**Cockayne Grants for the Arts and the London Community Foundation** A US-based organisation which funds high quality fringe arts performances and installations supported the delivery of our community labs Unexpected Poetry project including salaries, running costs, freelance artists, materials and final publication across two financial years. A proportion of the grant will be carried forward to 2021-22.

**Other Restricted Funds** These include restricted donations including grants from Trusts and Foundations which are spent in line with the purposes specified.

**Development Fund**

Funds designated by the board, the remaining amount relating to a balance from an anonymous corporate donation received in 2019/20 which is planned to be spent over the next two years.

**18 Reconciliation of net income / (expenditure) to net cash flow from operating activities**

	2021	2020
	£	£
<b>Net income / (expenditure) for the reporting period (as per the statement of financial activities)</b>	<b>(130,817)</b>	433,546
Depreciation	242	1,185
(Increase)/ decrease in debtors	28,680	(548)
Increase/ (decrease) in creditors	(19,313)	14,304
<b>Net cash provided by / (used in) operating activities</b>	<b>(121,208)</b>	<b>448,487</b>

**19 Analysis of cash and cash equivalents**

	At 1 April 2020	Cash flows	Other changes	At 31 March 2021
	£	£	£	£
Cash at bank and in hand	672,262	(123,142)	-	<b>549,120</b>
<b>Total cash and cash equivalents</b>	<b>672,262</b>	<b>(123,142)</b>	<b>-</b>	<b>549,120</b>

**20 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital.

**21 Related party transactions**

Aggregate unrestricted donations from Trustees during the year were £1,520 (2020: £1,376). There were no payments to Trustees in year (2020: £2,060 paid to Sue Horner for professional services, which were commissioned by a group of round table organisations).

Income from the trading subsidiary disclosed in Note 5 includes £3,618 (2020: £nil) in relation to the surplus to be gift aided to the Charity and £11,878 (2020: £9,755) in management fee income in respect of the Retail Manager's salary costs.

