

# GOLDSTAR CREATIVE MARKETING

England & Wales · Charity number 1155107

## Details

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Status Registered

Legal form Charitable company

Company number [08532455](#)

Registered 2013-12-20

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

## Contact

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London  
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Phone 02082111020

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Website <https://goldstarcreative.org/>

## Activities

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**Objects:** (I)TO DEVELOP THE CAPACITY AND SKILLS OF THE MEMBERS OF SOCIALLY AND ECONOMICALLY DISADVANTAGED COMMUNITIES IN SUCH A WAY THAT THEY ARE BETTER ABLE TO IDENTIFY AND HELP MEET THEIR NEEDS AND TO PARTICIPATE MORE FULLY IN SOCIETY.(II)TO PROMOTE ANY OTHER EXCLUSIVELY CHARITABLE OBJECTS AND PURPOSES AS THE TRUSTEES SEE FIT, PROVIDED THAT THEY ARE REGARDED AS CHARITABLE BY THE LAW OF ENGLAND AND WALES.

**Activities:** To identify potential and develop the skills of members of the Jewish Community who are socially and economically disadvantaged. Our goal is to empower young people to have better chances in life, with access to training and development to improve their life skills leading to good employment prospects.

## Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Human Resources, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability, The Prevention Or Relief Of Poverty, Economic/community Development/employment
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies, The General Public/mankind

## Geography

- Throughout England

## Finances

| Period end | Income   | Expenditure | Assets | Employees |
|------------|----------|-------------|--------|-----------|
| 2025-05-31 | £364,363 | £318,110    | -      | -         |
| 2024-05-31 | £351,437 | £363,630    | -      | -         |
| 2023-05-31 | £195,162 | £204,606    | -      | -         |
| 2022-05-31 | £219,311 | £178,172    | -      | -         |
| 2021-05-31 | £176,809 | £136,659    | -      | -         |

## Trustees

| Name              | Role  | Appointed  |
|-------------------|-------|------------|
| SARAH HINDA WEISS | Chair | 2013-11-05 |
| EVA LEA FELDMAN   |       | 2013-11-05 |
| Gita Lieberman    |       | 2023-05-03 |
| Pery Margolis     |       | 2018-01-08 |
| RUTH ERBLICH      |       | 2014-10-01 |
| Riva Stern        |       | 2018-01-15 |
| Toby Feldman      |       | 2021-10-25 |



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# Accounts

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TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
YEAR ENDED 31 MAY 2025

# BETWEEN THE LINES

What employers see, even when they're not looking.

**GOLDSTAR CREATIVE MARKETING**

Charity Number 1155107

Company Number 08532455

**GOLDSTAR**  
IDENTIFYING POTENTIAL

# CONTENTS

|                                   |    |
|-----------------------------------|----|
| Chair's Letter                    | 3  |
| Our Mission                       | 5  |
| Impact                            | 6  |
| Programmes                        | 8  |
| Stories                           | 10 |
| Thank You                         | 14 |
| Looking Ahead                     | 15 |
| Trustees' Review                  | 16 |
| Independent Examiner's Report     | 18 |
| Statement of Financial Activities | 20 |
| Balance Sheet                     | 21 |
| Notes to the Financial Statements | 23 |

## From the Chair

This year, Goldstar sharpened its focus on what truly determines sustained employment: **soft skills**—the qualities employers notice long before they see a CV. Communication, resilience, self-management, teamwork, confidence. These are the silent signals that say hire me... or not yet.

Across London and our new Manchester hub, we saw firsthand how young women with talent were held back not by lack of ability, but by lack of these invisible skills. And we witnessed the transformation when they acquired them.

Thanks to dedicated trainers, mentors, schools, partners, and funders, **hundreds of young women** developed the confidence, professionalism, and readiness employers look for instinctively. Our mentorship pilot has been a real success, and we look to this as a way forward of supporting young women in a way that best meets their individual needs. Over **70%** moved into sustainable employment within six months, and **96%** reported significant growth in essential workplace skills—results that exceeded our projections.

As we expand our reach, deepen our mentoring network, and strengthen employer partnerships, our mission remains clear: **to make the invisible visible—to ensure every young woman carries the soft skills that unlock opportunity.**

Thank you for believing in our work.



— Sarah Weiss, Chair

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*"Goldstar gives our students tools for real life, not just for the classroom."*

— Headteacher,  
Post-16 Education Provider

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# Our Mission

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Goldstar equips young women with the soft skills, workplace behaviours, ethics, and confidence needed to secure and sustain meaningful employment.

Our programmes are intentionally different to mainstream provision. Young Jewish women learn best in environments that are culturally sensitive, values-aligned, and delivered by facilitators who understand their lived experiences. This approach creates trust, builds confidence, and produces consistently high engagement and strong outcomes.

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## WHO WE SERVE

- Young women ages 16–35
- Education leavers
- NEET or at-risk participants
- Graduates transitioning to work
- First-year employees
- Participants in our London and Manchester hubs



# IMPACT



## REACH

820

Participants in soft-skills & employability programmes

268

Completed formal training (97% reported increased readiness & confidence)



## EMPLOYMENT

70%

In sustained employment within 6 months

120

Received 1:1 pre- & in-employment mentoring



## DELIVERY

4

New accredited facilitators

6

CPD sessions delivered



## COMMUNITY

8

Delivered in 4 seminars, 3 London schools, 1 Manchester school

45

Headteachers engaged in transition-to-work support

*"I left with more confidence and a clearer understanding of how I'm meant to behave at work."*

— Participant, Ateres Bonos Manchester

# Highlights

- Strong engagement across all programmes
- Expansion to **Manchester** with newly trained facilitators
- Increased impact of our 1:1 mentoring and in-employment support
- Sustained employment outcomes **exceeded projections**
- Strengthened partnerships with schools, seminaries, and community organisations

# Challenges

- Rising demand placed **increased pressure** on the team providing mentoring and career guidance
- Families facing financial strain needed additional tailored support
- Many young people pursued the first available job, creating a greater need for career planning
- A sensitive external climate made partnership-building more delicate and required **culturally competent advocacy** for young Jewish jobseekers

Despite these pressures, Goldstar remained lean, responsive, and consistently impactful.



# PROGRAMMES



## SOFT SKILLS & EMPLOYABILITY TRAINING

### Structured modules covering:

- Communication & confidence
- Resilience, adaptability, optimism
- Teamwork, problem-solving, critical thinking
- CVs, interviews, networking, professional behaviour
- Transitioning into work, ethics, remote work



### MENTORING AND EMPLOYMENT SUPPORT

Over **120 young women** supported with job-search mentoring, first-month workplace guidance, and sustained confidence-building.



### EMPLOYABILITY WORKSHOPS

Five high-impact workshops delivered to **over 250 young women**, building practical workplace skills, confidence, and readiness for long-term employment.



### EXPANSION

**Local presence established in Manchester;** new facilitators trained; programmes piloted with exceptional demand.



### POST-EDUCATION PROGRAMME (NEET PREVENTION)

Support for young women in the crucial months after education, blending training, peer support, and tailored pathways. **Served 74 participants this year.**



### HEALTHY RELATIONSHIPS CURRICULUM

**Delivered in 4 schools,** focusing on communication, boundaries, and assertiveness-foundational skills for both life and employment.



### THE LAUNCHPAD

New **mentoring support** hub helping young women navigate their first year of work.

# STORIES BETWEEN THE LINES



## Quiet to Capable

### BEFORE

Lea left education with great grades but almost no confidence. In early mock interviews she spoke so quietly that employers would have struggled to hear her.

### DURING

Through Goldstar's soft-skills programme she practised communication, assertiveness, and presenting ideas clearly. In one group activity, she surprised herself by leading her team through a problem-solving task — something she'd never have dared weeks earlier.

### AFTER

That moment unlocked her confidence. With her mentor's support she applied for a support-assistant role and interviewed with clarity and professionalism. She was hired immediately.

*"She carried herself with such quiet professionalism — it was obvious she'd be reliable."*

— Mrs S., Employer

COMMUNICATION CONFIDENCE SELF-AWARENESS



# STORIES BETWEEN THE LINES



## Calm Under Pressure

### BEFORE

Rivka began her first office job feeling unsure and easily overwhelmed. Everyday tasks—email tone, asking questions, prioritising—left her doubting herself.

### DURING

Instead of giving up, she reached out to Goldstar's in-employment mentor. Together they worked on communication, managing expectations, and reading subtle workplace cues. They even role-played a difficult conversation she needed to have with her supervisor.

### AFTER

Rivka not only stayed in her job—she thrived. Within months, her manager praised her reliability, maturity, and ability to handle pressure with calm clarity.

*"Her calm clarity under pressure stood out immediately — she's become someone we can rely on."*

— Employer Feedback

PRIORITISING RESPONSIBILITY DECISION-MAKING



# THANK YOU



Thank you to every funder and partner whose support made this year's impact possible. You strengthened confidence, skills, and opportunities for hundreds of young women. Together, we're building a workforce where potential is recognised — not just on paper, but between the lines.

## Looking Ahead

Next year, Goldstar will continue building the soft skills that employers intuitively seek:



**Expanding** the Launchpad in-employment support programme



**Strengthening** Manchester delivery with more staff, facilitators and community partnerships



**Creating** employer-facing workshops to promote culturally inclusive hiring



**Introducing** masterclasses in:

- advanced soft-skills
- leadership
- conflict resolution
- professional communication

## OUR LONG-TERM GOAL

*Ensure every young woman enters the workforce with the invisible strengths that employers feel, trust, and value.*

# Trustees' Review

For the Year Ended 31 May 2025

The Trustees present their annual report together with the financial statements of the Goldstar Creative Marketing for the 1 June 2024 to 31 May 2025. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

## FINANCIAL REVIEW

### A. GOING CONCERN

After making appropriate enquiries, the Trustees have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

### B. RESERVES POLICY

The trustees aim to hold free reserves at a level sufficient to protect services and ensure adequate cashflow for the organisation's needs. The future plan is for the organisation to hold a minimum of six months of the organisations core running costs in unrestricted reserves to ensure continuity of service of the Charity's unrestricted operating costs.

At the year end, the charity held reserves equivalent to around four months of operating costs. The trustees remain committed to increasing this to six months in line with the reserves policy.

### C. PRINCIPAL RISKS AND UNCERTAINTIES

The trustees actively review the major risks which the charity faces on a regular basis and believe that maintaining reserves at current levels combined with an annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The trustees have also examined other operational and business risks faced by the charity and confirm that they are satisfied.

# Trustees' Review

For the Year Ended 31 May 2025 (continued)

## STRUCTURE, GOVERNANCE AND MANAGEMENT

### A. CONSTITUTION

Goldstar Creative Marketing is registered as a charitable company limited by guarantee and is governed by its memorandum and articles of association.

## STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the 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 Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees and signed on their behalf by:

*Ruth Erbllich*

**Mrs R Erbllich**

Date: 09/12/2025

# Independent Examiner's Report

For the Year Ended 31 May 2025

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF GOLDSTAR CREATIVE MARKETING ('THE COMPANY')

I report to the charity Trustees on my examination of the accounts of the Company for the year ended 31 May 2025.

### RESPONSIBILITIES AND BASIS OF REPORT

As the Trustees of the Company (and 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 the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

### INDEPENDENT EXAMINER'S STATEMENT

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the ACCA, which is one of the listed bodies.

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

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 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.

# Independent Examiner's Report

For the Year Ended 31 May 2025

This report is made solely to the Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Company's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Company and the Company's Trustees as a body, for my work or for this report.

**Signed:**

*Esther Royde*

**Esther Royde FCCA**

**Dated:** 09/12/2025



# Statement of Financial Activities

For the Year Ended 31 May 2025

|                                    | Note | Restricted<br>Funds<br>2025<br>£ | Unrestricted<br>Funds<br>2025<br>£ | Total<br>Funds<br>2025<br>£ | Total<br>Funds<br>2024<br>£ |
|------------------------------------|------|----------------------------------|------------------------------------|-----------------------------|-----------------------------|
| <b>Income from:</b>                |      |                                  |                                    |                             |                             |
| Donations and legacies             | 3    | 153,721                          | 210,642                            | 364,363                     | 351,437                     |
| <b>Total income</b>                |      | <u>153,721</u>                   | <u>210,642</u>                     | <u>364,363</u>              | <u>351,437</u>              |
| <b>Expenditure on:</b>             |      |                                  |                                    |                             |                             |
| Raising funds                      | 4    | -                                | 16,016                             | 16,016                      | 9,155                       |
| Charitable activities              | 5    | 131,015                          | 171,079                            | 302,094                     | 354,475                     |
| <b>Total expenditure</b>           |      | <u>131,015</u>                   | <u>187,095</u>                     | <u>318,110</u>              | <u>363,630</u>              |
| <b>Net movement in funds</b>       |      | <u>22,706</u>                    | <u>23,547</u>                      | <u>46,253</u>               | <u>(12,193)</u>             |
| <b>Reconciliation of funds</b>     |      |                                  |                                    |                             |                             |
| Total funds brought forward        |      | 28,906                           | 68,089                             | 96,995                      | 109,188                     |
| Net movement in funds              |      | 22,706                           | 23,547                             | 46,253                      | (12,193)                    |
| <b>Total funds carried forward</b> |      | <u>51,612</u>                    | <u>91,636</u>                      | <u>143,248</u>              | <u>96,995</u>               |

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

The notes on pages 23 to 29 form part of these financial statements.

# Balance Sheet

As of 31 May 2025

|                                                | Note | 2025<br>£       | 2024<br>£       |
|------------------------------------------------|------|-----------------|-----------------|
| <b>Fixed Assets</b>                            |      |                 |                 |
| Tangible assets                                | 8    | <u>2,875</u>    | <u>3,834</u>    |
|                                                |      | <b>2,875</b>    | <b>3,834</b>    |
| <b>Current assets</b>                          |      |                 |                 |
| Debtors                                        | 9    | 119,385         | 52,251          |
| Cash at bank and in hand                       |      | <u>31,211</u>   | <u>56,229</u>   |
|                                                |      | <b>150,596</b>  | <b>108,480</b>  |
| <b>Current liabilities</b>                     |      |                 |                 |
| Creditors: amounts falling due within one year | 10   | <u>(10,223)</u> | <u>(15,319)</u> |
| <b>Net movement in funds</b>                   |      |                 |                 |
| <b>Net current assets</b>                      |      | <u>140,373</u>  | <u>93,161</u>   |
| <b>Total assets less current liabilities</b>   |      | <u>143,248</u>  | <u>96,995</u>   |
| <b>Total net assets</b>                        |      | <u>143,248</u>  | <u>96,995</u>   |
| <b>Charity funds</b>                           |      |                 |                 |
| Restricted funds                               | 11   | 51,612          | 28,906          |
| Unrestricted funds                             | 11   | 91,636          | 68,089          |
| <b>Total funds</b>                             |      | <u>143,248</u>  | <u>96,995</u>   |



# Balance Sheet (continued)

As of 31 May 2025

The Company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

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

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

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

*Ruth Erlich*

**Mrs R Erlich**

Date: 09/12/2025

# Notes to the Financial Statements

For the Year Ended 31 May 2025

## 1. GENERAL INFORMATION

Goldstar Creative Marketing is a charitable trust registered in England and Wales under the Charities Act. The address of the registered office is given on the Information page.

## 2. ACCOUNTING POLICIES

### 2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Goldstar Creative Marketing 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.

### 2.2 Income

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

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

### 2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

# Notes to the Financial Statements

For the Year Ended 31 May 2025

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## 2. ACCOUNTING POLICIES (CONTINUED)

### 2.3 Expenditure (*continued*)

Expenditure on raising funds includes all expenditure incurred by the Company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Company's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

### 2.4 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives.

Depreciation is provided on the following basis:

|                       |       |
|-----------------------|-------|
| Fixtures and fittings | - 25% |
| Office equipment      | - 25% |

### 2.5 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

# Notes to the Financial Statements

For the Year Ended 31 May 2025

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## 2. ACCOUNTING POLICIES (CONTINUED)

### 2.6 Financial instruments

The Company 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### 2.7 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

# Notes to the Financial Statements

For the Year Ended 31 May 2025

## 3. INCOME FROM DONATIONS AND LEGACIES

|                                | Restricted<br>Funds<br>2025<br>£ | Unrestricted<br>Funds<br>2025<br>£ | Total<br>Funds<br>2025<br>£ | Total<br>Funds<br>2024<br>£ |
|--------------------------------|----------------------------------|------------------------------------|-----------------------------|-----------------------------|
| <b>Grants</b>                  |                                  |                                    |                             |                             |
| The Tudor Trust                | -                                | -                                  | -                           | 60,000                      |
| Reaching Communities Fund      | -                                | -                                  | -                           | 44,450                      |
| Rosa Fund                      | -                                | -                                  | -                           | 38,400                      |
| Awards for All                 | -                                | -                                  | -                           | 20,000                      |
| Henry Smith Charitable Trust   | 52,500                           | -                                  | 52,500                      | 35,000                      |
| The City Bridge Trust - Propel | 48,750                           | -                                  | 48,750                      | -                           |
| The City Bridge Trust          | 38,950                           | -                                  | 38,950                      | 38,950                      |
| <b>Subtotal</b>                | 140,200                          | -                                  | 140,200                     | 236,800                     |
| Donations                      | -                                | 179,642                            | 179,642                     | 114,637                     |
| Grants                         | 13,521                           | 31,000                             | 44,521                      | -                           |
|                                | <u>153,721</u>                   | <u>210,642</u>                     | <u>364,363</u>              | <u>351,437</u>              |

## 4. EXPENDITURE ON RAISING FUNDS

### Costs of raising voluntary income

|                      | Unrestricted<br>Funds<br>2025<br>£ | Total<br>Funds<br>2025<br>£ | Total<br>Funds<br>2024<br>£ |
|----------------------|------------------------------------|-----------------------------|-----------------------------|
| Fundraising expenses | <u>16,016</u>                      | <u>16,016</u>               | <u>9,155</u>                |

# Notes to the Financial Statements

For the Year Ended 31 May 2025

## 5. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

### Summary by fund type

|                         | Restricted<br>Funds<br>2025<br>£ | Unrestricted<br>Funds<br>2025<br>£ | Total<br>Funds<br>2025<br>£ | Total<br>Funds<br>2024<br>£ |
|-------------------------|----------------------------------|------------------------------------|-----------------------------|-----------------------------|
| Closing the Divide      | -                                | 49,285                             | 49,285                      | 72,683                      |
| Employment Support      | 131,015                          | 25,687                             | 156,702                     | 49,366                      |
| Goldstar Skills Program | -                                | 88,170                             | 88,170                      | 201,212                     |
| Healthy Relationships   | -                                | 5,375                              | 5,375                       | 5,258                       |
| Skills Fusion           | -                                | 2,562                              | 2,562                       | 8,642                       |
| Grants payable          | -                                | -                                  | -                           | 17,314                      |
|                         | <u>131,015</u>                   | <u>171,079</u>                     | <u>302,094</u>              | <u>354,475</u>              |

## 6. INDEPENDENT EXAMINER'S REMUNERATION

|                                                                                                                     | 2025<br>£    | 2024<br>£    |
|---------------------------------------------------------------------------------------------------------------------|--------------|--------------|
| Fees payable to the Company's independent examiner for the independent examination of the Company's annual accounts | 1,000        | 1,000        |
| Fees payable to the Company's independent examiner in respect of:<br>All other services not included above          | <u>1,500</u> | <u>3,000</u> |

## 7. TRUSTEES' REMUNERATION AND EXPENSES

During the year, no Trustees received any remuneration or other benefits (2024 - £NIL).

During the year ended 31 May 2025, no Trustee expenses have been incurred (2024 - £NIL).

# Notes to the Financial Statements

For the Year Ended 31 May 2025

## 8. TANGIBLE FIXED ASSETS

|                          | Fixtures and fittings | Office equipment | Total         |
|--------------------------|-----------------------|------------------|---------------|
|                          | £                     | £                | £             |
| <b>Cost or valuation</b> |                       |                  |               |
| At 1 June 2024           | <u>1,042</u>          | <u>9,600</u>     | <u>10,642</u> |
| At 31 May 2025           | <u>1,042</u>          | <u>9,600</u>     | <u>10,642</u> |
| <b>Depreciation</b>      |                       |                  |               |
| At 1 June 2024           | 935                   | 5,873            | 6,808         |
| Charge for the year      | <u>27</u>             | <u>932</u>       | <u>959</u>    |
|                          | <u>962</u>            | <u>6,805</u>     | <u>7,767</u>  |
| <b>Net book value</b>    |                       |                  |               |
| At 31 May 2025           | <u>80</u>             | <u>2,795</u>     | <u>2,875</u>  |

## 9. DEBTORS

|                            | 2025           | 2024          |
|----------------------------|----------------|---------------|
|                            | £              | £             |
| <b>Due within one year</b> |                |               |
| Other debtors              | 67,772         | 12,513        |
| Grants receivable          | <u>51,613</u>  | <u>39,738</u> |
|                            | <u>119,385</u> | <u>52,251</u> |

# Notes to the Financial Statements

For the Year Ended 31 May 2025

## 10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

|                                    | 2025          | 2024          |
|------------------------------------|---------------|---------------|
|                                    | £             | £             |
| Trade creditors                    | 7,213         | 6,361         |
| Other taxation and social security | 172           | -             |
| Other creditors                    | 2,598         | 2,598         |
| Accruals and deferred income       | <u>240</u>    | <u>6,360</u>  |
|                                    | <u>10,223</u> | <u>15,319</u> |

## 11. STATEMENT OF FUNDS

### Statement of funds - current year

|                           | Balance at 1 June 2024 | Income         | Expenditure      | Transfers in/out | Balance at 31 May 2025 |
|---------------------------|------------------------|----------------|------------------|------------------|------------------------|
|                           | £                      | £              | £                | £                | £                      |
| <b>Unrestricted funds</b> |                        |                |                  |                  |                        |
| Designated Funds          | -                      | -              | -                | 50,000           | 50,000                 |
| General Funds             | <u>68,089</u>          | <u>210,642</u> | <u>(187,095)</u> | <u>(50,000)</u>  | <u>41,636</u>          |
| <b>Restricted funds</b>   |                        |                |                  |                  |                        |
| Restricted Funds          | <u>28,906</u>          | <u>153,721</u> | <u>(131,015)</u> | -                | <u>51,61</u>           |
| <b>Total of funds</b>     | <u>96,995</u>          | <u>364,363</u> | <u>(318,110)</u> | -                | <u>143,248</u>         |

Designated funds have been set aside to finance the charity's mentoring and training programme during the next financial year.





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*"Our Purpose is to make an impact that matters for our clients, our people and society."*

— Deloitte

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ADAPTABILITY EMPATHY COMM  
AMWORK ASSERTIVENESS RESP  
CONFIDENCE INITIATIVE FLEXIB  
PRESENTATION HIERARCHY LISTEN  
ETHICS BOUNDARIES INTEGRITY  
COMMUNICATION INNOVATION PRO  
ANISATION DISCIPLINE RESILIENC  
ADAPTABILITY EMPATHY ADAPT  
AMWORK ASSERTIVENESS RESP  
CONFIDENCE INITIATIVE FLEXIB  
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ANISATION DISCIPLINE RESILIENC  
ADAPTABILITY EMPATHY ADAPT  
AMWORK ASSERTIVENESS RESP  
CONFIDENCE INITIATIVE FLEXIB  
PRESENTATION FEEDBACK LISTEN

## TRUSTEES

Mrs E Feldman  
Mrs S Weiss  
Mrs R Erbllich  
Mrs P Margolis  
Mrs R Stern  
Mrs T Friedman  
Mrs G Liberman

## AUDITOR

Accshire Accountancy LLP  
Chartered Certified  
Accountants Rear Entrance  
123 Clapton Common  
London E5 9AB

## REGISTERED OFFICE

15 Osbaldeston Road  
London N16 7DJ

## BANKERS

Barclays Bank UK PLC 1  
Churchill Place  
London E14 5HP



### **GOLDSTAR CREATIVE MARKETING**

Charity Number 1155107  
Company Number 08532455  
[www.goldstarcreative.org](http://www.goldstarcreative.org)  
0208 211 1020

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# Accounts

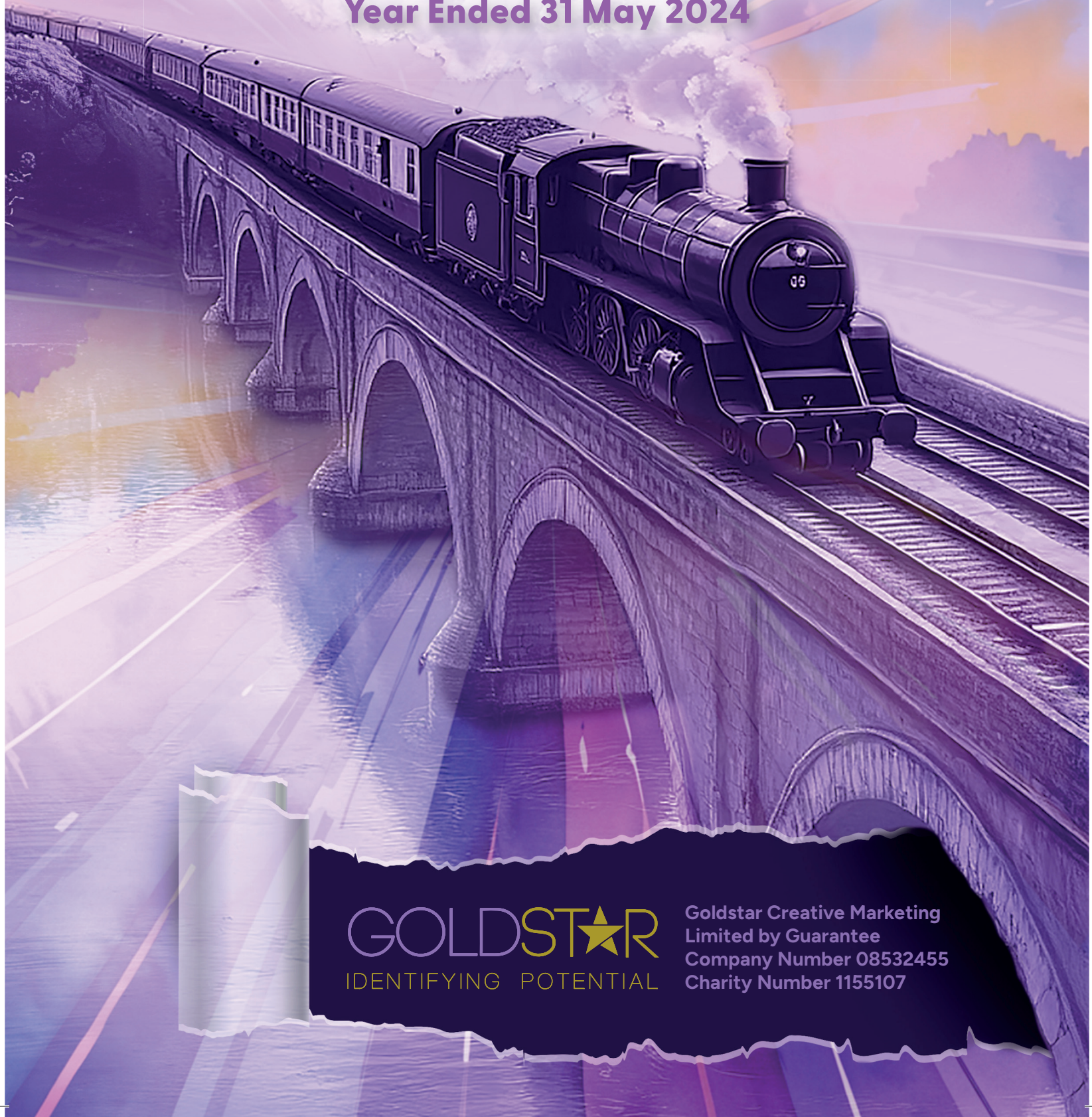
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# Bridging Gaps

Crossing the Tracks Towards New Opportunities

**Trustees' Report and Financial Statements**  
**Year Ended 31 May 2024**



**GOLDSTAR**  
IDENTIFYING POTENTIAL

Goldstar Creative Marketing  
Limited by Guarantee  
Company Number 08532455  
Charity Number 1155107



# Table of Contents

|           |                                     |           |                                          |
|-----------|-------------------------------------|-----------|------------------------------------------|
| <b>3</b>  | <b>Chair's Letter</b>               | <b>14</b> | <b>New Frontiers</b>                     |
| <b>4</b>  | <b>Our Mission &amp; Our Values</b> | <b>15</b> | <b>Thanks to Our Funders</b>             |
| <b>5</b>  | <b>Statistics Snapshot</b>          | <b>16</b> | <b>Trustees' Report</b>                  |
| <b>6</b>  | <b>Our Track Record</b>             | <b>19</b> | <b>Independent Examiner's Report</b>     |
| <b>8</b>  | <b>Projects &amp; Programmes</b>    | <b>20</b> | <b>Statement of Financial Activities</b> |
| <b>10</b> | <b>2023–24 Journey Highlights</b>   | <b>21</b> | <b>Balance Sheet</b>                     |
| <b>12</b> | <b>Feedback</b>                     | <b>22</b> | <b>Notes to the Financial Statements</b> |



## Chair's Letter

I am delighted to present our 2023-2024 Annual Report. This past year, Goldstar has experienced remarkable growth, and through our support and interventions, hundreds of young women are now on track to building a brighter future with strong financial prospects.

At Goldstar, we identified a critical gap where young Charedi women transition from classroom learning to the broader world, often requiring practical guidance to stay on course. To address this, we have invested time, effort, and expertise into developing a robust network of training and workplace support. This journey has been one of exciting opportunities and progress.

Over the past year, we have been extremely active, setting new foundations. We launched a post-education programme designed to assist young people as they move from education to the workplace, and we have significantly expanded our mentoring base. Hundreds of young women have benefitted from one-on-one tailored support, helping them to develop customised pathways to success. Additionally, we introduced a Healthy Relationships programme, equipping young people with the essential soft skills to stay safe in both educational and professional settings. We also initiated a major research project to assess the unique needs of our target group, which will guide future planning and support strategies.

The ongoing Cost of Living Crisis remains a significant challenge for young people, heightening demand for our services. More than ever, young people seek stability and employment opportunities, yet barriers to accessing further education and training persist. To address this, we now offer multiple training tracks to meet diverse needs, and I am proud to report that over 800 young people participated in our flagship Employment & Soft Skills training programmes over the past year.

I would like to extend my sincere thanks to our dedicated staff, trainers, and volunteers, whose passion and skills drive our mission forward. Special thanks also to our invaluable funders, who make our achievements possible, as well as to our partners and fellow Trustees for their unwavering support. Each of your contributions and belief in our mission has propelled Goldstar forward, allowing us to reach milestones we once thought unattainable.

Creating pathways for success is not only about paving the way; it's about fostering a new mindset and direction, bridging current service gaps, and opening new possibilities. We look forward to a future where young people can thrive, knowing we are here to support them on their journey, helping them realise their goals and reach their full potential.

With gratitude,



S. Weiss  
Goldstar Trustee



# Our Mission

Goldstar is committed to building the capacity and skills of young women from economically and socially disadvantaged backgrounds within the Charedi Jewish community, empowering them to recognise and meet their own needs. Our goal is to enhance their life opportunities by providing access to essential training and employment pathways. We strive to bridge the gap between education, employment, and the broader world, positioning them for success as individuals, spouses, mothers, and professionals.

We accomplish this by teaching transferable skills and offering practical and emotional guidance for navigating the workplace. Our programmes foster confidence, initiative, and self-awareness, equipping young women with a strong understanding of workplace ethics and the tools for professional success, all while upholding their values and traditions. With a proven track record, we help them transform latent talents into tangible achievements.

Our approach is powered by a network of mentors, trainers, trainees, and professionals, encouraging growth through collaboration and learning from others. Rather than creating new frameworks, we focus on filling existing gaps, empowering young people to reach their fullest potential within established, supportive pathways.

Goldstar operates primarily across London, with plans to extend our impact even further in the future.

## Our Values

 Empowerment

 Resilience

 Community

 Integrity

 Sustainability



“Numbers don’t just count—they connect progress to impactful outcomes.”

# Statistics Snapshot

5

organisations participated in our apprenticeship programme, leading to the training of 15 new workers.

60

young women took part in our mentoring partnership with Ingeus.

56

young women enrolled in our post-education programme.

78

community volunteers joined our community mentoring initiative.

820

young women participated in our training programmes in 2023-24.

4

new trainers earned accreditation through our “Train the Trainers” programme.

12

Goldstar’s training was delivered in 6 London seminars, 2 Manchester seminars, and 4 community venues.

60%

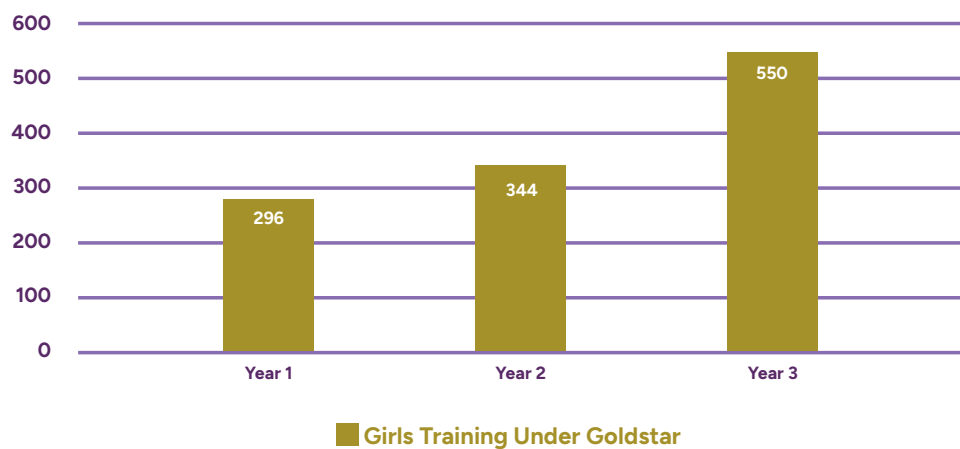
of graduates gained employment within three months of completing their training.

80%

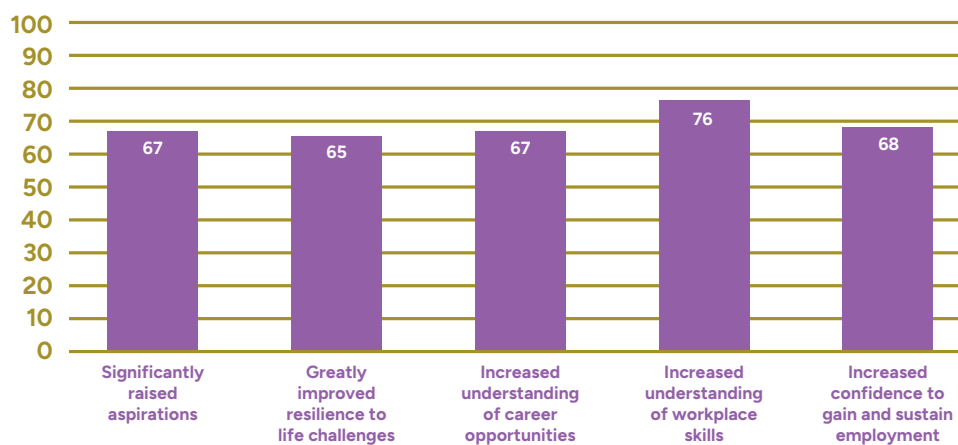
of graduates maintained employment nine months after completing training.

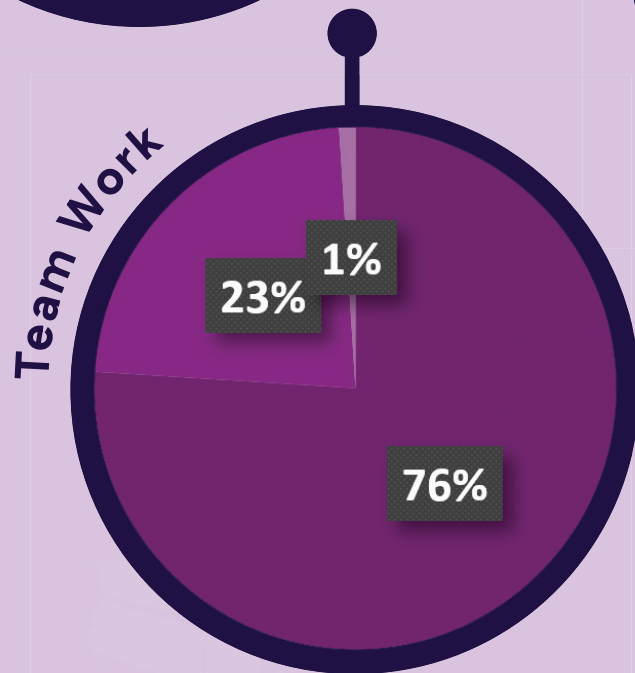
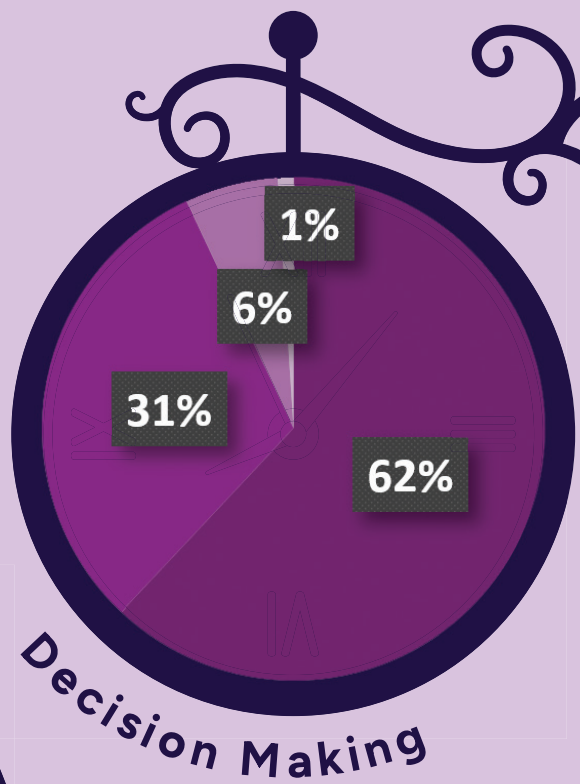
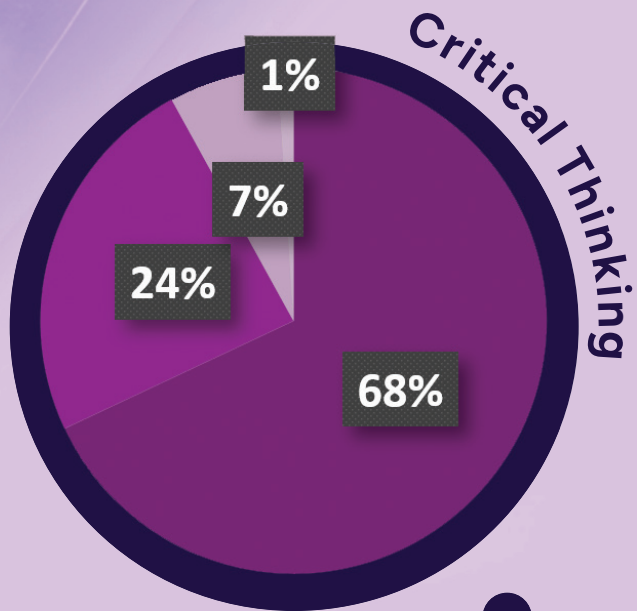
# Our Track Record

## Girls Training Under Goldstar

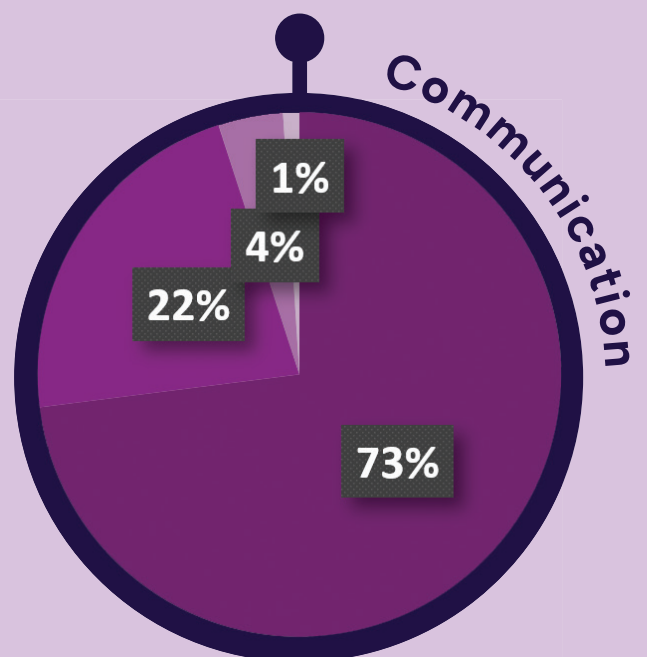
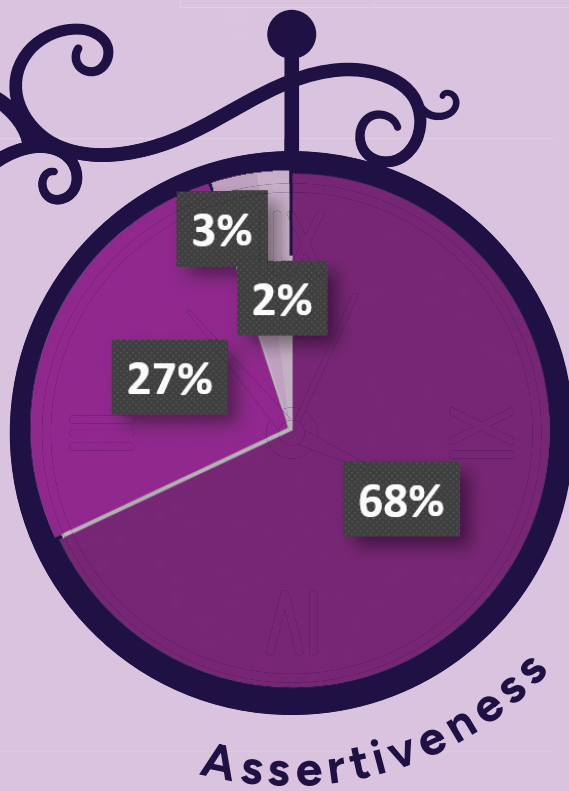


## Confidence and Abilities





- Greatly improved
- Improved
- Slightly improved
- Not Improved





# Projects & Programmes



## Employability & Soft Skills Training

Goldstar provides accredited training to support young women from low-income backgrounds as they prepare to enter the workforce. Our flagship initiative, the Goldstar Skills Programme, offers an ATHE Level 3 qualification. Tailored to young women aged 16-25 in post-secondary educational and community settings across London and beyond, this programme has gained endorsement from community leaders and impacted over 800 participants in the last year. Training modules cover vital areas such as self-awareness, job exploration and preparation, communication, workplace ethics and values, teamwork, stress management, and customer service.

This training programme remains central to our mission, and we now offer it either as individual modules or a comprehensive year-long course, allowing participants the flexibility to choose a track that best suits their needs. Continuous improvements to the content are made in response to feedback from participants and accredited facilitators.



## Post-Education Support

Ahead of the 2023 academic year, we launched an awareness campaign to broaden our reach, extending our services beyond seminaries and educational providers. This led to the creation of our Post-Education Programme, which saw an impressive 56 young women join its inaugural intake. Many participants began or intended to start part-time employment, allowing them to balance work with ongoing training modules. The programme is also open to young women who are NEET, offering networking opportunities with peers and supporting pathways to employment by applying newly acquired skills to enhance employability.



## Train the Trainers

In recognition of the unique needs of the Charedi community, we ensure our training is delivered by facilitators with lived experience of these cultural dynamics. Our "Train the Trainers" programme equips local women to become accredited Goldstar facilitators, creating a mutually beneficial opportunity by bringing skilled employment to the community while providing relatable role models for our learners. Recently, we streamlined this training, making it more efficient and accessible. This past year, we trained four additional facilitators, bringing our total to 24 accredited trainers.



## Facilitator Development

Goldstar offers ongoing guidance, support, and continued professional development (CPD) to our facilitators. We hold regular meetings to share updates, progress, and feedback and continuously optimise trainer deployment to enhance learner outcomes.



## Pre- and In-Employment Mentoring

In partnership with Ingeus (London), a provider under the Department for Work & Pensions (DWP), we support young women in job-seeking and employment transitions. This initiative began as a pilot for 20 young women and has since expanded to reach 60 participants this year.



## Community Volunteer Mentoring Scheme

Responding to demand for mentorship, our Community Volunteer Mentoring Scheme connects young women with experienced community mentors, including employers, business owners, and seasoned professionals. To date, 78 women have joined as mentors, offering guidance and expertise across various fields.



## Apprenticeship & Hotdesking

Our informal apprenticeship programme partners with five organizations to provide training to new employees, with an emphasis on empowering young women. Additionally, we offer hot-desking opportunities at our offices, supporting young women who are starting their careers. Over the past year, 15 participants have benefited from these opportunities.



## Healthy Relationships Curriculum

Over the last 18 months, we developed a curriculum aimed at teenagers, building on our soft skills modules to promote positive relationships, communication, empathy, and assertiveness. Launched in April 2024, the curriculum includes lesson plans, activities, and presentations and is currently being piloted in three schools.



## Research

With funding from the GLA's Propel - New Deal for Young People, we launched a research project to address gender poverty affecting young Charedi women. Our Research Worker, appointed in June 2023, has gathered insights underscoring the need to expand our mentorship programmes to address these challenges effectively.



## Community & Networking

Goldstar collaborates with various community organisations, seminars, and local authorities, particularly Hackney Council. We are building partnerships with other councils, including Haringey, Barnet, and Salford. Our involvement in the London Youth Forum, the GLA's Adult Education Budget initiatives, and the Building Stronger Communities Programme enhances our reach and influence. Our partnership with Ingeus, and our plans to connect with organisations like Maximus, Reed in Partnership, and Serco, align with our commitment to support young people's employment pathways.

In setting up a comprehensive mentoring programme, we have joined the London Youth network, gaining support in developing a Mentoring Framework and securing training resources. With Propel's assistance, we are collaborating with IVAR (The Institute for Voluntary Action Research) and ILM (Institute of Leadership & Management) to strengthen mentor training and certification. Regular engagement with representatives from the education, employment, business, and welfare sectors helps us ensure that our programmes are grounded in the community and aligned with stakeholder needs.





# 2023–24 Journey Highlights

In June 2023, we convened with 45 employers to explore strategies for supporting young, first-time employees in adapting to workplace culture and routines.

## Employers' Focus Group

In November 2023, we brought together 55 head teachers from Jewish schools across Hackney and Haringey, representing approximately 6,000 students. This collaborative event provided critical insights into the needs of our target community.

## Headteachers' Focus Group



In December 2023, our 'Kindle Connections' event brought together 60 young women in their first year of employment. This unique experience combined soft skills training with the performing arts (song and dance) in celebration of Chanukah, fostering both personal and professional growth.

## Kindle Connections Event



In July 2023, we hosted a seminar for young women preparing to transition from education to the workforce. This included discussions on job-hunting and networking, and an introduction to our mentoring support. A panel of four local employers led a symposium, followed by an engaging Q&A session.

### **Seminar for Education Leavers**



February 2024 saw our 'Bake-Off' event, where 60 young women from our programmes participated in a challenge that tested and showcased the social skills they've acquired through the Goldstar Programme.

### **Bake-Off Event**

In April 2024, we launched our new curriculum for teens, focused on communication, empathy, and assertiveness in building healthy relationships. This curriculum, designed with full lesson plans and interactive materials, is now being piloted in three schools and is set to reach an even broader audience.

### **Healthy Relationships Curriculum**



# Feedback

“I am learning more about myself and the opportunities ahead of me. Thank you, Goldstar, for giving us this chance.”

— Post-Education Programme Participant

“After completing the Goldstar course, I’m rethinking my career goals.”

— Student

“The Bake-Off event was amazing—it allowed me to use my strengths in a whole new way.”

— Bake-Off Event Participant

“Having a mentor has been life-changing. Goldstar has given me confidence and instilled a sense of purpose for the future.”

— Post-Education Programme Participant

## Facilitators say...

“I feel so supported; Goldstar is always there for me—from CPD to lesson planning.”

“It’s hard to grasp the amount of thought and detail invested in this programme. It’s meticulous, professional, and impactful.”

## Other Stakeholders say...

### Seminary Head Teachers:

“Our young women often lack essential tools to thrive in the workplace. The Goldstar Soft Skills Programme provides comprehensive preparation for both professional and personal life challenges. Its modules are thoughtfully designed, tackling real-world scenarios young women will face in the workplace, from managing time responsibly to understanding employer expectations. This foundational course promises to benefit its participants, their future families, and employers, setting them up for long-term success.”



## Participants say...



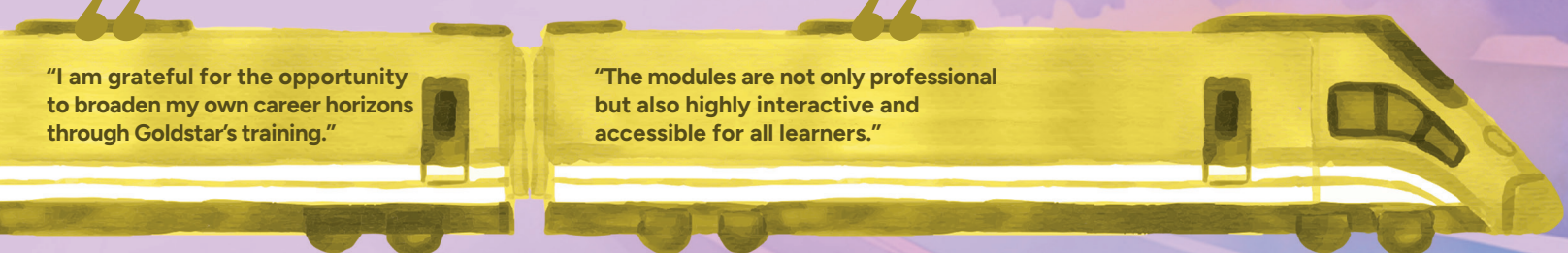
“Leaving education felt daunting. Goldstar workshops helped me connect with others and keep social bonds strong.”

— **Kindle Event Participant**



“The resources are always so well-prepared and inspiring—they’ve become a source of ideas for my own teaching.”

— **Seminary Student**



“I am grateful for the opportunity to broaden my own career horizons through Goldstar’s training.”

“The modules are not only professional but also highly interactive and accessible for all learners.”



### **Business Owners:**

“For years, our company struggled with helping first-time employees adapt to the professional setting. Goldstar’s Soft Skills Programme addresses this directly, instilling in participants a professional attitude and practical workplace etiquette that should be a requirement for all new employees. We’ve seen remarkable changes in our young hires who’ve been through the programme—they’re confident, positive, and well-prepared for their roles.”



# New Frontiers



## Expanding to the North West

Building on our initial presence in Salford, we plan to expand our impact by training local facilitators and establishing a regional office.

## Employment Charter

Our work with local businesses has highlighted the need for an Employment Charter. This charter would formalise a commitment among employers to uphold certain standards, ensuring a culturally aware and supportive environment for employees.

## Employment Hub & Training Center

We envision an expanded facility that serves as a hub for start-ups and independent professionals. This space would offer office infrastructure and networking opportunities, along with on-site training and apprenticeship facilities.

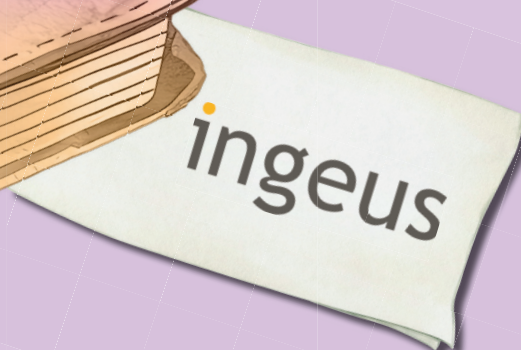
## Employment Bureau

To streamline job placement within the community, we aim to establish a bureau that connects individuals with local opportunities and provides targeted career support.



# Thanks to our Funders

YOUR SUPPORT KEEPS OUR STORY ON TRACK



THANK YOU FOR BEING THE  
CONDUCTORS OF CHANGE!

# **Goldstar Creative Marketing**

## **Trustees' Report**

### **For the Year Ended 31 May 2024**

The Trustees present their Annual Report together with the financial statements of Goldstar Creative Marketing for the year 1 June 2023 to 31 May 2024. The Annual Report serves the purposes of both a Trustees' Report and a Directors' Report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

## **Objectives and activities**

### **a. Policies and objectives**

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: Running a Charity (PB2)'.

## **Achievements and performance**

### **a. Main achievements of the Company**

The charity was able to obtain funds and to promote its objectives by carrying out its various learning and development programmes.

The fundraising environment has been challenging this year - with various funders in this space closing down or consolidating. The Trustees have put in a lot of effort to identify further suitable funders, and have received firm intentions of interest for future funding.

## **Financial review**

### **a. Going concern**

After making appropriate enquiries, the Trustees have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.



# Goldstar Creative Marketing

## Trustees' Report

### For the Year Ended 31 May 2024 (continued)

#### **b. Reserves policy**

The Trustees aim to hold free reserves at a level sufficient to protect services and ensure adequate cashflow for the organisation's needs. The future plan is for the organisation to hold a minimum of six months of the organisation's core running costs in unrestricted reserves to ensure continuity of service of the charity's unrestricted operating costs.

#### **c. Principal risks and uncertainties**

The Trustees actively review the major risks which the charity faces on a regular basis and believe that maintaining reserves at current levels combined with an annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks faced by the charity and confirm that they are satisfied.

## **Structure, governance and management**

#### **a. Constitution**

Goldstar Creative Marketing is registered as a charitable company limited by guarantee and is governed by its memorandum and articles of association.

# Goldstar Creative Marketing

## Trustees' Report

### For the Year Ended 31 May 2024 (continued)

#### Statement of Trustees' responsibilities

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

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the 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 Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees and signed on their behalf by:



**Mrs R Erlich**

Date: 24/11/2024

# Goldstar Creative Marketing

## Independent Examiner's report

### For the Year Ended 31 May 2024

#### Independent examiner's report to the Trustees of Goldstar Creative Marketing ('the Company')

I report to the Charity Trustees on my examination of the accounts of the Company for the year ended 31 May 2024.

#### Responsibilities and basis of report

As the Trustees of the Company (and 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 the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### Independent examiner's statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the ACCA, which is one of the listed bodies.

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

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 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.

This report is made solely to the Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Company's Trustees those matters I am required to state to them in an Independent Examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Company and the Company's Trustees as a body, for my work or for this report.

Signed: *Mrs E Royde*  
Esther Royde

Dated: 22/11/2024  
FCCA



# Goldstar Creative Marketing

## Statement of financial activities

(incorporating income and expenditure account)

For the Year Ended 31 May 2024

|                                    | Note | Restricted<br>funds<br>2024<br>£ | Unrestricted<br>funds<br>2024<br>£ | Total<br>funds<br>2024<br>£ | Total<br>funds<br>2023<br>£ |
|------------------------------------|------|----------------------------------|------------------------------------|-----------------------------|-----------------------------|
| <b>Income from:</b>                |      |                                  |                                    |                             |                             |
| Donations and legacies             | 3    | 176,800                          | 174,637                            | 351,437                     | 195,162                     |
| <b>Total income</b>                |      | <b>176,800</b>                   | <b>174,637</b>                     | <b>351,437</b>              | <b>195,162</b>              |
| <b>Expenditure on:</b>             |      |                                  |                                    |                             |                             |
| Raising funds                      | 4    | -                                | 9,155                              | 9,155                       | -                           |
| Charitable activities              | 5    | 205,005                          | 149,470                            | 354,475                     | 204,606                     |
| <b>Total expenditure</b>           |      | <b>205,005</b>                   | <b>158,625</b>                     | <b>363,630</b>              | <b>204,606</b>              |
| <b>Net movement in funds</b>       |      | <b>(28,205)</b>                  | <b>16,012</b>                      | <b>(12,193)</b>             | <b>(9,444)</b>              |
| <b>Reconciliation of funds:</b>    |      |                                  |                                    |                             |                             |
| Total funds brought forward        |      | 57,111                           | 52,077                             | 109,188                     | 118,632                     |
| Net movement in funds              |      | (28,205)                         | 16,012                             | (12,193)                    | (9,444)                     |
| <b>Total funds carried forward</b> |      | <b>28,906</b>                    | <b>68,089</b>                      | <b>96,995</b>               | <b>109,188</b>              |

The Statement of financial activities includes all gains and losses recognised in the year.  
The notes on pages 22 to 27 form part of these financial statements.

# Goldstar Creative Marketing

## Balance Sheet

As at 31 May 2024

|                                                | Note | 2024<br>£            | 2023<br>£       |
|------------------------------------------------|------|----------------------|-----------------|
| <b>Fixed assets</b>                            |      |                      |                 |
| Tangible assets                                | 8    | <u>3,834</u>         | <u>5,113</u>    |
|                                                |      | <b>3,834</b>         | <b>5,113</b>    |
| <b>Current assets</b>                          | 9    |                      |                 |
| Debtors                                        |      | 52,251               | 59,724          |
| Cash at bank and in hand                       |      | <u>56,229</u>        | <u>57,634</u>   |
|                                                |      | <b>108,480</b>       | <b>117,358</b>  |
| Creditors: amounts falling due within one year | 10   | <u>(15,319)</u>      | <u>(13,283)</u> |
| <b>Net current assets</b>                      |      | <u><b>93,161</b></u> | <u>104,075</u>  |
| Total assets less current liabilities          |      | <u><b>96,995</b></u> | <u>109,188</u>  |
| Total net assets                               |      | <u><b>96,995</b></u> | <u>109,188</u>  |
| <b>Charity funds</b>                           |      |                      |                 |
| Restricted funds                               | 11   | <b>28,906</b>        | 57,111          |
| Unrestricted funds                             | 11   | 68,089               | 52,077          |
| <b>Total funds</b>                             |      | <u><b>96,995</b></u> | <u>109,188</u>  |

The Company was entitled to exemption from audit under section 477 of the Companies Act 2006. The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements. The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



**Mrs R Erbllich**

Date: 24/11/2024

# Goldstar Creative Marketing

## Notes to the financial statements

### For the Year Ended 31 May 2024

#### 1. General information

Goldstar Creative Marketing is a charitable trust registered in England and Wales under the Charities Act.

The address of the registered office is given on the back cover of this report.

#### 2. Accounting policies

##### 2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Goldstar Creative Marketing 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.

##### 2.2 Income

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

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

##### 2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.



# **Goldstar Creative Marketing**

## **Notes to the financial statements**

### **For the Year Ended 31 May 2024 (continued)**

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Company's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

#### **2.4 Tangible fixed assets and depreciation**

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following basis:

Fixtures and fittings - 25%

Office equipment - 25%

#### **2.5 Liabilities and provisions**

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

#### **2.6 Financial instruments**

The Company 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

#### **2.7 Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

# Goldstar Creative Marketing

## Notes to the financial statements

For the Year Ended 31 May 2024 (continued)

### 3. Income from donations and legacies

|                              | Restricted<br>funds<br>2024<br>£ | Unrestricted<br>funds<br>2024<br>£ | Total<br>funds<br>2024<br>£ | Total<br>funds<br>2023<br>£ |
|------------------------------|----------------------------------|------------------------------------|-----------------------------|-----------------------------|
| <b>Grants</b>                |                                  |                                    |                             |                             |
| The Tudor Trust              |                                  | 60,000                             | 60,000                      |                             |
| The City Bridge Trust        | 38,950                           |                                    | 38,950                      |                             |
| Reaching Communities Fund    | 44,450                           |                                    | 44,450                      |                             |
| Rosa Fund                    | 38,400                           |                                    | 38,400                      |                             |
| Henry Smith Charitable Trust | 35,000                           |                                    | 35,000                      |                             |
| Awards for All               | 20,000                           |                                    | 20,000                      |                             |
| <b>Subtotal</b>              | 176,800                          | 60,000                             | 236,800                     |                             |
| Donations                    |                                  | 114,637                            | 114,637                     | 195,162                     |
|                              | 176,800                          | 174,637                            | 351,437                     | 195,162                     |

### 4. Expenditure on raising funds

#### Costs of raising voluntary income

|                      | Unrestricted<br>funds<br>2024<br>£ | Total<br>funds<br>2024<br>£ | Total<br>funds<br>2023<br>£ |
|----------------------|------------------------------------|-----------------------------|-----------------------------|
| Fundraising expenses | 9,155                              | 9,155                       | -                           |

# Goldstar Creative Marketing

## Notes to the financial statements

For the Year Ended 31 May 2024 (continued)

### 5. Analysis of expenditure on charitable activities

#### Summary by fund type

|                           | Restricted<br>funds<br>2024<br>£ | Unrestricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ | Total<br>2023<br>£ |
|---------------------------|----------------------------------|------------------------------------|--------------------|--------------------|
| Closing the Divide        | 49,900                           | 22,783                             | 72,683             | 9,978              |
| Employment Support        | 46,400                           | 2,966                              | 49,366             | 8,760              |
| Goldstar Skills Programme | 108,705                          | 92,507                             | 201,212            | 185,868            |
| Healthy Relationships     | -                                | 5,258                              | 5,258              | -                  |
| Skills Fusion             | -                                | 8,642                              | 8,642              | -                  |
| Grants payable            | -                                | 17,314                             | 17,314             | -                  |
|                           | 205,005                          | 149,470                            | 354,475            | 204,606            |

### 6. Independent examiner's remuneration

|                                                                                                                     | 2024<br>£ | 2023<br>£ |
|---------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| Fees payable to the Company's independent examiner for the independent examination of the Company's annual accounts | 1,000     | 6,000     |
| Fees payable to the Company's independent examiner in respect of:<br>All other services not included above          | 3,000     | -         |

### 7. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2023 - £NIL).  
During the year ended 31 May 2024, no Trustee expenses have been incurred (2023 - £NIL).



# Goldstar Creative Marketing

## Notes to the financial statements

For the Year Ended 31 May 2024 (continued)

### 8. Tangible fixed assets

#### Costs of raising voluntary income

|                          | Fixtures and<br>fittings<br>£ | Office<br>equipment<br>£ | Total<br>£ |
|--------------------------|-------------------------------|--------------------------|------------|
| <b>Cost or valuation</b> |                               |                          |            |
| At 1 June 2023           | 1,042                         | 9,600                    | 10,642     |
| At 31 May 2024           | 1,042                         | 9,600                    | 10,642     |

#### Depreciation

|                     |     |       |       |
|---------------------|-----|-------|-------|
| At 1 June 2023      | 899 | 4,630 | 5,529 |
| Charge for the year | 36  | 1,243 | 1,279 |
| At 31 May 2024      | 935 | 5,873 | 6,808 |

#### Net book value

|                |     |       |       |
|----------------|-----|-------|-------|
| At 31 May 2024 | 107 | 3,727 | 3,834 |
|----------------|-----|-------|-------|

### 9. Debtors

|                                | 2024<br>£     | 2023<br>£     |
|--------------------------------|---------------|---------------|
| <b>Due within one year</b>     |               |               |
| Trade debtors                  | 12,513        | 1,857         |
| Prepayments and accrued income | -             | 1,311         |
| Grants receivable              | 39,738        | 56,556        |
|                                | <u>52,251</u> | <u>59,724</u> |

# Goldstar Creative Marketing

## Notes to the financial statements

For the Year Ended 31 May 2024 (continued)

### 10. Creditors: Amounts falling due within one year

|                              | 2024<br>£     | 2023<br>£     |
|------------------------------|---------------|---------------|
| Trade creditors              | 6,361         | 4,331         |
| Other creditors              | 2,598         | 2,598         |
| Accruals and deferred income | 6,360         | 6,354         |
|                              | <u>15,319</u> | <u>13,283</u> |

### 11. Statement of funds

#### Statement of funds - current year

|                              | Balance at 1<br>June 2023<br>£ | Income<br>£    | Expenditure<br>£ | Balance at<br>31 May 2024<br>£ |
|------------------------------|--------------------------------|----------------|------------------|--------------------------------|
| <b>Unrestricted funds</b>    |                                |                |                  |                                |
| General Funds - all funds    | <u>52,077</u>                  | <u>174,637</u> | <u>(158,625)</u> | <u>68,089</u>                  |
| <b>Restricted funds</b>      |                                |                |                  |                                |
| Restricted Funds - all funds | <u>57,111</u>                  | <u>176,800</u> | <u>(205,005)</u> | <u>28,906</u>                  |
| <b>Total of funds</b>        | <u>109,188</u>                 | <u>351,437</u> | <u>(363,630)</u> | <u>96,995</u>                  |

# The journey continues, thanks to you.

**Trustees:**

Mrs E Feldman  
Mrs S Weiss  
Mrs R Erlich  
Mrs P Margolis  
Mrs R Stern  
Mrs S Friedman  
Mrs T Feldman  
Mrs G Lieberman  
appointed 03 May 2023

**Auditor:**

Accshire Accountancy LLP  
Chartered Certified Accountants  
Rear Entrance  
123 Clapton Common  
London E5 9AB

**Registered Office:**

15 Osbaldeston Road  
London  
N16 7DJ

**Bankers:**

Barclays Bank UK PLC  
1 Churchill Place  
London E14 5HP



GOLDSTAR  
IDENTIFYING POTENTIAL

**GOLDSTAR CREATIVE MARKETING**

Company Number 08532455 | Charity Number 1155107  
[www.goldstarcreative.org](http://www.goldstarcreative.org) | 0208 211 1020



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# Accounts

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# *Bridging the Gap*

**Trustees' Report and  
Financial Statements  
Year Ended 31 May 2023**



**GOLDSTAR**  
IDENTIFYING POTENTIAL

**Goldstar Creative Marketing  
Limited by Guarantee  
Company Number 08532455 (England and Wales)  
Charity Number 1155107**





## TABLE OF CONTENTS

3

A Message  
from Our Chair

4

Report of  
the Trustees

16

Statement of  
Financial Activities

17

Balance  
Sheet

18

Notes to the  
Financial  
Statements

21

Independent  
Examiner's  
Report

# Message from our Chair:

## Building Bridges, Changing Lives

Dear Friends

As we reflect on the past year, I am delighted to present our 2023 annual report- a year of building bridges and closing gaps between education, employment and the real world. At Goldstar, we have identified a gap where young Charedi women step out into the world beyond the classroom and require practical guidance to cross that bridge. We have invested time, effort and brainpower to build a network of training and support in preparation for the workplace. It has been a journey of fast-paced progress and solid groundwork.

In the face of the post-COVID challenges and the escalating Cost of Living Crisis, the need for our services has intensified. People are seeking stable and lucrative employment now more than ever, unable to afford further education and training.

Despite being in its early stages, the pilot phase of the Goldstar Soft Skills Programme has seen wild success, with over 340 participants and an 80% employment rate amongst graduates six months on. We have gained the trust of the community, earning recognition from Rabbinical and educational figures across London and further up North. "A bridge is not just a structure; it is a metaphor for progress, resilience, and overcoming obstacles." We have faced setbacks, but we have not let them set us back. With this mindset, we ploughed through the challenging procedure of earning ATHE accreditation for the Goldstar Soft Skills Programme and are proud and privileged to announce that the course is now officially recognised as a Level 3 Diploma in Employability and Soft Skills.

The bridge we are constructing is not just about crossing from one side to the other; it's about ensuring the journey in itself is meaningful. We are committed to fortifying this bridge, making it better and more accessible for those seeking opportunities. This year, substantial efforts were invested in scrutinising the successes and challenges of our programme, as well as actively enhancing our data management processes to better track outcomes and outputs. By automating our systems, we aim to allocate more time to what matters most- making a difference on the frontline.

At Goldstar, we recognise the value of networking and mentoring beyond the soft skills curriculum. Extensive legwork has been undertaken, preparing for a full launch of our mentoring framework in the coming year. This initiative is designed to support Goldstar graduates and first-year employees as they navigate their early employment journeys. We do not merely build bridges; we help them get over it too.

Allow me to extend sincere gratitude to our dedicated staff and trainers for investing their time, passion and skills in making difference to the lives of young women and girls. Thank you to our invaluable funders, volunteers, partners and, of course, my fellow trustees, who have supported us through this journey of incredible growth. The view from the bridge we are constructing is awe-inspiring, and the journey has been nothing short of remarkable. Each of your contributions, whether through financial backing, investing endless hours, or lending your expertise, has been integral in constructing the framework towards our ongoing success. Your belief in our mission has propelled Goldstar forward, allowing us to impact the lives of many.

We look forward to continue building bridges that connect dreams to reality, potential to opportunity, and aspirations to achievements.

With gratitude and thanks,  
*S. Weiss*  
S Weiss  
Goldstar Trustee



*“Numbers don’t just count;  
they bridge gaps, connecting  
progress to outcomes.”*

## Statistics Snapshot

### Our Mission

Goldstar is dedicated to developing the capacity and skills of young women who are socially and economically disadvantaged members of the Charedi Jewish community, so that they are better able to identify and meet their needs. We aim to ensure that they have improved chances in life, enabling them access to training and employment opportunities. We seek to bridge the gaps between education, employment and the real world, empowering them to be successful individuals, wives, mothers and employees.

We do this by teaching transferrable skills and providing guidance on how to navigate the workplace practically and emotionally. We build young women’s confidence, initiative and self-awareness, teaching them the ethics of the workplace and how to be successful whilst retaining their values and ethos. We help them actualise their potential- bridging their latent talents to reality.

Our bridges connect people, mentors, trainers, trainees and professionals, as we encourage networking and learning from others. We do not aim to revolutionize anything or create anything new. We are merely filling what is missing- bridging a gap- in order to build young women to be the best they can possibly be within the boundaries that keep us safe.

Our work takes place primarily across London and we intend to expand further afield in the future.

### Our Values

-  Empowerment
-  Resilience
-  Community
-  Integrity
-  Sustainability

**9** Trainers are delivering (or have delivered) our programme. 

**6** Trustee meetings 

 **280** young women graduated the first cohort of Goldstar Skills Programme, in July 2022.

**344** young women partook in our training programmes between 2022-23.



**69** community volunteers undertook to be part of the mentorship programme. 

**60%** of Goldstar graduates entered active employment within 3 months of completing the training.

**26** local businesses and other employers are currently engaging with Goldstar. 

Goldstar Skills Programme was delivered in **5** seminars and **2** community settings. 



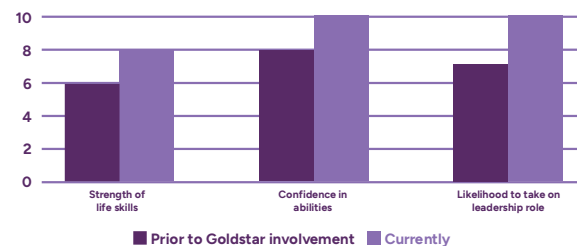
**50** women attended the employees’ event to gain insight and guidance from successful Charedi employers.



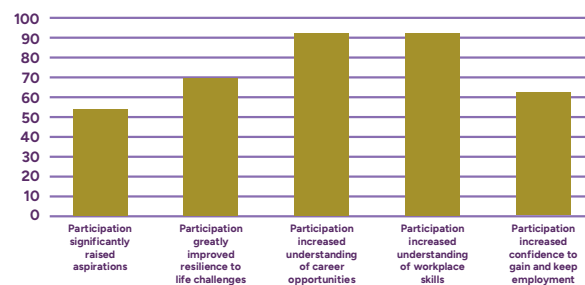
**4** endorsement letters received from leading Rabbis and educators. 

# Outcomes

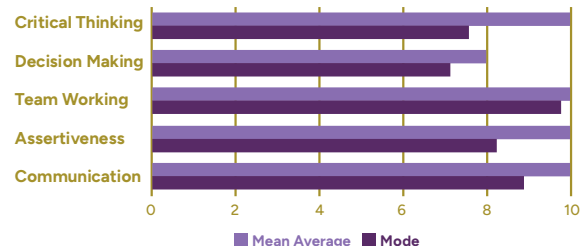
Comparison of confidence and abilities before and after being introduced to Goldstar's Soft Skills Programme (Scale of 0-10)



Participation Outcomes by Percentage



Life Skills of Trainers Improved by Participation in Course (Scale of 0-10)



# Projects & Programmes



## 1. Employability & Soft Skills Training

We deliver accredited training to support low-income young women in preparation for the workplace. Our primary programme is the Goldstar Skills Programme which is offered as both a long-course and short-course version to young women aged 16-25 in seminaries and community settings across London. The programme has received endorsements from significant Rabbis and leading educators and is currently implemented across 5 different seminaries and 2 community settings, benefitting nearly 350 participants in the year 2022/23. Topics covered include self-awareness, job exploration and preparation, communication, ethics & values, transitioning to work and remote working.

We are regularly reviewing and updating the course content to meet the feedback of students, seminaries, trainers and local educators. Feedback to date has acted as a catalyst for the Mentorship Programme (see below).



## 2. Awards for Training and Higher Education Accreditation

The Goldstar Skills Training programme received official accreditation by the ATHE as an Ofqual qualification (Level 3 Diploma in Employability and Soft Skills) in September 2022. This was a major milestone as it provided us with credibility and recognition.

Furthermore, obtaining accreditation was a means to securing funding from the Education & Skills Funding Agency (ESFA). Unfortunately, however, we learnt that the Department for Education has put a moratorium on approval of new accreditations at this level. Without this approval, ESFA funding for students towards the accreditation is not forthcoming. This has been a significant blow to Goldstar. Our operational model was designed to benefit from ESFA funding, to support students from low-income backgrounds who cannot afford the high price tag of the course.

To combat this, we exerted much effort to secure funding from alternative sources and successfully obtained funds from City Bridge Trust, Reaching Communities (National Lottery), and Henry Smith Charity, amongst others.



## 3. Healthy Relationships Course

Following requests from Goldstar Trainers and local schools, we have developed a course targeting students in upper secondary education, as an offshoot of existing modules in the Goldstar Skills Programme. The course covers topics such as communication, healthy boundaries, empathy and more. The course is due to go live in the coming academic year.





#### 4. Train the Trainers

The Charedi community is a hard-to-reach niche community. We recognise that in order for training to be effective, it must be delivered by local people who have lived experience of the challenges faced by these young people, and who understand the cultural nuances of this community. To this end, we offer training programmes for local women where they are able to train to become accredited Goldstar Facilitators. This is a win-win project. It provides Goldstar with a team of well-trained, motivated facilitators who are able to best connect to the learners, and it helps bring more jobs to the local community. We are currently working on developing a more compact version of this training programme, over a shorter timeframe, to ensure maximum efficiency.



#### 5. Developing our Facilitators

We offer regular guidance, support and continued professional development to facilitators of the Goldstar Skills Programme. We hold regular meetings to share progress, updates and feedback. We have also explored how best to deploy our trainers/facilitators in order to improve our learners' experience. This includes rotating trainers so that a given group benefits from the expertise of varied trainers. The changes also provide for flexibility and efficiency, as we can now quickly replace a trainer who cannot attend a given session.



#### 6. Department for Work and Pensions (DWP)

This year we were privileged to partner with Ingeus, one of the UK's main lead providers contracted by the DWP to help unemployed people into jobs. With their support, we ran a pilot programme to help young women secure a sustainable job within 6 months of graduation. A key worker was recruited to offer one-on-one focused support and tailored signposting to 20 graduates of the Goldstar Programme. We were wildly successful with 80% of the cohort currently in employment. Ingeus has committed to establishing a long-term relationship with Goldstar.

We are cultivating relationships with businesses and employers to secure work placements, apprenticeships, and interview commitments for our graduates, thus ensuring that our work is a long-term solution to sustainability and self-sufficiency.



#### 7. Greater London Authority

We laid the groundwork for a new initiative in which we will provide personalised mentoring to support graduates in their employment pursuits. This follows the success of an 'Employees Event' organised by Goldstar in Nov 2022, where a number of Charedi employers were invited to address, mingle and share experiences with 50 recent graduates.

We are in the process of establishing a group of community mentors comprising employers and successful business owners, who could be approached on an ad-hoc basis to support young women with advice and guidance through their employment journey. We currently have 69 local business women who have committed to volunteer as mentors, based on their field of expertise and have attended an orientation event to introduce the programme. We plan to review how well this initiative is working halfway through 2023-24. This is supported by the Greater London Authority.

## From Across The Bridge

### Graduates

The programme gave me much awareness and confidence which will definitely help me in the future. I really enjoyed the various activities and interactive elements which made the lessons engaging and memorable.

Thank you for such an enriching programme- I am learning so much every single week. I feel so much more confident about entering the workplace.

It gave me a different outlook at my goals and myself in general. I feel so much more positive about working out which jobs would best suit me and my chances of actually getting them.

The course encouraged me to re-think things and I realised how I'd never really been properly aware of my own qualities and what I was capable of achieving. It's been life-changing honestly, and I'm excited to share this with young learners and help them realise their potential.

### Trainers

This programme made such a difference to me in my relationship with young people. I feel much more able to understand their viewpoints and respond appropriately.

### Seminary Heads

I must congratulate Goldstar on producing a course that is quite literally one of a kind. Soft skills have never been addressed in our seminary before and I can honestly see the change the course has made.

Goldstar has made such a difference to the girls in my seminary. They've become significantly more self-aware and confident and ready to take on the job market which can be so daunting.

### Employers

I currently have an employee who shared that she completed some Goldstar training workshops. I have to admit, she came across so much more confident, positive and prepared for the job than other job applicants.





# 2022-23 Paths of Progress



*Lets  
build  
bridges,  
not  
walls.*

## GOLDSTAR SKILLS PROGRAM

### First graduation

Young women graduate the first cohort of the full length programme which was piloted in 2021-22.

### Short course

A short course version of the programme is launched.

### Programme Review

Major review of the programme based on the feedback and comments of first cohort graduates.

### Enrolment

In the academic year of 2022/23, young women enroll in both the short and longer training programmes.

### Endorsements

Official endorsements received from key community leaders and educators.

### Delivery

Goldstar Skills Programme is delivered across various locations.

## EMPLOYMENT SUPPORT

### Mentor

Mentor appointed to support first year employees who have completed the Goldstar programme.

### Employees Event

Event arranged for Goldstar graduates and friends, in preparation for the workforce.

### Mentor Programme

Planning a mentorship programme, where successful business owners will guide and advise Goldstar graduates.

### Mentor Programme

Community volunteers identified to join the mentor programme as representatives in their field of business.

### Mentor Programme

Plans in place to launch officially, including training for mentors and spreading awareness of the programme.

### Employer Engagement

Links are developed with local employers to generate employment opportunities for Goldstar graduates.

## HEALTHY RELATIONSHIPS COURSE

### Funds Secured

Funding secured to create the Healthy Relationships course for students in upper secondary education.

### Development

Steering group established to develop content and review material.

### Implementation

Goldstar trainers and local schools express interest in the course, which will go live in the next academic year.

## TRAINING THE TRAINERS

### Continuing Professional Development

CPD session given to Goldstar Trainers, covering topics of mentoring and coaching.

### Meeting

Meeting with all working trainers to review progress and renew commitment.

### Rotation Group

Initiation of trainers' rotation group, where each trainer offers support in their area of expertise.

### Plans

Plans to strategically train a new cohort of trainers within a shorter timespan, to be commenced in June 2023.

## NETWORKING & PARTNERSHIPS

### Hackney Council

Networking and lobbying Hackney Council for government support and recognition.

### Ingeus Partnership

Ingeus, contracted with the DWP, shows interest in our work and establishes a partnership with us.

### Ingeus Partnership

Pilot programme launched in partnership with Ingeus, to support Goldstar graduates in transitioning to employment.

### Ingeus Partnership

Following the programme's wild success, plans are in place to extend the contract and support more people.

### City Bridge Trust

City Bridge Trust agrees to fund our core costs over a period of 5 years.

### Propel

Funding secured from Propel to support collaborations within the community to tackle work poverty.

## ATHE ACCREDITATION

### Application

Application and quality assurance checks in preparation to become an ATHE recognised centre.

### Registered centre

Goldstar becomes an ATHE registered centre.

### Endorsement

Pilot programme launched in partnership with Ingeus, to support Goldstar graduates in transitioning to employment.

### Qualification

In Sept 2022, Goldstar becomes formally accredited by the ATHE, as Ofqual recognised Level 3 Diploma.

### Training

Goldstar undertakes ATHE training on compliance.

## GENERAL PROGRESS

### Marketing

Marketing strategies are reviewed to target different audiences.

### Premises

Moved to larger premises to cope with the growth. Still no training suite so this is a short-term solution.

### Fundraising

Regular meetings with fundraising consultant to secure adequate funds.

### Qualification

In Sept 2022, Goldstar becomes formally accredited by the ATHE, as Ofqual recognised Level 3 Diploma.

### New Trustee

Appointment of additional Trustee- Mrs G Lieberman.

# Vision for the Future



## Goldstar Skills Programme

We plan to expand our programme to support more women in 2023/24, with plans to implement the training in additional community settings and seminars.



## Upcoming Programmes

The Healthy Relationships course will continue to undergo thorough review and is due to kick-off in the coming academic year. The Mentorship Programme will launch in 2024.



## Expansion of Opportunities

We are constantly on the lookout to offer new opportunities and innovative programmes based on the feedback from our beneficiaries including leadership initiatives and entrepreneurial support for aspiring young women seeking to start their businesses.



## Ingeus Partnership

Following our successful pilot programme supported by Ingeus, (in which 90% of participants secured jobs with the help of a focused key worker), we plan to offer this programme to 60 young women in the coming year, by running three groups of 20 women each.



## Reaching further afield

We currently have some activity up North (in Manchester), but in order to expand in a sustainable way we have to focus on consolidation. We recognise that we would need a local office in locations further afield.



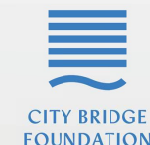
## Premises

We have had to move due the growth and expansion, however we do not yet have our own training suites. We are actively looking to relocate yet again because the lack of training suites is an impediment to our growth and the breadth of our reach.

## Thanks to our funders

'IT TAKES BOTH SIDES TO BUILD A BRIDGE'

- Fredrik Nael



BROADGATE

Community Fund

*"Thank you for being the architects of change!"*



## TRUSTEES' REVIEW

### ORGANISATION

The charity is managed by a committee of the trustees.

### INVESTMENT POWERS AND RESTRICTIONS

The trustees have wide-ranging investment powers to invest the Charity's assets as they see fit in the furtherance of the Charity's objectives.

### REVIEW OF FINANCIAL ACTIVITIES AND AFFAIRS

The financial statements for the period show a deficit of £9,444, (2022 – surplus – £41,139). The trustees consider the financial position of the charity to be satisfactory.

The financial statements conform to current statutory requirements and comply with the Charity's governing documents.

### RESERVES POLICY

The trustees aim to hold free reserves at a level sufficient to protect services and ensure adequate cashflow for the organisation's needs. The future plan is for the organisation to hold a minimum of six months of the organisations core running costs in unrestricted reserves to ensure continuity of service of the Charity's unrestricted operating costs.

### RISK MANAGEMENT

The trustees actively review the major risks which the charity faces on a regular basis and believe that maintaining reserves at current levels combined with an annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The trustees have also examined other operational and business risks faced by the charity and confirm that they are satisfied.

### REVIEW OF DEVELOPMENTS, ACTIVITIES AND ACHIEVEMENTS

The charity was able to obtain funds and to promote its objectives.

### THE TRUSTEES

The trustees who served the charitable company during the year were:

Mrs E L Feldman  
Mrs S Weiss  
Mrs R Erbllich  
Mrs P Margolis  
Mrs R Stern  
Mrs S Friedman  
Mrs T Feldman  
Mrs G Lieberman (appointed 03 May 2023)

## TRUSTEES' REVIEW (CONTINUED)

### RESPONSIBILITIES OF THE TRUSTEES

The director and trustees of Goldstar Creative Marketing (Limited by Guarantee) 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 judgments and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company 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. The trustees 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.

### SIGNED ON BEHALF OF THE TRUSTEES:

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R ERBLICH – TRUSTEE

Dated 15 February 2024



## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MAY 2023

|                                   |      | 2023<br>£             | 2023<br>£           | 2023<br>£      | 2022<br>£      |
|-----------------------------------|------|-----------------------|---------------------|----------------|----------------|
|                                   |      | Unrestricted<br>Funds | Restricted<br>Funds | Total<br>Funds | Total<br>Funds |
|                                   | Note |                       |                     |                |                |
| <b>GENERAL FUND</b>               |      |                       |                     |                |                |
| <b>Income And Expenditure</b>     |      |                       |                     |                |                |
| <b>Incoming Resources</b>         |      |                       |                     |                |                |
| Skills Programmes                 | 2    | 163,337               | 29,025              | 192,362        | 208,172        |
| Social Welfare Programme          |      | -                     | -                   | -              | 3,400          |
| Smaller Grants – General          |      | 1,500                 | 1,300               | 2,800          | 7,739          |
|                                   |      | 164,837               | 30,325              | 195,162        | 219,311        |
| <b>Resources Expended</b>         |      |                       |                     |                |                |
| Direct Charitable Expenditure     | 3    | 159,684               | 37,839              | 197,523        | 176,249        |
| <b>Governance Costs</b>           |      |                       |                     |                |                |
| Accountancy                       |      | 6,000                 |                     | 6,000          | 1,923          |
| Professional                      |      | 1,083                 |                     | 1,083          | -              |
|                                   |      | 7,083                 |                     | 7,083          | 1,923          |
| <b>Total Resources Expended</b>   |      | 166,767               | 37,839              | 204,606        | 178,172        |
| <b>Net Incoming Resources</b>     |      | (1,930)               | (7,514)             | (9,444)        | 41,139         |
| <b>Net Incoming Resources B/f</b> |      | 54,008                | 64,625              | 118,633        | 77,494         |
| <b>Net Incoming Resources C/f</b> |      | 52,078                | 57,111              | 109,189        | 118,633        |

There were no recognised gains and losses for 2023 other than those included in the above Statement of Financial Activities.

The notes form part of these accounts

## BALANCE SHEET AS AT 31 MAY 2023

|                                         |   | 2023<br>£ | 2023<br>£ | 2022<br>£ | 2022<br>£ |
|-----------------------------------------|---|-----------|-----------|-----------|-----------|
| <b>Fixed Assets</b>                     | 4 |           | 5,113     |           | 5,113     |
| <b>Current Assets</b>                   |   |           |           |           |           |
| Debtors                                 | 5 | 59,725    |           | 7,967     |           |
| Cash at Bank                            |   | 57,634    |           | 110,665   |           |
|                                         |   | 117,359   |           | 118,632   |           |
| Creditors payable within one Year       | 6 | (13,283)  | 104,076   | (5,112)   | 113,520   |
| <b>Net Current Assets/(Liabilities)</b> |   |           | 109,189   |           | 118,633   |
| <b>Net Assets</b>                       |   |           | 109,189   |           | 118,633   |
| <b>REPRESENTED BY</b>                   |   |           |           |           |           |
| Unrestricted Funds                      |   |           | 52,078    |           | 54,008    |
| Restricted Funds                        |   |           | 57,111    |           | 64,625    |
| <b>TOTAL CHARITY FUNDS</b>              |   |           | 109,189   |           | 118,633   |

The trustees are satisfied that the charity is entitled to exemption from the provisions of the companies Act 2006 (the Act) relating to the audit of the financial statements for the period by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The trustees acknowledge their responsibilities for:

- ensuring that the charity keeps adequate accounting records which comply with section 386 of the Act and,
- preparing financial statements which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of sections 394 and 395, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the charity.

The financial statements were approved by the trustees on 15 February 2024 and signed on its behalf by:

DocuSigned by:  
  
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**R Erblich**  
**Director**

**Company Registration Number: 08532455**

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MAY 2023

### 1. ACCOUNTING POLICIES

#### Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005) and comply with the Statement of Recommended Practice 2005 'Accounting and Reporting by Charities'.

#### Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

#### Incoming resources

All incoming resources are included in the SOFA when the charitable company is legally entitled to the income and the amount can be quantified with reasonable accuracy.

#### Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

### 2. SOFT SKILLS PROGRAMME

Grants for the above programme were received as follows;

|                                        |                |
|----------------------------------------|----------------|
| THE HACKNEY COMMUNITY FUND             | 10,000         |
| PADDINGTON DEVELOPMENT FUND            | 6,000          |
| GROUNDWORK LONDON                      | 300            |
| RISE FUND/ROSA                         | 20,000         |
| ROCKET SCIENCE                         | 9,000          |
| THE NATIONAL LOTTERY COMMUNITY FUND    | 57,476         |
| THE CITY BRIDGE TRUST                  | 59,637         |
| <b>Total Grants Included in Income</b> | <b>162,413</b> |

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MAY 2023

|                                         | 2023<br>£             | 2023<br>£           | 2023<br>£      |
|-----------------------------------------|-----------------------|---------------------|----------------|
|                                         | Unrestricted<br>Funds | Restricted<br>Funds | Total<br>Funds |
| <b>3. DIRECT CHARITABLE EXPENDITURE</b> |                       |                     |                |
| Closing the Divide                      | 2,340                 | 555                 | 2,895          |
| Employment Support                      | 7,082                 | 1,678               | 8,760          |
| Goldstar Skills and Skills Fusion       | 31,463                | 7,456               | 38,919         |
| Support Costs                           | 118,798               | 28,151              | 146,949        |
|                                         | <u>159,684</u>        | <u>37,839</u>       | <u>197,523</u> |

### 4. FIXED ASSETS

|                   | Fixtures &<br>Fittings | Office<br>Equipment | Total         |
|-------------------|------------------------|---------------------|---------------|
| Cost              | £                      | £                   | £             |
| As at 1 June 2022 | 1,042                  | 9,600               | 10,642        |
| Additions         | -                      |                     | 0             |
| As at 31 May 2023 | <u>1,042</u>           | <u>9,600</u>        | <u>10,642</u> |
| Depreciation      |                        |                     |               |
| As at 1 June 2022 | 899                    | 4,590               | 5,529         |
| Charge            |                        |                     | 0             |
| As at 31 May 2023 | <u>899</u>             | <u>4,590</u>        | <u>5,529</u>  |
| As at 31 May 2023 | <u>143</u>             | <u>5,010</u>        | <u>5,113</u>  |
| As at 31 May 2022 | <u>143</u>             | <u>5,010</u>        | <u>5,113</u>  |

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MAY 2023

|                     | 2023<br>£             | 2023<br>£           | 2023<br>£     | 2022<br>£    |
|---------------------|-----------------------|---------------------|---------------|--------------|
|                     | Unrestricted<br>Funds | Restricted<br>Funds | Total         | Total        |
| <b>5. DEBTORS</b>   |                       |                     |               |              |
| Trade               | 1,857                 |                     | 1,857         | -            |
| Income Accrued      | 56,557                |                     | 56,557        | 6,656        |
| Loan                | 144                   |                     | 144           | 144          |
| Other               | 1,167                 |                     | 1,167         | 1167         |
|                     | <u>59,725</u>         |                     | <u>59,725</u> | <u>7,967</u> |
| <b>6. CREDITORS</b> |                       |                     |               |              |
| Trade               | 4,331                 |                     | 4,331         | -            |
| Sundry              | 6,354                 |                     | 6,354         | 2,514        |
| Loan                | 2,598                 |                     | 2,598         | 2,598        |
|                     | <u>13,283</u>         |                     | <u>13,283</u> | <u>5,112</u> |

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF GOLDSTAR CREATIVE MARKETING

I report on the financial statements of the Trust for the year ended 31 May 2023 which are set out on pages 16-20.

### RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is requested by the trustees. The charity's gross income was £219,311 and I am qualified to undertake examination by being a qualified member of the I.C.A.E.W.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- To follow the procedures laid down in the general Directions given by the Charity Commission under section 145 (5)(b) of the 2011 Act; and
- To state whether particular matters have come to my attention.

### BASIS OF INDEPENDENT EXAMINER'S REPORT

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

### INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention:

- (1) Which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with Section 386 of the Companies Act 2006; and to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

DocuSigned by:  
  
 B OLSBERG

**B OLSBERG  
B OLSBERG & CO  
CHARTERED ACCOUNTANTS  
3 MIDDLETON RD M8 5DT**

**15 February 2024**



# *The Architects Behind the Bridge*

## **Trustees:**

Mrs E L Feldman  
Mrs S Weiss  
Mrs R Erlich  
Mrs P Margolis  
Mrs R Stern  
Mrs S Friedman  
Mrs T Feldman  
Mrs G Lieberman  
appointed 03 May 2023

## **Auditor:**

B Olsberg  
B Olsberg & Co.  
Chartered Accountants  
3 Middleton Road  
M8 5DT

## **Registered Office:**

15 Osbaldeston Road  
London  
N16 7DJ

## **Bankers:**

Barclays Bank UK PLC  
1 Churchill Place  
London E14 5HP

*“Good Buildings come  
from good people”*



***“Build a bridge by  
extending your hand”***

- Ken Poirot

**GOLDSTAR**  
IDENTIFYING POTENTIAL

**GOLDSTAR CREATIVE MARKETING**

Company Number 08532455

Charity Number 1155107

[www.goldstarcreative.org](http://www.goldstarcreative.org)

0208 211 1020

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# Accounts

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**GOLDSTAR CREATIVE MARKETING  
LIMITED BY GUARANTEE  
DIRECTORS' AND TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2022**

**COMPANY NUMBER 08532455 (England and Wales)  
CHARITY NUMBER 1155107**



**GOLDSTAR CREATIVE MARKETING  
CONTENTS OF THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2022**

|                                      | <b>Page</b> |
|--------------------------------------|-------------|
| Legal and Administrative Information | 1           |
| Report of the trustees               | 2           |
| Statement of financial activities    | 11          |
| Balance sheet                        | 12          |
| Notes to the financial statements    | 13          |
| Independent Examiner's Report        | 16          |



**GOLDSTAR CREATIVE MARKETING**  
**Legal and Administrative Information**

|                   |                                                                                                                                                      |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Trustees          | Mrs E L Feldman<br>Mrs S Weiss<br>Mrs R Erbllich<br>Mrs P Margolis<br>Mrs R Stern<br>Mrs S Friedman Appointed 20 Dec 21<br>Mrs T Feldman " 25 Oct 21 |
| Company Number    | 8532455                                                                                                                                              |
| Charity Number    | 1155107                                                                                                                                              |
| Registered Office | 15 Osbaldeston Road<br>London<br>N16 7DJ                                                                                                             |



**GOLDSTAR CREATIVE MARKETING**  
**REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2022**

The Trustees, one of whom is a Director of the Charity for the purpose of the Companies Act have pleasure in presenting their report and financial statements of the charitable company for the year ended 31 May 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 in preparing the financial statements of the Charity.

**OBJECTIVES OF GOLDSTAR CREATIVE MARKETING**

Goldstar Creative Marketing is governed by its Memorandum and Articles of Association. The charity's objects and its principal activities are:

1. To develop the capacity and skills of the members of socially and economically disadvantaged communities in such a way that they are better able to identify and help meet their needs and to participate more fully in society.

Goldstar Creative Marketing aims to ensure that people have better chances in life, with better access to training and development to improve life skills.

2. To promote any other exclusively charitable objects and purposes as the trustees see fit, provided that they are regarded as charitable by the law of England and Wales.

The charity is organised so that the trustees meet regularly to manage its affairs. The charity does not use voluntary assistance. Administration of the charity is dealt with by the trustees

**PUBLIC BENEFIT**

The trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on public benefit and in particular to its supplementary public benefit guidance on advancing education when reviewing the charity's aims and objectives and in planning future activities and setting grant making policy for the year.

**LEGAL STATUS**

The company is limited by guarantee and is governed by its memorandum and articles of association dated 16 May 2013. The company is a registered charity - number 1155107.

**PRINCIPAL ACTIVITY AND REVIEW OF THE YEAR**

The principal activities of the charity include:

- The Goldstar Employability and Soft Skills Programme for young woman
- Training sessions and employability training
- Supporting individuals as approved by the Trustees through our Social Welfare Programme



## **GOLDSTAR CREATIVE MARKETING**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2022 (CONT...)**

#### **Overall Summary:**

In the last financial year our Employment & Soft Skills has met many milestones, and this project is well on the way to achieving our overall objective of bettering the lives of Charedi young women, and helping them work towards a brighter economic future.

The Goldstar Employment & Soft Skills programme has been developed to meet the specific needs of Orthodox Jewish young women who, due to their cultural requirements have limited access to employment and training opportunities. The curriculum has been designed in line with our objective to promote success for both the employed and unemployed and to open new pathways to employment for women. Extensive research with local businesses and charitable organisations was undertaken in 2018-19, in which we learned about their concerns over the lack of skills of young women in the community when they access the workforce. A series of pilot experiential learning workshops confirmed this disparity and highlighted skills sets which are missing particularly in this community, our curriculum addresses these areas.

From May – August 2021 we ran our first Train the Trainers, ILM accredited, training programme which attracted a dynamic group of orthodox Jewish women, with live experience of growing up within this hard to reach community. 19 out of 20 participants successfully graduated the programme and are now Goldstar Accredited Trainers. Women trained are both from London and Manchester, to enable us to broaden the geographic scope of our work and to increase our user base.

In September 2021 the first programme training cohort launched in London, and during the past months additional cohorts were added. Almost 300 learners have partaken in the programme to date, with training taking place primarily in London – 4 Seminaries have run either the full or concise version of our training, and training groups have taken place within various community locations and organisational settings. A Manchester cohort has just commenced, and we are currently looking at how to expand our reach in Manchester, and to introduce the programme to Gateshead and other smaller Charedi locales.

In February 2022 we received ATHE endorsement for our programme, and in April we commenced working towards obtaining ATHE's Level 3 Ofqual recognised accreditation for the programme. We are pleased to report that this accreditation has now been achieved, and our programme is officially on the Ofqual register.

As part of our commitment to excellence, we continue to develop new resources to supplement the programme. This year's focus was on creating culturally appropriate training videos to enhance the curriculum. We used talent from within the community, with women writing the scripts and acting out the scenes.



## **GOLDSTAR CREATIVE MARKETING**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2022 (CONT...)**

We would like to share with you feedback received at all different levels showing the impact of our work during this fiscal year:

#### **Feedback from students currently in Training:**

*"It is a real eye opener on how to prepare ourselves for working. Thank you!"*

*"The course is very helpful and making me realise how to behave at work."*

*"Thank you for such an enriching programme- I am learning so much every single week. I feel so much more confident about entering the workplace."*

*"I have received a lot of new information which makes me more confident and ready to enter the work place! It's such a relief to feel that I have a lot more options than before I began the course."*

*"It gave me a different outlook at my goals and myself in general. I feel so much more positive about working out which jobs would best suit me and my chances of actually getting them."*

*"The course has been extremely helpful in giving me an awareness of ethics in the workplace; thank you so much for this wonderful opportunity".*

#### **Feedback from Seminary Heads:**

*"I must congratulate Goldstar on producing a course that is quite literally one of a kind. Soft skills have never been addressed in our seminary before and I can honestly see the change the course has made."*

*"Until Goldstar came along, I didn't realise how much the girls in my seminary needed soft skills training."*

*"We never really prepared girls for the outside world by giving them soft skills that would actually help them get jobs. We are so grateful that Goldstar has given our girls this much needed opportunity."*

*"Goldstar has made such a difference to the girls in my seminary. They've become so much more self-aware and confident and ready to take on the job market which can be so daunting."*

#### **Feedback from Train The Trainers Programme**

*"I used to think I'd never be able to conquer my stress levels at work. But now I'm so much better at developing coping mechanisms for stress and not releasing my tension on colleagues."*



## **GOLDSTAR CREATIVE MARKETING**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2022 (CONT...)**

*The young people we will be working with are so lucky – they'll learn all of this in advance and not have to go through what I went through!*

*"The course encouraged me to re-think things and I realised how I'd never really been properly aware of my own qualities and what I was capable of achieving. It's been life-changing honestly, and I'm exciting to share with this young learners and help them realise their potential."*

*"I feel like the course was my first introduction to the real me. I finally got to properly appreciate what I'm good at and what needs more work. This has helped me so much socially and at work."*

*"The course helped me realise that if I respectfully negotiate a higher salary, I'm not a manipulative or self-centred person. It means I just want to feel valued in my job and earn what I'm worth."*

#### **Feedback from participants in pilot workshops:**

*"It really put me in the position to think independently, and showed me how unprepared I am for going to work".*

*"Thank you for the food for thought, I'd like to take this further".*

*"Empathy has never been my strong point and I thought that this is just the way I am wired. Boy was I wrong! The tools I picked up during the workshop are totally cool!"*

*"Facilitator was great and sensitive to the needs of the community. I feel listened to."*

*"I always felt like my role now is my role forever. But this has shown me that my future is not etched in stone... I have the potential to change it and be the best I can be."*

#### **Feedback from Employers:**

*"I currently have an employee who shared that she completed some Goldstar training workshops. I have to admit, she came across so much more confident, positive and prepared for the job than other job applicants."*

*"My business brought in Goldstar to train up the young seminary graduates on our team on how to deal with the different type of customers we serve. The results were outstanding."*

*"I always found Charedi girls had great potential but somehow their interview skills let them down. But when I interviewed the young lady who'd taken Goldstar's interview workshop, I found she was self-assured and came across so well. I hired her and never regretted that decision."*



**GOLDSTAR CREATIVE MARKETING**  
**REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2022 (CONT...)**

**CASE STUDIES**

**MIRIAM**

*Miriam is a young Charedi mother living in Hackney. She was employed as a junior bookkeeper at a local company. However, she was frustrated that despite having worked there for five years, she'd been offered no potential for career progression.*

*When Miriam contacted Goldstar, we immediately recommended that she sign up for some of our soft skills workshops, with a focus on assertiveness and self-presentation. Newly empowered, she undertook an employment mapping exercise with one of our consultants and as a result, she decided to take an additional bookkeeping qualification. She then role-played with our team on how to approach her boss to discuss increasing her wage and taking on a more senior position at the company.*

*Negotiations with her boss resulted in an increase of £1,000 pm with no strings attached. She now feels empowered to further advance her career prospects.*

**BATSHEVA**

*After completing our Train The Trainers Programme, Batsheva currently works as an office manager at Misgav, an organisation supporting young women with special needs. Her role involves extensive teamwork necessitating exceptional collaborative and communication skills and Batsheva maintains that the Goldstar Skills Programme has taught her to be more adept at positively and effectively interacting and connecting with team members.*

*"Goldstar has forced me to let go of perfection," she says. On embracing Goldstar's programme, she has become more resilient and is able to ignore her instinctive predilection for faultlessness from team members. Internalising Goldstar's lessons on empathy and listening skills has had a direct impact on her relationship with all those at Misgav. She has not banished all expectations of staff performance but she moderates these with kindness, patience and a more sensitive, gradual approach. "I've learnt to slow down and not bulldoze" she says.*

*The facilitation and delivery techniques instilled in Goldstar's Train The Trainers Programme stood Batsheva in good stead when faced with new staff members in need of her direction. Goldstar's emphasis on preserving integrity and time management skills also proved invaluable. "I tried to maximise the time allotted to me in my contract," she says, "without resorting to doing overtime."*

*She has officially completed and graduated from the course but she continues to use the seven-module course books as sources of advice and inspiration in her everyday life at work. She offers training and support to her team, and looks forward to opportunities where she will be able to deliver the Goldstar training to young people.*



**GOLDSTAR CREATIVE MARKETING**  
**REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2022 (CONT...)**

**Outcomes:**

We are very happy to report that we have received very good feedback from beneficiaries of the project. The majority of young people participants rated most interventions highly, between 7 and 8 on a scale of 1 to 10, including :

- Strength of skills was rated at almost 9, when this was rated at just 6 prior to the programme.
- The young women considered the likelihood of a leadership role prior to involvement with Goldstar to be 6, but at the time of the questionnaire, they felt that the likelihood of such role for had increased to 8.
- Confidence in own abilities and raised aspirations were rated 8.
- Ratings for life skills were consistently high, including : critical skills: 8; decision-making: 8; teamworking: almost 9; assertiveness: 8+; communication: 8+.
- Increased understanding of workplace skills was rated 9+.
- Increased understanding of employment opportunities was rated 8.
- Young women gave high scores to the question on satisfaction with the workshops (8) and involvement in planning and activities was scored highly at 9.

Moving forward in 2022-2023 Goldstar's main objectives are:

- Move to new premises. This would allow us to offer training in-house, set up a resource library, and to offer hotdesking and meeting rooms to women in the community who are seeking to launch a business or who are working remotely and do not have space to work from home.
- To set up a mentoring programme where trainees can be supported individually via volunteer mentors from within the community.
- Provide our Trainers with CPD training in coaching and mentoring skills.
- Expand our reach and to impact more people. This includes signing up more Seminaries, and
- Setting up training sessions for those beyond education or not in an educational framework.
- Set up a support programme for young people transitioning to the workplace, where we support them during the first months of employment. Initially this will be trialled as part of the pilot we are running in conjunction with Ingeus



Our longer term goals include:

- Developing a leadership programme to help women into senior and/or leadership positions.
- Increasing the reach of our programme and creating partnerships with other communities through adapting our curriculum to support the specific requirements of other BAME communities.
- Working with similar communities internationally, who have shown an interest in our programme.

We are indebted to our funders for funding our work, and for making it possible for us to reach so many milestone. The key funders we would like to mention include The Tudor Trust, Reaching Communities, Awards for All and the Rosa Fund.

Funders have not only supported our work financially, but have provided with their input and guidance, and this been been pivotal in our development and progress and has guided the way Goldstar runs its operations. Specifically, we would like to thank Nicky Lappin of the Tudor Trust and Juliette Kelvin of Reaching Communities.

In the next months we are due to run a pilot programme in conjunction with Ingeus (a DWP provider) to support young women into employment. If successful we hope to expand this partnership significantly as this support would help our programme to become sustainable.

We are grateful to our Trustees, our Community Advisory (Educational) Board and Youth Steering group for their ongoing contributions and for their input in developing and growing our programme.



## **GOLDSTAR CREATIVE MARKETING**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2022 (CONT...)**

#### **ORGANISATION**

The charity is managed by a committee of the trustees.

#### **INVESTMENT POWERS AND RESTRICTIONS**

The trustees have wide-ranging investment powers to invest the Charity's assets as they see fit in the furtherance of the Charity's objectives.

#### **REVIEW OF FINANCIAL ACTIVITIES AND AFFAIRS**

The financial statements for the period show a surplus of £41,139, (2021 - £40,150). The trustees consider the financial position of the charity to be satisfactory.

The financial statements conform to current statutory requirements and comply with the Charity's governing documents.

#### **RESERVES POLICY**

The trustees aim to hold free reserves at a level sufficient to protect services and ensure adequate cashflow for the organisation's needs. The future plan is for the organisation to hold a minimum of six months of the organisations core running costs in unrestricted reserves to ensure continuity of service of the Charity's unrestricted operating costs.

#### **RISK MANAGEMENT**

The trustees actively review the major risks which the charity faces on a regular basis and believe that maintaining reserves at current levels combined with an annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The trustees have also examined other operational and business risks faced by the charity and confirm that they are satisfied

#### **REVIEW OF DEVELOPMENTS, ACTIVITIES AND ACHIEVEMENTS**

The charity was able to obtain funds and to promote its objectives.

#### **THE TRUSTEES**

The trustees who served the charitable company during the year were:-

Mrs E L Feldman

Mrs S Weiss

Mrs R Erbllich

Mrs P Margolis

Mrs R Stern

Mrs S Friedman

Mrs T Feldman



## **GOLDSTAR CREATIVE MARKETING**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2022**

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

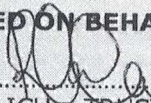
The director and trustees of Goldstar Creative Marketing (Limited by Guarantee) for the purposes of company law are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted 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 judgments and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company 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. The trustees 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.

#### **SIGNED ON BEHALF OF THE TRUSTEES:**

  
.....  
R ERBLICH - TRUSTEE

Dated 03 November 2022



**GOLDSTAR CREATIVE MARKETING**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 31 MAY 2022**

|                                   |   | 2022<br>£<br>Unrestricted<br>Funds | 2022<br>£<br>Restricted<br>Funds | 2022<br>£<br>Total<br>Funds | 2021<br>£<br>Total<br>Funds |
|-----------------------------------|---|------------------------------------|----------------------------------|-----------------------------|-----------------------------|
| <b>NOTE</b>                       |   |                                    |                                  |                             |                             |
| <b>GENERAL FUND</b>               |   |                                    |                                  |                             |                             |
| <b>Income And Expenditure</b>     |   |                                    |                                  |                             |                             |
| <b>Incoming Resources</b>         |   |                                    |                                  |                             |                             |
| Soft Skills Programme             | 2 | 84,692                             | 123,480                          | 208,172                     | 125,454                     |
| Social Welfare Programme          |   | 3,400                              | -                                | 3,400                       | 8,830                       |
| Smaller Grants – General          |   | 2,639                              | 5,100                            | 7,739                       | 42,525                      |
|                                   |   | <u>90,731</u>                      | <u>128,580</u>                   | <u>219,311</u>              | <u>176,809</u>              |
| <b>Resources Expended</b>         |   |                                    |                                  |                             |                             |
| Direct Charitable Expenditure     | 3 | <u>59,814</u>                      | <u>116,435</u>                   | <u>176,249</u>              | <u>135,176</u>              |
| <b>Governance Costs</b>           |   |                                    |                                  |                             |                             |
| Accountancy                       |   | 1,923                              | -                                | 1,923                       | 1,483                       |
| Professional Fees                 |   | -                                  | -                                | -                           | -                           |
| Bank Charges and fees             |   | -                                  | -                                | -                           | -                           |
|                                   |   | <u>1,923</u>                       | <u>-</u>                         | <u>1,923</u>                | <u>1,483</u>                |
| <b>Total Resources Expended</b>   |   | <u>61,737</u>                      | <u>116,435</u>                   | <u>178,172</u>              | <u>136,659</u>              |
| <b>Net Incoming Resources</b>     |   | <u>28,994</u>                      | <u>12,145</u>                    | <u>41,139</u>               | <u>40,150</u>               |
| <b>Net Incoming Resources B/f</b> |   | <u>25,014</u>                      | <u>52,480</u>                    | <u>77,494</u>               | <u>37,344</u>               |
| <b>Net Incoming Resources C/f</b> |   | <u>54,008</u>                      | <u>64,625</u>                    | <u>118,633</u>              | <u>77,494</u>               |

There were no recognised gains and losses for 2022 other than those included in the above Statement of Financial Activities.

The notes form part of these accounts



**GOLDSTAR CREATIVE MARKETING**  
**BALANCE SHEET AS AT 31 MAY 2022**

|                                         |      | 2022           |                | 2021           |               |
|-----------------------------------------|------|----------------|----------------|----------------|---------------|
|                                         | Note | £              | £              | £              | £             |
| <b>Fixed Assets</b>                     | 4    |                | <u>5,113</u>   |                | <u>6,504</u>  |
| <b>Current Assets</b>                   |      |                |                |                |               |
| Debtors                                 | 5    | 7,967          |                | 12,725         |               |
| Cash at Bank                            |      | <u>110,665</u> |                | <u>64,228</u>  |               |
|                                         |      | 118,632        |                | 76,953         |               |
| Creditors payable within one Year       | 6    | <u>(5,112)</u> | 113,520        | <u>(5,962)</u> | 70,991        |
| <b>Net Current Assets/(Liabilities)</b> |      |                | <u>118,633</u> |                | <u>77,495</u> |
| <b>Net Assets</b>                       |      |                | <u>118,633</u> |                | <u>77,495</u> |
| <b>REPRESENTED BY</b>                   |      |                |                |                |               |
| Restricted Funds                        | 7    |                | 64,625         |                | 52,481        |
| Unrestricted Funds                      |      |                | 54,008         |                | 25,014        |
| <b>TOTAL CHARITY FUNDS</b>              |      |                | <u>118,633</u> |                | <u>77,495</u> |

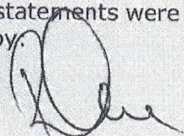
The trustees are satisfied that the charity is entitled to exemption from the provisions of the companies Act 2006 (the Act) relating to the audit of the financial statements for the period by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The trustees acknowledge their responsibilities for:

- (i) ensuring that the charity keeps adequate accounting records which comply with section 386 of the Act and,
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of sections 394 and 395, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the charity.

The financial statements were approved by the trustees on 03 November 2022 and signed on its behalf by:

**R Erblich**  
**Director**



**Company Registration Number: 08532455**



**GOLDSTAR CREATIVE MARKETING**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MAY 2022**

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005) and comply with the Statement of Recommended Practice 2005 'Accounting and Reporting by Charities'.

**Fund Accounting**

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

There are no designated or restricted funds in relation to the activities of the charitable company.

**Incoming resources**

All incoming resources are included in the SOFA when the charitable company is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Resources expended**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**2. Soft Skills Programme**

Donations for the above programme were received as follows;

|                                     |          |
|-------------------------------------|----------|
| Awards for All                      | £10,000  |
| London Faith                        | £500     |
| Postcode Society                    | £19,710  |
| Safelives (Your best friends)       | £5,500   |
| The National Lottery Community Fund | £107,601 |
| Tudor Trust                         | £30,000  |
| Other grants                        | £34,861  |
|                                     | <hr/>    |
|                                     | £208,172 |



**GOLDSTAR CREATIVE MARKETING  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2022**

|                                             | <b>2022<br/>Unrestricted<br/>Funds</b> | <b>2022<br/>Restricted<br/>Funds</b> | <b>2022<br/>Total<br/>Funds</b> | <b>2021<br/>Total<br/>Funds</b> |
|---------------------------------------------|----------------------------------------|--------------------------------------|---------------------------------|---------------------------------|
| <b>3. Direct Charitable Expenditure</b>     |                                        |                                      |                                 |                                 |
| Salaries                                    | -                                      | 51,727                               | 51,727                          | 19,046                          |
| Programme Development                       | -                                      | 30,884                               | 30,884                          | 41,520                          |
| Rent and insurance                          | 6,253                                  | -                                    | 6,253                           | 5,988                           |
| Skills and Training Services                | 16,645                                 | 12,765                               | 29,410                          | 21,032                          |
| Printing, Postage, Stationery & Advertising | 9,588                                  | 8,000                                | 17,588                          | 16,873                          |
| Travel and subsistence                      | 3,391                                  | -                                    | 3,391                           | 2329                            |
| Computer running costs                      | 3,897                                  | 1,776                                | 5,673                           | 1590                            |
| Specialist Appeals                          | 10,952                                 | -                                    | 10,952                          | 13,730                          |
| Professional Fees                           | -                                      | 11,283                               | 11,283                          | 3,930                           |
| Subscription                                | 1,368                                  | -                                    | 1,368                           | 1,105                           |
| Depreciation                                | 1,951                                  | -                                    | 1,951                           | 2,788                           |
| Office and Sundry Expenses                  | 5,358                                  | -                                    | 5,358                           | 5,245                           |
| Repairs & maintenance                       | 411                                    | -                                    | 411                             |                                 |
|                                             | <b>59,814</b>                          | <b>116,435</b>                       | <b>176,249</b>                  | <b>135,176</b>                  |

**4. Fixed Assets**

| <b>Cost</b>         | <b>Fixtures &amp;<br/>Fittings<br/>£</b> | <b>Office<br/>Equipment<br/>£</b> | <b>Total<br/>£</b> |
|---------------------|------------------------------------------|-----------------------------------|--------------------|
| As at 1 June 2021   | 1,042                                    | 9,000                             | 10,042             |
| Additions           | -                                        | 600                               | 600                |
| As at 31 May 2022   | <u>1,042</u>                             | <u>9,600</u>                      | <u>10,642</u>      |
| <b>Depreciation</b> |                                          |                                   |                    |
| As at 1 June 2021   | 838                                      | 2,700                             | 3,538              |
| Charge              | 61                                       | 1,890                             | 1,951              |
| As at 31 May 2022   | <u>899</u>                               | <u>4,590</u>                      | <u>5,489</u>       |
| As at 31 May 2022   | <u>143</u>                               | <u>5,010</u>                      | <u>5,153</u>       |
| As at 31 May 2021   | <u>204</u>                               | <u>6,300</u>                      | <u>6,504</u>       |



**GOLDSTAR CREATIVE MARKETING  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2022 (Cont...)**

|                            | 2022                  | 2022                | 2022                | 2021           |
|----------------------------|-----------------------|---------------------|---------------------|----------------|
|                            | Unrestricted<br>Funds | Restricted<br>Funds | Total<br>Funds      | Total<br>Funds |
| <b>5. Debtors</b>          |                       |                     |                     |                |
| Income Accrued             | 6,656                 | -                   | <b>6,656</b>        | 12,581         |
| Loan                       | 144                   | -                   | <b>144</b>          | 144            |
| Other                      | <u>1,167</u>          | <u>-</u>            | <b><u>1,167</u></b> | <u>-</u>       |
|                            | <u>7,967</u>          | <u>-</u>            | <b><u>7,967</u></b> | <u>12,725</u>  |
| <b>6. Creditors</b>        |                       |                     |                     |                |
| Sundry                     | 2,514                 | -                   | <b>2,514</b>        | 3,364          |
| Loan                       | <u>2,598</u>          | <u>-</u>            | <b><u>2,598</u></b> | <u>2,598</u>   |
|                            | <u>5,112</u>          | <u>-</u>            | <b><u>5,112</u></b> | <u>5,962</u>   |
| <b>7. Restricted Funds</b> |                       |                     |                     |                |

This includes £55,500 designated for removal costs and sundry increased expenditure to be incurred in the following year



**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
GOLDSTAR CREATIVE MARKETING**

I report on the financial statements of the Trust for the year ended 31 May 2022 which are set out on pages 5-8.

***Respective responsibilities of trustees and examiner***

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is requested by the trustees. The charity's gross income was £219,311 and I am qualified to undertake examination by being a qualified member of the I.C.A.E.W.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- To follow the procedures laid down in the general Directions given by the Charity Commission under section 145 (5)(b) of the 2011 Act; and
- To state whether particular matters have come to my attention.

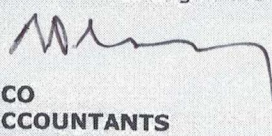
**Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

**Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) Which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with Section 386 of the Companies Act 2006; and to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
**B OLSBERG  
B OLSBERG & CO  
CHARTERED ACCOUNTANTS  
3 MIDDLETON RD M8 5DT**

**03 November 2022**



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# Accounts

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**GOLDSTAR CREATIVE MARKETING  
LIMITED BY GUARANTEE  
DIRECTORS' AND TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2021**

**COMPANY NUMBER 08532455 (England and Wales)  
CHARITY NUMBER 1155107**



**GOLDSTAR CREATIVE MARKETING**  
**CONTENTS OF THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MAY 2021**

|                                      | <b>Page</b> |
|--------------------------------------|-------------|
| Legal and Administrative Information | 1           |
| Report of the trustees               | 2           |
| Statement of financial activities    | 6           |
| Balance sheet                        | 7           |
| Notes to the financial statements    | 8           |
| Independent Examiner's Report        | 11          |

**GOLDSTAR CREATIVE MARKETING**  
**Legal and Administrative Information**

|                   |                                                                                                  |
|-------------------|--------------------------------------------------------------------------------------------------|
| Trustees          | Mrs E L Feldman<br>Mrs S Weiss<br>Mrs R Erbllich<br>Mrs P Margolis<br>Mrs R Stern<br>Ms D Joseph |
| Company Number    | 8532455                                                                                          |
| Charity Number    | 1155107                                                                                          |
| Registered Office | 15 Osbaldeston Road<br>London<br>N16 7DJ                                                         |



**GOLDSTAR CREATIVE MARKETING**  
**REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2021**

The trustees, one of whom is a director of the Charity for the purpose of the Companies Act have pleasure in presenting their report and financial statements of the charitable company for the year ended 31 May 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 in preparing the financial statements of the Charity.

**OBJECTIVES OF GOLDSTAR CREATIVE MARKETING**

Goldstar Creative Marketing is governed by its Memorandum and Articles of Association. The charity's objects and its principal activities are:

1. To develop the capacity and skills of the members of socially and economically disadvantaged communities in such a way that they are better able to identify and help meet their needs and to participate more fully in society.

Goldstar Creative Marketing aims to ensure that people have better chances in life, with better access to training and development to improve life skills.

2. To promote any other exclusively charitable objects and purposes as the trustees see fit, provided that they are regarded as charitable by the law of England and Wales.

The charity is organised so that the trustees meet regularly to manage its affairs. The charity does not use voluntary assistance. Administration of the charity is dealt with by the trustees

**PUBLIC BENEFIT**

The trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on public benefit and in particular to its supplementary public benefit guidance on advancing education when reviewing the charity's aims and objectives and in planning future activities and setting grant making policy for the year.

**LEGAL STATUS**

The company is limited by guarantee and is governed by its memorandum and articles of association dated 16 May 2013. The company is a registered charity - number 1155107.

**PRINCIPAL ACTIVITY AND REVIEW OF THE YEAR**

The principal activities of the charity include:

- The Goldstar Employability and Soft Skills Programme for young woman
- Training sessions and employability training
- Supporting individuals as approved by the Trustees through our Social Welfare Programme

Goldstar's main focus in 2020-2021 has been to finalise the content of the Goldstar Employability and Soft Skills training curriculum and to train a team of women to become accredited to deliver the training on our behalf. We have also marketed the programme extensively, and pitched the project to Seminaries, and the response has been overwhelmingly positive.

## **GOLDSTAR CREATIVE MARKETING**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2021 (CONT...)**

At the start of the year we were almost ready to finalise the curriculum, but the COVID pandemic put a brake on things, and forced us to reassess our model of delivery. We adjusted content and digitalised resources and course materials, preparing for the possibility of having to deliver the programme remotely.

The Goldstar programme has been developed to meet the specific needs of Orthodox Jewish young women who, due to their cultural requirements have limited access to employment and training opportunities. The curriculum has been designed in line with our objective to promote success in ensuring advanced job opportunities for both the employed and unemployed and to open new pathways to employment for women. Extensive research with local businesses and charitable organisations was undertaken in 2018-19, in which we learned about their concerns over the lack of skills of young women in the community when they access the workforce. A series of pilot experiential learning workshops confirmed this disparity and highlighted skills sets which are missing particularly in this community, and the curriculum focusses on these areas.

In order to develop an inspirational programme which covers the entire spectrum of employment and soft skills training we collaborated with a wide range of contributors, drawing on the skills of educational consultants, teachers, youth workers, and other educational professionals. The result is a robust and well-researched curriculum comprising of seven modules over forty-seven lessons. Lessons have been designed to be immersive and engaging and contain a wealth of experiential learning activities and access to culturally appropriate resources.

We have successfully recruited a dynamic group of potential trainers from across the country, and our first cohort of the Train the Trainers programme, which is now ILM accredited, is currently underway. Upon completion trainers will become Accredited Trainers and have an immediate pathway to employment and will fan out to deliver the Goldstar programme in a wide variety of settings.

Currently our primary focus is on bringing the programmes to Seminaries which cater for students (aged 16-19), who are planning on transitioning from education to the workplace. At least 3 Seminaries have already committed to offering the Goldstar programme in the academic year of 2021-22. Simultaneously we are seeking to offer the programme to NEET, the unemployed, those on a low-income and others seeking to upskill due to progression or a change in employment.

Grants from the Tudor Trust, London Community Response Fund and Delapage have been significant to the development of the programme. We are also grateful to the Rosa Foundation, Awards for All and other funders, who have requested to remain anonymous for their support particularly to help us move beyond COVID and the challenges it presented.



## **GOLDSTAR CREATIVE MARKETING**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2021 (CONT...)**

Going forward in 2021-2022 Goldstar's main objectives are:

- To set up a mentoring programme where trainees can be supported individually.
- Expand our reach and to impact more people. This includes signing up more Seminaries, and setting up training sessions for those beyond education or not in an educational framework.
- Get the programme externally accredited as a Level 3 qualification
- Provide ongoing CPD to our Accredited Trainers

Our long-term vision is to develop a leadership programme for women seeking to enter or progress to senior roles.

#### **ORGANISATION**

The charity is managed by a committee of the trustees.

#### **INVESTMENT POWERS AND RESTRICTIONS**

The trustees have wide-ranging investment powers to invest the Charity's assets as they see fit in the furtherance of the Charity's objectives.

#### **REVIEW OF FINANCIAL ACTIVITIES AND AFFAIRS**

The financial statements for the period show a surplus of £40,150, (2020 - £35,110). The trustees consider the financial position of the charity to be satisfactory.

The financial statements conform to current statutory requirements and comply with the Charity's governing documents.

#### **RESERVES POLICY**

The trustees aim to hold free reserves at a level sufficient to protect services and ensure adequate cashflow for the organisation's needs. The future plan is for the organisation to hold a minimum of six months of the organisations core running costs in unrestricted reserves to ensure continuity of service of the Charity's unrestricted operating costs.

#### **RISK MANAGEMENT**

The trustees actively review the major risks which the charity faces on a regular basis and believe that maintaining reserves at current levels combined with an annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The trustees have also examined other operational and business risks faced by the charity and confirm that they are satisfied

## **GOLDSTAR CREATIVE MARKETING**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2021**

#### **REVIEW OF DEVELOPMENTS, ACTIVITIES AND ACHIEVEMENTS**

The charity was able to obtain funds and to promote its objectives.

#### **THE TRUSTEES**

The trustees who served the charitable company during the year were:-

Mrs E L Feldman

Mrs S Weiss

Mrs R Erbllich

Mrs P Margolis

Mrs R Stern

Ms D Joseph

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

The director and trustees of Goldstar Creative Marketing (Limited by Guarantee) 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 judgments and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company 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. The trustees 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.

#### **SIGNED ON BEHALF OF THE TRUSTEES:**

.....

R ERBLICH – TRUSTEE

Dated 19 August 2021



**GOLDSTAR CREATIVE MARKETING**

**STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 MAY 2021**

|                                   |   | <b>2021<br/>£<br/>Unrestricted<br/>Funds</b> | <b>2021<br/>£<br/>Restricted<br/>Funds</b> | <b>2021<br/>£<br/>Total<br/>Funds</b> | <b>2020<br/>£<br/>Total<br/>Funds</b> |
|-----------------------------------|---|----------------------------------------------|--------------------------------------------|---------------------------------------|---------------------------------------|
| <b>NOTE</b>                       |   |                                              |                                            |                                       |                                       |
| <b>GENERAL FUND</b>               |   |                                              |                                            |                                       |                                       |
| <b>Income And Expenditure</b>     |   |                                              |                                            |                                       |                                       |
| <b>Incoming Resources</b>         |   |                                              |                                            |                                       |                                       |
| Soft Skills Programme             | 2 | 19,454                                       | 106,000                                    | 125,454                               | 40,000                                |
| Social Welfare Programme          |   | 8,830                                        | -                                          | 8,830                                 | 22,750                                |
| Smaller Grants – General          |   | 33,276                                       | 9,249                                      | 42,525                                | 9,467                                 |
|                                   |   | <u>61,560</u>                                | <u>115,249</u>                             | <u>176,809</u>                        | <u>72,217</u>                         |
| <b>Resources Expended</b>         |   |                                              |                                            |                                       |                                       |
| Direct Charitable Expenditure     | 3 | <u>43,135</u>                                | <u>92,041</u>                              | <u>135,176</u>                        | <u>35,406</u>                         |
| <b>Governance Costs</b>           |   |                                              |                                            |                                       |                                       |
| Accountancy                       |   | 1,483                                        | -                                          | 1,483                                 | 1,440                                 |
| Professional Fees                 |   | -                                            | -                                          | -                                     | 240                                   |
| Bank Charges and fees             |   | -                                            | -                                          | -                                     | 21                                    |
|                                   |   | <u>1,483</u>                                 | <u>-</u>                                   | <u>1,483</u>                          | <u>1,701</u>                          |
| <b>Total Resources Expended</b>   |   | <u>44,618</u>                                | <u>92,041</u>                              | <u>136,659</u>                        | <u>37,107</u>                         |
| <b>Net Incoming Resources</b>     |   | <u>16,942</u>                                | <u>23,208</u>                              | <u>40,150</u>                         | <u>35,110</u>                         |
| <b>Net Incoming Resources B/f</b> |   | <u>8,072</u>                                 | <u>29,272</u>                              | <u>37,344</u>                         | <u>2,234</u>                          |
| <b>Net Incoming Resources C/f</b> |   | <u>25,014</u>                                | <u>52,480</u>                              | <u>77,494</u>                         | <u>37,344</u>                         |

There were no recognised gains and losses for 2021 other than those included in the above Statement of Financial Activities.

The notes form part of these accounts

# GOLDSTAR CREATIVE MARKETING

## BALANCE SHEET AS AT 31 MAY 2021

|                                         |      | 2021           |               | 2020           |               |
|-----------------------------------------|------|----------------|---------------|----------------|---------------|
|                                         | Note | £              | £             | £              | £             |
| <b>Fixed Assets</b>                     | 4    |                | <u>6,504</u>  |                | <u>292</u>    |
| <b>Current Assets</b>                   |      |                |               |                |               |
| Debtors                                 | 5    | 12,725         |               | 30,850         |               |
| Cash at Bank                            |      | <u>64,228</u>  |               | <u>10,903</u>  |               |
|                                         |      | 76,953         |               | 41,753         |               |
| Creditors payable within one Year       | 6    | <u>(5,962)</u> | <u>70,991</u> | <u>(4,701)</u> | <u>37,052</u> |
| <b>Net Current Assets/(Liabilities)</b> |      |                | <u>77,495</u> |                | <u>37,344</u> |
| <b>Net Assets</b>                       |      |                | <u>77,495</u> |                | <u>37,344</u> |
| <b>REPRESENTED BY</b>                   |      |                |               |                |               |
| Restricted Funds                        |      |                | 52,481        |                | 29,272        |
| Unrestricted Funds                      |      |                | <u>25,014</u> |                | <u>8,072</u>  |
| <b>TOTAL CHARITY FUNDS</b>              |      |                | <u>77,495</u> |                | <u>37,344</u> |

The trustees are satisfied that the charity is entitled to exemption from the provisions of the companies Act 2006 (the Act) relating to the audit of the financial statements for the period by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The trustees acknowledge their responsibilities for:

- (i) ensuring that the charity keeps adequate accounting records which comply with section 386 of the Act and,
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of sections 394 and 395, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the charity.

The financial statements were approved by the trustees on 19 August 2021 and signed on its behalf by:

**R Erbllich**  
**Director**

**Company Registration Number: 08532455**



**GOLDSTAR CREATIVE MARKETING**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MAY 2021**

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005) and comply with the Statement of Recommended Practice 2005 'Accounting and Reporting by Charities'.

**Fund Accounting**

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

There are no designated or restricted funds in relation to the activities of the charitable company.

**Incoming resources**

All incoming resources are included in the SOFA when the charitable company is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Resources expended**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**2. Soft Skills Programme**

Donations for the above programme were received as follows;

|                                 |          |
|---------------------------------|----------|
| Awards for All - Covid Response | £10,000  |
| Awards for All Main Programme   | £10,000  |
| Delapage Ltd                    | £53,000  |
| Equip                           | £2,000   |
| LCR - City Bridge               | £32,826  |
| Mayor of London Covid grant     | £7,200   |
| Rosa                            | £18,000  |
| Tudor Trust                     | £27,000  |
|                                 | <hr/>    |
|                                 | £160,026 |

**GOLDSTAR CREATIVE MARKETING  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2021**

|                                             | <b>2021<br/>Unrestricted<br/>Funds</b> | <b>2021<br/>Restricted<br/>Funds</b> | <b>2021<br/>Total<br/>Funds</b> | <b>2020<br/>Total<br/>Funds</b> |
|---------------------------------------------|----------------------------------------|--------------------------------------|---------------------------------|---------------------------------|
| <b>3. Direct Charitable Expenditure</b>     |                                        |                                      |                                 |                                 |
| Salaries                                    | -                                      | 19,046                               | 19,046                          | 5,692                           |
| Programme Development                       | -                                      | 41,520                               | 41,520                          | -                               |
| Rent and insurance                          | 5,988                                  | -                                    | 5,988                           | 4,159                           |
| Skills and Training Services                | 17,017                                 | 4,015                                | 21,032                          | 7,123                           |
| Printing, Postage, Stationery & Advertising | 6,873                                  | 10,000                               | 16,873                          | 756                             |
| Travel and subsistence                      | 2,329                                  | -                                    | 2,329                           | 477                             |
| Computer running costs                      | 1,590                                  | -                                    | 1,590                           | -                               |
| Specialist Appeals                          | 200                                    | 13,530                               | 13,730                          | 15,751                          |
| Professional Fees                           | -                                      | 3,930                                | 3,930                           | 310                             |
| Subscription                                | 1,105                                  | -                                    | 1,105                           | 798                             |
| Depreciation                                | 2,788                                  | -                                    | 2,788                           | -                               |
| Office and Sundry Expenses                  | 5,245                                  | -                                    | 5,245                           | 340                             |
|                                             | <b>43,135</b>                          | <b>92,041</b>                        | <b>135,176</b>                  | <b>35,406</b>                   |

**4. FIXED ASSETS**

| <b>Cost</b>         | <b>Fixtures &amp;<br/>Fittings<br/>£</b> | <b>Office<br/>Equipment<br/>£</b> | <b>Total<br/>£</b> |
|---------------------|------------------------------------------|-----------------------------------|--------------------|
| As at 1 June 2020   | 1,042                                    | -                                 | 1,042              |
| Additions           |                                          | 9,000                             | 9,000              |
| Disposals           | -                                        | -                                 | -                  |
| As at 31 May 2021   | <u>1,042</u>                             | <u>9,000</u>                      | <u>10,042</u>      |
| <b>Depreciation</b> |                                          |                                   |                    |
| As at 1 June 2020   | 750                                      | -                                 | 750                |
| Charge              | 88                                       | 2,700                             | 2,788              |
| Disposals           | -                                        | -                                 | -                  |
| As at 31 May 2021   | <u>838</u>                               | <u>2,700</u>                      | <u>3,538</u>       |
| As at 31 May 2021   | <u>204</u>                               | <u>6,300</u>                      | <u>6,504</u>       |
| As at 31 May 2020   | <u>292</u>                               | <u>-</u>                          | <u>292</u>         |



**GOLDSTAR CREATIVE MARKETING  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2021 (Cont...)**

|                     | <b>2021</b>                   | <b>2021</b>                 | <b>2021</b>            | <b>2020</b>            |
|---------------------|-------------------------------|-----------------------------|------------------------|------------------------|
|                     | <b>Unrestricted<br/>Funds</b> | <b>Restricted<br/>Funds</b> | <b>Total<br/>Funds</b> | <b>Total<br/>Funds</b> |
| <b>5. Debtors</b>   |                               |                             |                        |                        |
| Income Accrued      | 12,581                        | -                           | <b>12,581</b>          | 30,706                 |
| Loan                | <u>144</u>                    | <u>-</u>                    | <u><b>144</b></u>      | <u>144</u>             |
|                     | <u>12,725</u>                 | <u>-</u>                    | <u><b>12,725</b></u>   | <u>30,850</u>          |
| <b>6. Creditors</b> |                               |                             |                        |                        |
| Sundry              | 3,364                         | -                           | <b>3,364</b>           | 2,662                  |
| Loan                | <u>2,598</u>                  | <u>-</u>                    | <u><b>2,598</b></u>    | <u>2,039</u>           |
|                     | <u>5,962</u>                  | <u>-</u>                    | <u><b>5,962</b></u>    | <u>4,701</u>           |

## **INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF GOLDSTAR CREATIVE MARKETING**

I report on the financial statements of the Trust for the year ended 31 May 2021 which are set out on pages 5-8.

### ***Respective responsibilities of trustees and examiner***

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is requested by the trustees. The charity's gross income was £72,217 and I am qualified to undertake examination by being a qualified member of the I.C.A.E.W.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- To follow the procedures laid down in the general Directions given by the Charity Commission under section 145 (5)(b) of the 2011 Act; and
- To state whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements
  - to keep accounting records in accordance with Section 386 of the Companies Act 2006; and
  - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**B OLSBERG  
B OLSBERG & CO  
CHARTERED ACCOUNTANTS  
3 MIDDLETON RD M8 5DT**

**19 August 2021**