

**THE SAMOSA MEDIA LIMITED**

**UNAUDITED REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED  
31 MARCH 2021**

**Company Number 09606330**

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## THE SAMOSA MEDIA LIMITED

## COMPANY INFORMATION

### Trustees

John Pandit  
Graham Hitchen  
Sonia Raja

### Principal address

51 Southwark Street  
London  
SE1 1RU

### Company Number

09606330

### Charity Registration Number

1165245

### Independent Examiner

Alastair Duke  
PKF Littlejohn LLP  
Chartered Accountants  
15 Westferry Circus  
Canary Wharf  
London E14 4HD

### Bankers

HSBC  
59 – 61 The Mall  
Stratford  
London  
E15 1XF

**Introduction**

The Trustees have pleasure in presenting this report and the financial statements of the company for the year to 31 March 2021. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements.

**Vision and Mission**

The Samosa Media Limited is a UK based arts and media charity, facilitating positive cooperation and discussion both within the British Pakistani community and between Britain and Pakistan (as well as wider South Asian and Muslim communities). Using the medium of arts and journalism, we promote education and learning, community cohesion and intercultural dialogue, as well as providing spaces to explore cultural and social issues impacting all communities. Our approach is always inclusive and open to people from all backgrounds, engaging wider Asian, Muslim, BME and all other communities in the UK. The Samosa works to empower British Muslim voices and increase opportunities using media, film, theatre and music as ways to engage with and explore issues these communities face. We believe that the arts can play a major part in giving voice to often-unheard experiences of minority groups in Britain, and the Play Dara, the Lahore Museum Film, the Pakistan Calling films our films with UEL Journalism school and our Stepney All Saints Sixth Form Question Time films are all very powerful resources to do this.

**Objects**

The Objects of the Charity are:

- to encourage the advancement of education of British Pakistanis and other communities through raising awareness of issues such as identity, politics, multiculturalism, human rights and development in Pakistan, Britain and elsewhere through the arts and media communication and other recognised scholarly subjects and the provision of global forums and democratic and participatory exchange, either free of charge or subject to charge;
- to advance the Arts for the benefit of the general public and the British-Pakistani population of the United Kingdom by promoting inter-faith and cross-cultural work by artists in the fields of theatre, visual arts, film, literature and music in such ways as the trustees shall from time to time think fit, including by:
  - collaborating with theatres, cinemas, cultural centres and other venues in the United Kingdom to produce plays and films and organise exhibitions, film screenings and other events that showcase British Pakistani and Pakistani artists and art forms to a high standard; and
  - working with British and international organisations to develop arts and culture programmes for the wider British community that also showcase work by British Pakistani and Pakistani artists;
- the promotion of equality and diversity for the public benefit by:
  - the elimination of discrimination on the grounds of race, gender, disability, sexual orientation or religion;
  - advancing education and raising awareness in equality and diversity;
  - promoting activities to foster understanding between people from diverse backgrounds;
  - conducting or commissioning research on equality and diversity issues and publishing the results to the public; and
  - cultivating a sentiment in favour of equality and diversity.
- to provide people, organisations and businesses in the United Kingdom and Pakistan with a means of presenting themselves directly without mediation by government, established media or political or religious institutions;
- to promote and publish magazines, articles and all forms of publications and broadcasting especially on the internet in pursuit of the above objects;
- to encourage and promote research and discussion, in particular in relation to the above objects; and
- such other objects as are charitable under the laws of England and Wales as the Trustees shall at their absolute discretion determine.



**Organisational structure, Governance and Management**

On 23 May 2015, The Samosa Media Limited was incorporated and full charitable status was received in January 2016 and entered onto the Register of Charities with the Registered Charity Number 1165245.

The Samosa has three trustees with a track record of public service in education, social welfare work and the arts on its board:

Graham Hitchen (Chair)  
John Pandit (co-founder)  
Sonia Raja

Staff Company Secretary and Chief Executive Officer: M.Anwar Akhtar

Education Programme officer part time: Natalie Marshall

Film and Media associate: Victor Rios

The Trustees confirm that they have had due regard to the guidance on public benefit issued by the Charity Commission when considering the objects, activities and future plans of the Charity.

**Achievements and performance**

New curriculum and arts projects commenced that we partnered, led or contributed to this year include:

- St Gabriel's School Camberwell language, identity and integration workshops, with mainly groups of young Londoners with South American Heritage.
- Manchester Youth films and education programme supported by Dulverton Trust.
- A series of education and heritage workshops, that brought together Manchester Museum and Lahore Museum.
- An education and heritage project working with PK Porthcurno Museum and Exeter University to engage students remotely with PK Porthcurno's archive.

We have delivered a significant body of media work that empowers British young people with South Asian heritage, establishing a range of positive programmes of work that inspire and bring communities together with shared heritage and shared narratives. This work helps young people gain confidence in communication, critical thought and social issues, and helps tackle the poverty, cultural and social isolation experienced by many young BAME people in the UK. Our programme of work was adapted to the impact of Covid; much more activity moved on line as we faced the consequences of school and campus closures - and, as they re-open, shrinking extra-curricular activity and reduced off-campus activities in youth, community centres and summer camps [www.thesamosa.co.uk/2020/02/18/schools-colleges-and-universities/](http://www.thesamosa.co.uk/2020/02/18/schools-colleges-and-universities/)

Pakistan's best kept Secret - the story of Lahore Museum, made as a curriculum resource across South Asian, Muslim, Sikh, Hindu studies, Commonwealth History and British Asian history, continues to have audience impact on campuses. Online it has now reached an audience of over 3 million. It has been featured on many educational websites, and used by multiple schools, colleges and universities as a curriculum resource.

We are delivering structured programmes of education work with the University of East London, Westminster University, Stepney Redcoats School, St Gabriel's School Camberwell and Manchester Museum.

We delivered and continue to deliver curriculum resources and programme work into a range of other educational institutions and community organisations.

Our work with school students is recognised as helping to build confidence, and contributes towards their interest in further and higher education. Our work with working class, mainly BAME, university students has supported them to gain confidence in communication and critical thought.

Our partnership with University of East London Journalism school to support working class and students from BAME backgrounds has now entered its sixth year.

Our Sixth form Question Time film programme and skills workshops programme continues with Stepney School, with Anwar Akhtar also invited to give assembly talks to the full Sixth form of 200 students on 15th October 2020, to launch our workshop programme at the school, on 'The importance of education and the arts to working class young people'.

All the above work is now catalogued and available to access as teaching materials from the [www.thesamosa.co.uk](http://www.thesamosa.co.uk) website and is now being shared and promoted as a curriculum resource for schools, colleges and universities across the UK. This resource includes material created with the Royal Society of Arts, Commerce and Manufacturing (RSA) to develop the Pakistan Calling catalogue, <https://pkcalling.com/>. We have produced and curated over 60 films looking at education, culture, health, development, conflict resolution, women, tolerance and minority rights issues in Pakistan and the UK. The film platform is a curriculum resource. All films are in English or subtitled.

The Samosa Media has previously delivered two very high profile arts productions. We co-produced DARA, a play originally performed by Pakistani human rights theatre group Ajoka, bringing it to the London stage at the National Theatre in 2015. In May 2016, we co-produced Laal and Asian Dub Foundation concert at The Royal Festival Hall. We continue to develop work with our partners in Pakistan.

The Samosa Media continues to deliver a wide programme of workshops and out-of-hours educational activity across UK Secondary schools, Further and Higher Education making use of a rich body of content generated by our work. Building confidence and introducing students to key aspects of the creative industries, our work provides an important contribution to curriculum development in subject areas such as Media Studies, History, Religious Studies and Citizenship. Using resources such as the Pakistan Calling film catalogue and our experience as co-producers of the DARA play, these workshops explore topical issues relevant to young people today, such as racism, religious tensions, immigration, social change and women's rights. The engagement work helps promote cultural diversity, bridging understanding and connecting communities in the UK.

We are learning and measure impact as we go on all our projects, collecting information through questionnaires and surveys involving young people attending our workshops, event, debates and discussions. We have developed an evaluation impact framework with BOP Consulting <http://bop.co.uk/> to help us fully quantify the impact achieved and to inform our future planning and development work with our partners and donors.

### **Risk Management**

The board meets a minimum of four times a year and closely monitors company programme planning and programme work in delivery. An annual work plan developed by the CEO, is assessed and then approved by the board. Staff are then tasked to deliver and work to this planning document.

### **Reserves Policy**

Entering the sixth year of activity, the charitable company is currently in the process of growing reserves to an acceptable level for the management of company business and contingency policy. A long term reserves fund of £40,000 is targeted, that figure being approximately equal to 4 months of company core, annual, operational costs, that include staffing, overheads and programme management costs.



### Plans for future periods

The health, economic and social inequalities exposed in the UK by Covid 19, in relation to working class BAME communities, has highlighted the impact and potential of the work of the Samosa.

Covid 19 has impacted unevenly on communities. Older and BAME people have suffered the most severe health problems. Young people from disadvantaged families have also been severely affected by school and colleges closures. Many BAME/ Muslim children - due to class and cultural factors - did not receive the family / home learning support that children from Middle class backgrounds often receive. We have seen a sudden upsurge in online use of our current curriculum content, as a result of home learning, and campus and school closures as a result of Covid 19. Our future work plans and programme planning have factored in how we, as an arts and educational organisation, respond to the long term challenges of these inequalities in society and particularly their impact on young people.

### Financial Review

Total Annual Income was £138,900 which represented a very strong endorsement and investment in our diversity in arts, education and heritage programme work, alongside our focus on young people and curriculum diversity. Funding included Portal Trust £35,000, Arts Council Culture Recovery fund £80,000 and Dulverton Trust £20,000.

The company is in a stable operational and trading situation and also scaling up its educational and arts programme delivery work with more schools, colleges, universities, new cultural / arts partners and in new locations.

### Statement of Trustees' responsibilities

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

Company and Charity law requires the Trustees to prepare Financial Statements for each financial year under law, that 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 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 United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law) has been followed, disclosing and explaining any departures there from in the Financial Statements; and
- prepare the Financial Statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and 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 and Charities Act 2011. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

By Order of the Board of Trustees



Graham Hitchen

Chair

13 December 2021

**Independent Examiner's report to the Trustees of The Samosa Media Limited**

I report to the charity's Trustees on my examination of the financial statements of The Samosa Media Limited for the year ended 31 March 2021, which are set out on pages 7 to 12.

This report is made solely to the Charity's Trustees, as a body, in accordance with section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in this 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 Charity and the Charity's members as a body, for my work, for this report, or for the opinions I have formed.

**Responsibilities and basis of report**

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

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

**Independent examiner's statement**

I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair view which is not a matter considered as part of an independent examination; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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.



Alastair Duke FCA  
For and on behalf of  
PKF Littlejohn LLP  
Chartered Accountants

15 Westferry Circus  
Canary Wharf  
London  
E14 4HD

14 December 2021



**THE SAMOSA MEDIA LIMITED**

**STATEMENT OF FINANCIAL ACTIVITIES**  
For the year ended 31 March 2021

	Notes	2021	2020
<b>Income from:</b>			
Grants	1	138,900	45,484
		<u>          </u>	<u>          </u>
<b>Total Income</b>		138,900	45,484
		<u>          </u>	<u>          </u>
<b>Expenditure on:</b>			
Charitable activities	2	102,538	78,015
		<u>          </u>	<u>          </u>
<b>Total Expenditure</b>		102,538	78,015
		<u>          </u>	<u>          </u>
Net movement of funds	3	36,362	(32,531)
Balance brought forward at start of period		10,798	43,329
		<u>          </u>	<u>          </u>
Balance carried forward at end of period		£47,160	£10,798
		<u>          </u>	<u>          </u>

All funds held are unrestricted.

The Company had no gains and losses other than those noted above. All income is derived from continuing activities.

The accounting policies and notes on pages 9 to 12 form part of these Financial Statements.

**THE SAMOSA MEDIA LIMITED**

**BALANCE SHEET**  
**As at 31 March 2021**  
**Company Number 09606330**

	Notes	2021	2020
<b>Tangible Fixed Assets</b>	5	-	283
<b>Current Assets</b>			
Debtors	6	-	559
Cash at bank and in hand		49,655	11,961
		<hr/>	<hr/>
		49,655	12,520
<b>Less: Current Liabilities</b>			
Creditors: amounts falling due within one year	7	(2,495)	(2,005)
		<hr/>	<hr/>
<b>Net Current Assets</b>		47,160	10,515
		<hr/>	<hr/>
<b>Net Assets</b>		£47,160	£10,798
		<hr/>	<hr/>
<b>Represented by:</b>			
		<hr/>	<hr/>
Unrestricted funds		£47,160	£10,798
		<hr/>	<hr/>

The Directors are satisfied that the Company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the Company to obtain an audit in accordance with section 476 of the Act.

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

The Financial Statements are prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS102 Section 1A – small entities.

The Financial Statements were approved by the Trustees on 13 December 2021.



.....  
**Graham Hitchen**  
Chairman

The accounting policies and notes on pages 9 to 12 form part of these Financial Statements.

**General information and basis of preparation**

The Samosa Media Limited is a charitable company, limited by guarantee, in the United Kingdom. The address of the registered office is given in the company information on page 1 of these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Trustees have assessed the future cashflows of the charity and believe that there will be sufficient inflows to meet liabilities for a period of at least twelve months from the date of approval of the financial statements. The financial statements are therefore prepared on the going concern basis.

The financial statements are prepared in sterling which is the functional currency of the company and on an historical cost basis.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

**Voluntary Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the company is legally entitled to the income, after any performance conditions have been met, when the amount can be measured reliably and when it is probable that the income will be received. Income from donations is recognised on receipt, unless there are conditions attached to the donation that require a level of performance before entitlement can be obtained. In this case income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the company and it is probable that they will be fulfilled.

**Resources Expended**

Liabilities are recognised as resources expended as soon as there is a legal or constructive obligation committing the company to the expenditure. All expenditure is accounted for on an accruals basis and has been classified as Costs of Charitable Activities.

**Tangible fixed assets**

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

IT equipment	3 years
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**Foreign Currency Translation**

Transactions in foreign currencies are translated at the exchange rate ruling on the date of the transaction.

**Funds**

The funds represented on the Balance Sheet are unrestricted funds and can be used at the Trustees' discretion for either capital or revenue purposes on any of the activities carried out by the company.

**Taxation**

The company is treated for tax purposes as a charity and is not liable to Income Tax on income derived from charitable activities. The company is not registered for VAT. All expenditure amounts in the Statement of Financial Activities (SOFA) are shown inclusive of VAT, where relevant.



**THE SAMOSA MEDIA LIMITED**
**NOTES TO THE FINANCIAL STATEMENTS**  
**Year ended 31 March 2021**

<b>1. Grants</b>	<b>2021</b>	<b>2020</b>
Sir John Cass Foundation	35,000	40,000
Arts Council	80,000	-
PK Trust	3,600	-
Dulverton Trust	20,000	-
Rangoonwala Foundation	-	5,000
Other income	300	484
	<hr/>	<hr/>
	£138,900	£45,484
	<hr/>	<hr/>
<b>2. Charitable activities</b>		
Staff costs	76,951	57,546
Direct programme costs	16,941	12,568
Support costs:		
Rent and service charges	3,403	3,412
Bank and other charges	150	145
Independent examiner's fees	1,520	1,250
Bookkeeping fee	1,347	1,253
Insurance	674	656
Depreciation	283	283
Other costs	1,269	902
	<hr/>	<hr/>
	£102,538	£78,015
	<hr/>	<hr/>
<b>3. Net movement in funds</b>		
Net movement in funds is stated after charging:		
Depreciation	£283	£283
Independent examiner's fee	£1,520	£1,250
	<hr/>	<hr/>

**4. Trustees, Employees and Related Party Transactions**

The Trustees were not remunerated nor reimbursed any expenses during the period.

There were two employees of the charity in the year (2020 – two). No employees earned more than £60,000.

Staff are supported by associate colleagues, artists and freelancers in delivery of a programme of education and arts workshops.

**5. Tangible fixed assets**

	IT equipment £
Cost:	
At 1 April 2020	1,478
Additions	-
	<hr/>
At 31 March 2021	1,478
	<hr/>
Depreciation:	
At 1 April 2020	1,195
Charge for the year	283
	<hr/>
At 31 March 2021	1,478
	<hr/>
Net book value:	
At 31 March 2021	-
	<hr/>
At 31 March 2020	283
	<hr/>

<b>6. Debtors</b>	<b>2021</b>	<b>2020</b>
Prepayments	£-	£559
	<hr/>	<hr/>

**7. Creditors: amounts falling due within one year**

Accruals	£2,495	£2,005
	<hr/>	<hr/>

**8. Contingent Liabilities**

There were no contingent liabilities at 31 March 2021 or 31 March 2020.

**9. Limitation of Liability**

The Company is limited by guarantee having no share capital. If the Charity is dissolved, every member remaining or who was a member within 12 months of the winding up has agreed to contribute up to £1 towards the costs of dissolution and the liabilities incurred by the Charity whilst the contributor was a member.

**10. Related Party Transactions**

There are no known related party transactions to disclose.

**11. Post Balance Sheet Events**

There have been no events between the period end and the date on which these Financial Statements were approved that would have a significant effect on the Financial Statements.

**12. Ultimate Controlling Party**

The Trustees do not consider that there is an Ultimate Controlling Party.





## Trustees' Annual Report for the period

	Period start date				Period end date		
	31	03	2020		31	03	2021
<b>From</b>				<b>To</b>			

### Section A Reference and administration details

**Charity name** The Samosa Media Limited

**Other names charity is known by** The Samosa

**Registered charity number (if any)** 1165245

**Charity's principal address** First Floor Menier Chocolate Factor 51 Southwark Street  
London, England

**Postcode** SE1 1RU

#### Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	John Pandit		appointed 23 May 2015	
2	Graham Hitchen		appointed 23 May 2015	
3	Sonia Raja		appointed 22 June 2015	
4				
5				
9				
19				
20				

#### Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

#### Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

#### ~~Name of chief executive or names of senior staff members (Optional information)~~

Anwar Akhtar

**Section B****Structure, governance and management****Description of the charity's trusts**

Type of governing document (eg. trust deed, constitution)	Articles of association
How the charity is constituted (eg. trust, association, company)	Association
Trustee selection methods (eg. appointed by, elected by)	Elected by the members

**Additional governance issues (Optional information)**

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

**Section C****Objectives and activities****Summary of the objects of the charity set out in its governing document**

To encourage the advancement of education of British Pakistanis and other communities through raising awareness of issues such as identity, politics, multiculturalism, human rights and development in Pakistan, Britain and elsewhere through the arts and media communication and other recognised scholarly subjects and the provision of global forums and democratic and participatory exchange, either free of charge or subject to charge;

- to advance the Arts for the benefit of the general public and the British-Pakistani population of the United Kingdom by promoting inter-faith and cross-cultural work by artists in the fields of theatre, visual arts, film, literature and music in such ways as the trustees shall from time to time think fit, including by:
  - o collaborating with theatres, cinemas, cultural centres and other venues in the United Kingdom to produce plays and films and organise exhibitions, film screenings and other events that showcase British Pakistani and Pakistani

artists and art forms to a high standard; and

- o working with British and international organisations to develop arts and culture programmes for the wider British community that also showcase work by British Pakistani and Pakistani artists;
- the promotion of equality and diversity for the public benefit by:
  - o the elimination of discrimination on the grounds of race, gender, disability, sexual orientation or religion;
  - o advancing education and raising awareness in equality and diversity;
  - o promoting activities to foster understanding between people from diverse backgrounds;
  - o conducting or commissioning research on equality and diversity issues and publishing the results to the public; and
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- to encourage and promote research and discussion, in particular in relation to the above objects; and
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## THE SAMOSA MEDIA LIMITED REPORT OF THE TRUSTEES Year ended 31 March 2021

New curriculum and arts projects commenced that we partnered, led or contributed to this year include:

- St Gabriel's School Camberwell language, identity and integration workshops, with mainly groups of young Londoners with South American Heritage.
- Manchester Youth films and education programme supported by Dulverton Trust.
- A series of education and heritage workshops, that brought together Manchester Museum and Lahore Museum.
- An education and heritage project working with PK Porthcurno Museum and Exeter University to engage students remotely with PK Porthcurno's archive.

**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

We have delivered a significant body of media work that empowers British young people with South Asian heritage, establishing a range of positive programmes of work that inspire and bring communities together with shared heritage and shared narratives. This work helps young people gain confidence in communication, critical thought and social issues, and helps tackle the poverty, cultural and social isolation experienced by many young BAME people in the UK. Our programme of work was adapted to the impact of Covid; much more activity moved on line as we faced the consequences of school and campus closures - and, as they re-open, shrinking extra-curricular activity and reduced off-campus activities in youth, community centres and summer camps [www.thesamosa.co.uk/2020/02/18/schools-colleges-and-universities/](http://www.thesamosa.co.uk/2020/02/18/schools-colleges-and-universities/)

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entered its sixth year.

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All the above work is now catalogued and available to access as teaching materials from the [www.thesamosa.co.uk](http://www.thesamosa.co.uk) website and is now being shared and promoted as a curriculum resource for schools, colleges and universities across the UK. This resource includes material created with the Royal Society of Arts, Commerce and Manufacturing (RSA) to develop the Pakistan Calling catalogue, <https://pkcalling.com/>. We have produced and curated over 60 films looking at education, culture, health, development, conflict resolution, women, tolerance and minority rights issues in Pakistan and the UK. The film platform is a curriculum resource. All films are in English or subtitled.

The Samosa Media has previously delivered two very high profile arts productions. We co-produced DARA, a play originally performed by Pakistani human rights theatre group Ajoka, bringing it to the London stage at the National Theatre in 2015. In May 2016, we co-produced Laal and Asian Dub Foundation concert at The Royal Festival Hall. We continue to develop work with our partners in Pakistan.

The Samosa Media continues to deliver a wide programme of workshops and out-of-hours educational activity across UK Secondary schools, Further and Higher Education making use of a rich body of content generated by our work. Building confidence and introducing students to key aspects of the creative industries, our work provides an important contribution to curriculum development in subject areas such as Media Studies, History, Religious Studies and Citizenship. Using resources such as the Pakistan Calling film catalogue and our experience as co-producers of the DARA play, these workshops explore topical issues relevant to young people today, such as racism, religious tensions, immigration, social change and women's rights. The engagement work helps promote cultural diversity, bridging understanding and connecting communities in the UK.

We are learning and measure impact as we go on all our projects, collecting information through questionnaires and surveys involving young people attending our workshops, event, debates and discussions. We have developed an evaluation impact framework with BOP Consulting <http://bop.co.uk/> to help us fully quantify the impact achieved and to inform our future planning and development work with our partners and donors.

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**Additional details of objectives and activities (Optional information)**

You **may choose** to include further statements, where relevant, about: policy on grantmaking;

- policy programme related investment;
- contribution made by volunteers.

## Section D

## Achievements and performance

### Summary of the main achievements of the charity during the year

The Samosa Media Limited works to challenge bigotry and extremism by promoting a shared space for young people, in particular young British Muslims and other young people from BAME (Black and Minority Ethnic) communities to share their experiences and pursue their ambitions. It does this by running a national programme of talks, events, films and workshop-based programmes in schools colleges and universities, using film and the arts, providing spaces for young people to talk about their experience of different cultures, religions and their own British identity, through a series of mentoring and leadership workshops.

We run arts and media projects, in which the young people present, develop their skills and confidence- through film, spoken word, debating events, as part of a curriculum support programme. Our core mission involves curriculum enhancement focussing on diversity, segregation in schools, social mobility, youth mentoring and challenging extremism through education.

We facilitate debate and critical thinking amongst the young participants.

- We provide working class and BAME young people with an intense series of educational programmes, such as our film club workshop and discussion series, which helps them gain the cultural & social capital middle class children often have
- Our work encourages enquiry, critical thinking, debate and academic development in.
- In the 12 months March 2020 – March 2021, 647 students took part in our school workshops 593 students participated in our university / campus film workshops including online tutorials

Our social media educational impact (Website, Facebook and Twitter combined) was greatly assisted by our film Pakistan's Best Kept Secret - Lahore Museum gone viral, over 3.5 million views on Facebook and has been used as an educational resource both in UK and Internationally.

Please see below [www.salzburgglobal.org/news/latest-news/article/pakistans-best-kept-secret-lahore-museum](http://www.salzburgglobal.org/news/latest-news/article/pakistans-best-kept-secret-lahore-museum)

This has enabled wider online engagement with all our over online curriculum resources such as those curated here - [www.thesamosa.co.uk/2020/02/18/schools-colleges-and-universities/](http://www.thesamosa.co.uk/2020/02/18/schools-colleges-and-universities/)

- We deliver leadership programmes to working class and BAME young people, giving them the skills to become community and business leaders
- We help develop the next generation of diverse leaders and change makers in areas such as the arts, politics, journalism and business
- We offer opportunities for corporate volunteers & mentors to contribute, support and learn from our work by participating & leading some of our work with young people





**Section E****Financial review****Brief statement of the charity's policy on reserves**

As a relatively new charity only entering its fifth full year of trading, the company is currently in the process of growing reserves to an acceptable level for the management of company business and contingency policy. A long term reserves fund of £50,000 is targeted, that figure being approximately equal to 6 months of company full annual operational costs, that include staffing, overheads and programme management costs.

**Details of any funds materially in deficit****Further financial review details (Optional information)**

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Total Annual Income was £138,900 which represented a very strong endorsement and investment in our diversity in arts, education and heritage programme work, alongside our focus on young people and curriculum diversity. Funding included Portal Trust £35,000, Arts Council Culture Recovery fund £80,000 and Dulverton Trust £20,000.

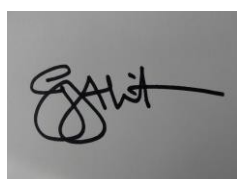
The company is in a stable operational and trading situation and also scaling up it educational and arts programme delivery work with more schools, colleges, universities, new cultural / arts partners and in new locations

**Section F****Other optional information****Section G****Declaration**

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Graham Hitchen

Position (eg Secretary, Chair, etc)

Chair

