

REVIEW OF DEVELOPMENTS, ACTIVITIES AND ACHIEVEMENTS

2023 was our second year as a charity and we continued the progress made in 2022. As well as announcing our fifth scholarship winner, we produced our first production since 2020 at the Hampstead Theatre.

Workshops

In 2023, we ran 257 workshops throughout the year. We found a new home to run our in-person workshops, at the Old Diorama Arts Centre, and continued our online workshops. The final tally of workshops increased 1% from 2022.

We increased the variety of courses on offer to actors, including more intensives (online and in-person), 2-day courses and longer weekend courses. We almost doubled the amount of courses we ran in 2023, from 2022.

Our database grew from by 12% in 2023.

74% are actors who have taken part in at least one of our workshops or courses since we began collecting data in 2019.

Scholarship

In December 2022 we celebrated our 4th annual scholarship for working class actors at university or drama school (2nd year). The eventual winner, Sol Taibi (Bristol Old Vic Theatre School) has already had meetings with top agents and casting directors.

229 actors applied for the 2022 scholarship, up 14% from 2021. We reached 24 schools across the UK, up 6% on 2021.

We have regular contacts with our previous winners, all who have had very successful years, including:

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Madison Stock (2019, ALRA)

- booked feature film opposite Kit Connor (*Heartstopper*).

Ayomdie Adegun (2020, Royal Welsh College of Music and Drama)

- claimed his first major on-screen role in the John Wick spin-off, *The Continental*. He appeared in the *The Hunger Games* prequel, *The Ballad of Songbirds and Snakes*, too.

Melodie Karczewski (2021, Royal Welsh College of Music and Drama)

- Signed to Curtis Brown, one of the biggest agencies in the UK and world

Sol Taibi (2022, Bristol Old Vic Theatre School)

- Is currently in his final year at BOVTS and meeting agents and casting directors as part of his scholarship award

Commissions

In 2020, we commissioned writer Gareth Farr to write a play about food banks and food poverty in the South West. In May 2023, we opened that play, *Biscuits for Breakfast*, at Hampstead Theatre to 4 star reviews and fantastic feedback.

We have commissioned Simon Vinnicombe to write our next play and undertook a 1-day R&D with Simon and director Sarah Bedi. Early conversations are being held with Natalie Mitchell and Eilidh Loan for future productions.

Education

The education arm was sustained in 2023, allowing us to continue two successful partnerships:

Lyric Hammersmith Theatre

- We delivered 6 workshops to the Springboard Programme that helped them develop their industry skills - such as writing to an agent, producing and writing funding bids. In return, Lyric Hammersmith supported the scholarship by giving us discounted venue hire.

South Essex University

- We have just completed our 2nd year at South Essex University, winning the tender twice in a row. a programme of 4 workshops aimed at jump-starting their career upon graduating. These are students from very low socio-economic backgrounds.

Website growth

We continued to drive a lot traffic to our website in 2022 and received a record amount thanks to a new scheme developed to write articles to support actors.

Annual website traffic

2021 - 137,000 (+15%)

2022 - 169,000 (+23%)

2023 - 221,000 (+30%)

Fundraising

The charity received public donation from multiple sources including:

- A donation from Revolution Talent Ltd
- A donation from the The Foundary Talent Management
- Various individual donations via the website

	Total
Out	£2,207.39

08-Dec-2022 Lyric Hammersmith	£580.80
09-Dec-2022 Solopress	£80.55
13-Dec-2022 Emily Walker	£100.00
13-Dec-2022 Stamatios Koulouridis	£127.92

04-May-2024	Fundraising Regul	£50.00
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04-Jul-2023	Lyric Hammersmit	335.28
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11-Aug-2023 LWS Logo	Daniel Quirke	250
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21-Aug-2023 Board meeting	Brewdog	181.5
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25-Aug-2023 Board meeting	Brewdog	27.95
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11-Sep-2023 JAM Logo	Daniel Quirke	150
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13-Sep-2023 Board Meeting	Robyn Asolo	23.39
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20-Sep-2023 BSL Video	Emily Gribbin	200
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20-Oct-2023 Client Meeting	Charlotte O'Neill	100
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Year Ending 31 October 2023

Just Add Milk Productions CIO

Year Ended 20

INCOME

	Individual Donations	£3,857.87
Total Income		

EXPENDITURE

	Venue Hire	
Total Expenditure		

		Total
In		£3,857.87
07-Nov-2022 Donation	Stripe	£29.44
21-Nov-2022 Donation	Stripe	£98.60
09-Nov-2022 Paypal	Paypal	£48.80
06-Dec-2022 Donation	Stripe	£58.68
08-Dec-2022 Donation	Stripe	£29.44
19-Dec-2022 Donation	Stripe	£98.60
09-Mar-2023 Donation	Facebook	£14.71
06-Apr-2023 Donation	Kristian Wall	£100.00
13-Apr-2023 Donation	Just Add Milk Theatre Company	£150.00
13-Apr-2023 Donation	Just Add Milk Theatre Company	£150.00
07-Jun-2023 Donation	Just Add Milk Theatre Company	£50.00
09-Jun-2023 Donation	Revolution Talent Ltd	£1,500.00
05-Sep-2024 Donation	The Foundary	1,500.00
23-Oct-2023 Donation	Facebook	29.6

	Just Add Milk Productions CIO				Charity No 1197498
	Annual accounts for the period				
	Period start date		1-11-22	To	Period end date

Section A Statement of financial activities

ended categories by activity	Guidance Notes	Unrestricted funds	Restricted income funds	Endowment funds
		£	£	£
Incoming resources (Note 3)		F01	F02	F03
Income and endowments from:				
Donations and legacies	S01	3,858	-	-
Charitable activities	S02	-	-	-
Other trading activities	S03	-	-	-
Investments	S04	-	-	-
Separate material item of income	S05	-	-	-
Other	S06	-	-	-
Total	S07	3,858	-	-
Resources expended (Note 6)				
Expenditure on:				
Raising funds	S08	-	-	-
Charitable activities	S09	2,207	-	-
Separate material item of expense	S10	-	-	-
Other	S11	-	-	-
Total	S12	2,207	-	-
Net income/(expenditure) before investment	S13	1,650	-	-
Net gains/(losses) on investments	S14	-	-	-
Net income/(expenditure)	S15	1,650	-	-
Extraordinary items	S16	-	-	-
Transfers between funds	S17	-	-	-
Other recognised gains/(losses):				
Gains and losses on revaluation of fixed assets for t	S18	-	-	-
Other gains/(losses)	S19	-	-	-
Net movement in funds	S20	1,650	-	-
Reconciliation of funds:				
Total funds brought forward	S21	4,235	-	-
Total funds carried forward	S22	5,885	-	-
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31-10-23	
Total funds	Prior year funds
£	£
F04	F05
3,858	4,535
-	-
-	-
-	-
-	-
-	-
3,858	4,535
-	-
2,207	300
-	-
-	-
2,207	300
1,650	4,235
-	-
1,650	4,235
-	-
-	-
-	-
-	-
1,650	4,235
4,235	-
5,885	4,235