

# MAGIC ME

England & Wales · Charity number 328331

## Details

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Status	Registered
Legal form	Charitable company
Company number	<a href="#">02394189</a>
Registered	1989-09-01
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Address	Magic Me 26 Pott Street London E2 0EF
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Website	<a href="http://www.magicme.co.uk">www.magicme.co.uk</a>

## Activities

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**Objects:** TO PROMOTE, MAINTAIN, IMPROVE AND ADVANCE THE EDUCATION OF CHILDREN AND ADULTS TOWARDS A BETTER UNDERSTANDING OF AGEING AND THE NEEDS OF ELDERLY PEOPLE AND METHODS BY WHICH THOSE NEEDS MAY BEST BE MET

**Activities:** Magic Me is an intergenerational arts charity building stronger and more cohesive communities. We foster wellbeing, combat social isolation and reduce loneliness by bringing younger and older people together through extraordinary creative activities. Based in Tower Hamlets, we work across East London and Essex, while our training, consultancy, and publications share our practice nationwide.

## Classification

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- **How:** Provides Services
- **What:** Education/training, Arts/culture/heritage/science, Recreation
- **Who:** Children/young People, Elderly/old People

## Geography

- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£445,797	£428,921	-	-
2024-03-31	£435,978	£413,798	-	-
2023-03-31	£272,092	£342,713	-	-
2022-03-31	£372,897	£425,636	-	-
2021-03-31	£479,578	£433,321	-	-

## Trustees

Name	Role	Appointed
<b>David Russell</b>	Chair	2019-01-23
Alicia Tan		2024-10-15
Dominique Moore		2021-10-12
Emily Andrews		2025-03-28
Hugh Blacklock		2022-10-11
Imogen Davies		2025-04-11
Jimena Meza Mitcher		2021-10-12
Louisa Joseph		2021-10-12
Miriam King		2025-03-19
Rebecca Goh		2025-03-19
Thomas Nowacki		2022-10-11
Yaa Adansi-Pipim		2021-10-12

**MAGIC ME**

England & Wales - Charity number 328331

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# Accounts

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**ANNUAL REPORT**



**2024/25**

# MAGIC ME WHO WE ARE

Magic Me brings generations together. Through our vibrant programme of arts activities, children, younger and older people meet to create and exchange experiences. They develop individual skills and confidence, build community connection and cohesion, combatting isolation and loneliness.

Working in partnership with our local communities across Tower Hamlets, we have pioneered intergenerational arts for more than 35 years. Growing from this expertise we also run sensory, creative activities in care homes in London and Essex.

We are proud of our growing community of younger and older people, who are building meaningful creative connections across different ages, faiths, cultures and backgrounds.

## OUR VISION:

a world without ageism, where everyone can enjoy their unique creativity and full potential.

## OUR MISSION:

to inspire change, for individuals, communities and systems, through extraordinary art, sparking magic between generations.



# Message from our Chair and Director

## WELCOME TO OUR ANNUAL REPORT 2024/25

This year, since last summer's racist rioting, our work has felt even more urgent and necessary. Sometimes hope feels in short supply. Hate and violent misinformation are deliberately seeking to divide our communities, which are already struggling with ongoing financial pressures.

**We are different people. We come here together to mix and make belonging.**

Older adult

People tell us how much they value the opportunities and hosted spaces that Magic Me offers: places to meet, to make and to imagine new possibilities.

In our experience, the majority of people want to contribute and build community. This Report is full of positive stories of our participants across Tower Hamlets and Essex, their many achievements and the impact of Magic Me programmes. For

example in Bethnal Green, the percentage of younger and older members of our Creative Mix group reporting 'I feel optimistic for the future' grew from 25% to 83% over 7 months.

Magic Me activities grow from ideas generated by younger and older people or are sparked by issues identified by partner organisations.

Through 2025 we have also been excited to partner Wellcome Collection, a leading museum and library exploring health and human experience, to create an artwork challenging ageism for an upcoming exhibition. (See 'Looking to the Future')

**This project is like a plant that starts small and gets big.**

Younger person

We are grateful to our many funders and supporters, who have partnered with us this year and made all this work possible. You are a key part of our Magic Me community and we look forward to our continued work together. Thank you.

**David Russell**

Chair of Trustees

**Susan Langford MBE**

Founder/Director

This Autumn, as we publish our Annual Report, Susan will be saying goodbye to Magic Me, after 36 years as our Founder and Director. She says:

*What a joy it has been! Whether filling the Hackney streets with carnival, showcasing artworks on the 205 bus for London 2012, or supporting 70+ year olds to pass their GCSE Citizenship, I have been privileged to work with amazing, funny, thoughtful and caring people of all ages and backgrounds. I am thrilled to have had such an exciting and varied working life.*

See 'Succession' to meet our new Joint CEOs

**Message from Susan**

# Projects in Tower Hamlets

Tower Hamlets is our home, and we are proud of the relationships we've built with our neighbours over the decades we've worked here. Our project partners and co-creators come from the care, education, health, housing and arts sectors. We're in constant dialogue about our borough's changing needs so we can build projects together which serve the interests and issues of our developing population. To co-create *Roots & Routes* (over the page) we held initial conversations with 45 potential partners to find the 6 we're currently working with, all the while learning more about where intergenerational relationships are already strong and where *Magic Me* might work with local people to foster them further.

Though we're next to the City and Canary Wharf, Tower Hamlets is an under-resourced borough: half of children live in poverty here, and 40% of pensioners claim pension credit, making it hard for people to participate fully in social, cultural and educational life. Our projects in 2024/5 aimed to break down those barriers to participation.



## 'Her Story, Our Inspiration'

'It's important to look to the past, present and future' says one of the stars of our film *Her Story, Our Inspiration*. Made over a summer of artist-facilitated workshops and discussion, the film features students from Mulberry School for Girls and Connaught School for Girls and older women from Tower Hamlets, all sharing stories, insights and reflections of the challenges women face – and overcome – across generations.

Inspiration came from both social and personal histories. The film shows how figures from Mary Wollstonecraft to Noor Inayat Khan, Greta Thunberg to the Grunwick Strikers (plus a good spread of mothers and grandmothers) help participants find the determination required to keep advocating for women's rights across all ages.

### **PARTNERSHIPS:**

Mulberry School for Girls, Connaught School for Girls, Global Girl Leading

**ARTISTS:** Chuck Blue Lowry, Laila Sumpton, Sue Mayo, Charlene Low

**FREELANCE SPECIALISTS:** Charlie Davey, music

**FUNDERS:** Mulberry Schools Trust





**AWARD WINNER!**

*Her Story, Our Inspiration* won Best Intergenerational Project with Under 20s at the national Age Friendly Awards 2025, presented by InCommon and Clarion Futures.

We premiered the film at the international Global Girl Leading conference in October 2024 for a live and online audience of nearly 1,000 people, and it formed the focus of Magic Me's celebration of International Women's Day in March 2025.



Scan the code to watch the film or find it online at [www.magicme.co.uk/project/her-story-our-inspiration/](http://www.magicme.co.uk/project/her-story-our-inspiration/)

*I have become more confident in front of large audiences and made some new friends.* Younger participant

## Creative Mix

'Belonging' was the theme our returning Creative Mix group explored this year. Health & Social Care sixth form students from Mulberry UTC and older Tower Hamlets residents met regularly for creative workshops, experimenting with poetry, printmaking and movement. Drawing portraits with long sticks, imagining a personal island, and discussing memories and stories around food uncovered the shared interests of older and younger group members. This collaborative, communicative exchange felt particularly vital this year as Tower Hamlets took stock after the far-right riots of Summer 2024.

Participants worked towards a shared feast and a local exhibition of their work. A quote from a poem they wrote together sums up the group: 'This place is for those people who need a hug on winter days'.

**PARTNERSHIPS:** Gateway Housing Association and Mulberry UTC

**ARTISTS:** Arji Manuelpillai, Charlene Low, Ruan Murphy

**FUNDERS:** London Borough of Tower Hamlets, The Charity of Sir Richard Whittington



*I live in a block of flats with over 30 other people that don't really intermix and I feel glad to have the bounce to come here and keep lively.* Older participant

# Roots & Routes

Where are your roots? What are your routes in and out of your community? Roots & Routes is the very beginning of a new project, which comes under the umbrella of LAB. LAB will be the home for a programme of new projects which we build in response to local community conversation. Following a creative discussion with members of the community, participants made a map with artists Shabnam and Skye. It highlights the important features of our borough: its diversity and creativity, and those features will inform the project as it develops. Stay in touch to watch Roots & Routes and other LAB projects unfurl over the next few years.



## Artworks

Our four-year Community Arts Trainee programme drew to a close this year, with our final pair of Trainees bringing the total of talented young locals we've worked with during the programme to ten. People from Black, Asian, working class or other minoritised backgrounds often face higher barriers to getting started with careers in community arts: our programme of training, mentoring and development focussed on bringing down those barriers, meaning that there are now more Tower Hamlets and Hackney residents equipped with the skills and experience to go out into their local communities and produce creative projects with confidence. Two of our trainees have subsequently worked for Magic Me as Project Co-ordinators.

*I knew I would be working with different generations and my local community but I did not expect to learn as much as I did.*

Artworks Trainee

*I am definitely more confident and career driven than I was at the beginning of the traineeship.* Artworks Trainee

**ARTWORKS TRAINEES:** Kimberly Johnson, Rhovie Isiko

**TRAINER:** Lewis Greener

**FUNDERS:** London Borough of Tower Hamlets and Westfield East Bank Creative Futures Fund, supported by Westfield Stratford City and Foundation for Future London

## Roots and Routes



**PARTNERSHIPS:** The Space Theatre, Canal Club Community Centre, Oxford House, Island House Community Centre, Watney Market Idea Store, Toynbee Hall

**ARTISTS:** Shabnam Shabazi and Skye Baker

# Work in Care Homes



Creativity in care homes has been at the centre of Magic Me's work since our very earliest days. Our current programme, Spark, combines all that we have learnt from our previous projects including Artists' Residencies in Care Homes, with research partners Anglia Ruskin University. Their report, *Dare to Imagine*, focuses on how arts and care home staff can best work together to embed creativity into care homes, and informs the way we develop all our care home projects.

70% of care home residents live with a dementia, 40% with depression. Many are lonely. Care home staff face many practical and financial pressures when looking after their residents. Spark – with its emphasis on training and flexible arts activities for the non-expert – offers joy, excitement, fresh ideas, and new ways for everyone to connect and communicate. Everyday life is enriched, and relationships between staff, residents and their friends and family are strengthened.

## Spark

Established in 2021, Spark is now our flagship care home programme: a combination of staff training and artist visits to care homes to embed high quality creative activities into everyday home life. Activities focus on the sensory – light, colour, texture – suiting residents who communicate non-verbally. All the ideas, which include paper marbling, light and shadow play, cyanotypes, poetry and weaving, use inexpensive, easily available materials and equipment.

Activities can be adapted for 1-2-1 or group work, and can take place in various locations including bedrooms, communal spaces and outdoors. This year, we partnered again with Essex County Council Quality and Innovation Team and worked directly in care homes in Basildon, Brentwood, Canvey Island, Harlow and Rochford.

***Remember Bob, who you did the light activity with? He now joins us on outings which he never did before you came.*** Care home staff



**ARTISTS:** Georgia Akbar, Lily Ash Sakula

**PARTNERSHIPS:** Essex County Council Quality and Innovation Team

**FREELANCE:** Sally Knocker, Dementia Specialist and Trainer

**FUNDERS:** Essex County Council, The Rayne Foundation

Spark was shortlisted  
for the Best Co-  
Production in the 2025  
Dementia Care Awards

## ***I really enjoyed it. Come back!***

Care home resident

We also offered an additional day of training to another 70 care home staff throughout Essex. A big thank you to volunteers from the Bank of England who came to the Magic Me office to help us box up the selection of art materials and resources we provide for trainees and care homes.

## **Spark Book of Ideas**

As Spark's impact spreads, more arts and care professionals tell us they want to learn about Spark techniques and how to employ them in their own settings. We published *Spark Book of Ideas* to reach a wide readership with a gentle introduction to the Spark programme. Written by Lily and Georgia and designed by DesignPrintBind, the 52 page, full colour guide runs through some easy, low cost activities which are adaptable for all levels of ability.



If you'd like a free downloadable copy of the book, scan here or find it online at [www.magicme.co.uk/connection-and-creativity-in-care-homes-we-launch-a-new-spark-book/](http://www.magicme.co.uk/connection-and-creativity-in-care-homes-we-launch-a-new-spark-book/)



# Leadership & Activism

Strong principles underpin Magic Me's work. Our organisational values of Collaboration, Creativity, Thoughtfulness and Inclusivity inform our projects out in the community and in care homes, as well as our behind-the-scenes work in the office. Activities are planned so the intergenerational experience is designed, not accidental, so younger and older people are equally valued in cross-age partnerships. Our care home work is designed to be flexibly age appropriate, in the moment and reciprocal. We foster a climate conscious, pro-wellbeing culture in the office, the community, the care home and beyond.

Interest in intergenerational work is increasing. Magic Me was a pioneer in this area, and our goal is to remain a leader within the field into the future. We work constantly to refine what it's possible to achieve in intergenerational arts with trained and expert artists, committed partners and participants and a staff dedicated to inventing fresh approaches to emerging situations and dynamics. We share our expertise widely, and continue to demonstrate its full potential.

## Associate Artists

Our amazing Associate Artists co-design and facilitate our projects, and are the face of Magic Me for our many participants. As we're an intergenerational organisation, it's only right that we have intergenerational artists: some of our cohort are in their 70s, some in their 20s and lots are in between. They all bring expertise in their artforms, ranging across puppetry, writing, theatre, visual arts, filmmaking, dance and combined media, and in working with diverse community groups. We're grateful for their lively ideas and commitment to the Magic Me approach.



*As an artist working often on my own, I have benefitted incredibly from the days about safeguarding or matters like racism ... [training] has really helped me in my own practice.* Magic Me Associate Artist

## Artists & Practice

Artists & Practice is our programme of quarterly Learning and Development days for our Associate Artists to share creative skills and experience. This year, as well as learning practical art-form skills such as puppetry and model making skills, our Artists were supported to share and develop expertise in Magic Me's anti-racist, anti-ageist, pro-safeguarding practice.

**Thank you for providing these L&D days. They are a privilege to be a part of. Magic Me has such respect for their artists and invests time and resources that help increase self-confidence and contribute to a sense of community with the artists themselves. The L&D days reflect this respect and seems such a unique programme within the field of arts participation. And no small thing, offering a fee to attend these sessions is also a sign of respect for the artists' time and contributes to a sense of being valued. Thank you!**

Magic Me Associate Artist



**ASSOCIATE ARTISTS:** Amanda Mascarenhas, Amy Leung, Arji Manuelpillai, Carolene Yawa Ada, Charlene Low, Chuck Blue Lowry, Georgia Akbar, Laila Sumpton, Liane Harris, Lily Ash Sakula, Polly Beestone, Ruan Murphy, Shabnam Shabazi, Skye Baker, Sue Mayo

**FUNDERS:** Arts Council England



## Sharing the Learning

As our society continues to age and change, Magic Me remains pioneering – inventing fresh approaches to emerging situations and dynamics. With interest in intergenerational work increasing, we remain a leader in the sector, and are glad to share our expertise with others. This year, we contributed to British Future's report *Creating Connections: the role of the arts in bridging divides and bringing communities together*, we presented at a Meet-Up for Mercers' Company grantees, and we engaged guests at a Rayne Foundation event with treat-sized, colourful, light-filled Spark activities.

In May 2024, our Director Susan and Project Manager Audrey enjoyed a visit to a Buckingham Palace Garden Party, and in October we attended a reception at the Houses of Parliament to honour the Global Girl Leading project.

# The year in numbers

**18**

organisational partners

**6**

local authorities

**15**

artists

**2**

trainees

**1,388**

live and online audience members

**4**

volunteers

**4,764**

online community

**116**

care home staff

**500+**

care home residents

**234**

participants

**13**

teachers & community organisers

# Our Impact

## Who does our charity help?

**Magic Me supports the younger and older people of Tower Hamlets through our community programmes, and also the residents and staff of care homes where Spark and other projects take place. Tower Hamlets is an under-resourced borough. We know that poverty and low income are barriers to taking part in the arts, so all our activities are free to participants.**



## Creative Mix participant feedback from 24/25

**Impact for older and younger people at the end of the project**

**92%** reported improved connections from taking part in the project

**87%** reported it helped them feel part of the community

**94%** reported feeling motivated to do more creative things in the future

## The problems we solve

We all believe in making art just for the love of it: our Associate Artists all have their own projects outside of Magic Me, and many of our office staff create art, music, poetry and dance in their spare time. But we also know that making art together brings additional social impact. We work with funders and partners who want to improve individuals' wellbeing, their employment potential and confidence. Our projects build community cohesion and boost pride in the places where people live. Growing evidence suggests that participation in community arts can improve mental health and mitigate the diseases of isolation – so we're also exploring what our work does in the field of creative health.

## The change we make

We create the space where people make positive change happen. Our community arts projects encourage the interactions that build understanding and empathy. They:

- increase participants' confidence and sense of wellbeing
- challenge negative perceptions of ageing and misconceptions about their partner age group
- combat loneliness and build community cohesion both across generations and within age cohorts
- use artistic creation to encourage relationship building and a positive focus beyond the self
- encourage intergenerational participant groups to face the common task of creating work for audiences
- foster participants' development of new methods of communication to face that task together
- bring joy



## Our projects in care homes build

- better communication between staff, residents, friends and families
- new, lasting friendships between residents
- new approaches to providing more personalised care
- tangible improvements in residents' moods and wellbeing
- increased social engagement
- improved physical dexterity
- staff confidence to devise and deliver creative activities long-term

### Spark findings from 24/25

	Agree	Strongly Agree
Staff experienced an increase in meaningful connections between residents and staff.	16%	84%
Staff gained new ideas, activities and ways of bringing more creativity into care homes.	-	100%
Staff built their confidence in being creative with residents.	34%	66%

### Staff also reported –

Residents experienced an increased sense of connection with staff, other residents or their home	65%	35%
Residents felt their individual needs, interests and strengths were recognised and valued.	50%	50%



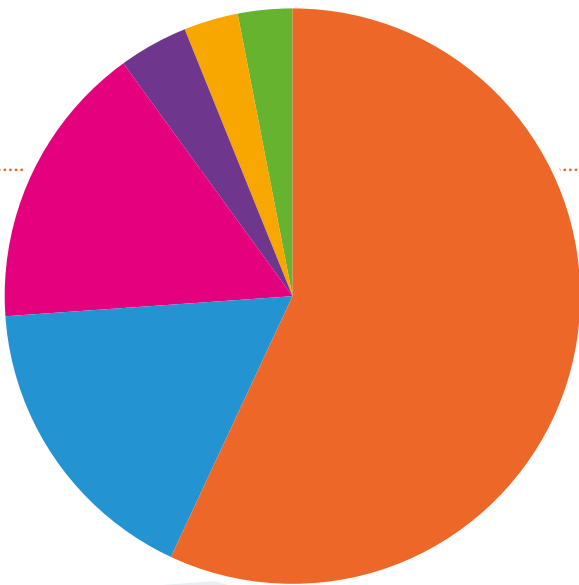
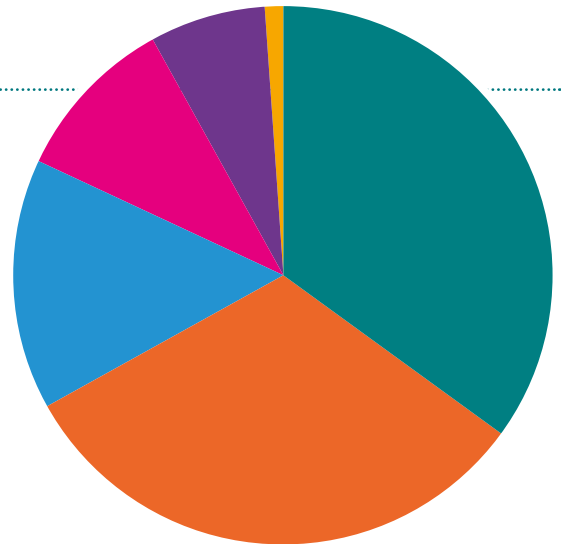
# Our Finances

This summary is taken from Magic Me's full, independently examined accounts. If you would like a copy, please visit [www.magicme.co.uk](http://www.magicme.co.uk) or contact Magic Me on [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064.

Income during the year 2024/25 was £445,797. As you can see from the pie charts, the majority of our expenditure of £428,921 is on people – the staff and freelance artists who make our programmes possible.

## Income 2024/25

- Arts Council England, National Portfolio Organisation 35%
- Trusts & Foundations 32%
- Local Authorities 15%
- Livery Companies 10%
- Individual donations 7%
- Other 1%



## Expenditure 2024/25

- Staff costs 57%
- Artists fees, materials & project costs 17%
- Fundraising 16%
- Administrative expenses 4%
- Rent, office and communications 3%
- Governance including accountancy 3%



**Thank  
you**



**Thank you to the many trusts, foundations and funders whose support enabled our work this year.**

## Grants & donations in 2024/25



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

**CHAPMAN  
CHARITABLE  
TRUST**



**The  
CHARLES S FRENCH  
CHARITABLE  
TRUST**



**The  
Childhood Trust**  
*Alleviating the impact of child poverty*



**THE  
CHILDWICK  
TRUST**



**Essex County Council**

**Excelcare**  
*Belong with us*



**FOUNDATION  
FOR FUTURE  
LONDON**



**Garfield Weston  
FOUNDATION**



**TOWER HAMLETS**



**THE  
MERCERS'  
COMPANY**  
Trades to The Charity of St Richard Whittington



**phf Paul Hamlyn  
Foundation**

**POSTCODE  
SOCIETY  
TRUST**



**The Rayne  
Foundation**

**the  
Tudor trust**



**Woodroffe Benton  
FOUNDATION**

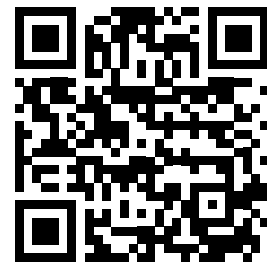
**And**

**French Huguenot Church of London  
Charitable Trust  
Mulberry School for Girls**

## Thank you to our individual donors and Big Give supporters

A huge thank you to all those individuals who support us with one off and regular donations throughout the year – both those friends we know and those who prefer to remain anonymous. You also helped make this year's Big Give Christmas Campaign a huge success. Our pledgers and champion funder The Childhood Trust joined forces with individual donors to raise a whopping £35,722. Thank you to all of you: that's a lot of people whose lives you've improved through creativity this year.

**Scan below to add your support or visit at <https://magicme.raisely.com/>**



## Thank you for in-kind support

34SP for website hosting  
A&O Shearman, for printing our resource books and Annual Reports

# The People Who Made it Happen

## Associate Artists

Amanda Mascarenhas  
Amy Leung  
Arji Manuelpillai  
Carolene Yawa Ada  
Charlene Low  
Chuck Blue Lowry  
Georgia Akbar  
Laila Sumpton  
Liane Harris  
Lily Ash Sakula  
Polly Beestone  
Shabnam Shabazi  
Ruan Murphy  
Skye Baker  
Sue Mayo

## Current Staff – Summer 2025

Audrey Aidoo-Davies, Project Manager  
Ben Butcher, Head of Operations  
Julia Bird, Fundraising & Development Manager  
Kate Hodson, Programme Director  
Kimberly Johnson, Project Coordinator  
Natalie Golding, Development Coordinator  
Priyanka Chauhan, Project Manager  
Susan Langford MBE, Founder / Director

## Former staff during 2024/25

Chloe Latchford, Project Coordinator

## Freelancer staff

Emma Mulligan, Accounts

## Trainees during 2024/25

Kimberly Johnson  
Rhovie Isiko



## Trustees during 2024/25

Alicia Tan  
David Russell, Chair  
Dominique Moore  
Emily Andrews  
Hugh Blacklock, Treasurer  
Imogen Davies  
Jimena Meza Mitcher  
Louisa Joseph  
Miriam King  
Rebecca Goh  
Thomas Nowacki  
Yaa Adansi-Pipim

## Trustees who stood down during the year

Harriet Cheng

## Thank you to

Our good neighbours: Praxis, and our landlords at Bethnal Green Meeting House, Pott Street  
D.R. ink  
The Bank of England  
Creative Mix Volunteers Chinny Yeung and Gianni Luca Pisano

## Photo credits

Creative Mix: Mark Wilkinson  
It's on the Cards: Hayley Madden, Kyle Madden  
All other photos: Magic Me staff and Associate Artists

WE  
REMEMBER ...

Alma Ramnauth  
Vi Davis

... Magic Me participants who have sadly passed away over the last year.

# Looking to the Future



**We're setting out for 2026 with a spring in our step, with exciting plans to continue exploring the intergenerational, anti-ageing and creative health possibilities in Tower Hamlets, East London and Essex. The year begins with a number of projects which are already underway –**

**It's on the Cards:** we're in the first stages of an intergenerational project with a Brick Lane primary school and older Tower Hamlets residents in collaboration with the Wellcome Trust. Discussion and creation sessions will culminate in an artwork to be exhibited at the Wellcome Collection in central London in 2026.



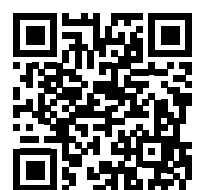
**Her Voice Matters:** we return to our partnership with Mulberry Schools Trust to create another women's filmmaking project. A brand new cohort of older and younger participants will delve into the local archives to research some of our home-grown heroines and see where the journey takes them.

**Creative Mix:** our sessions will continue at Pott Street. If you see us out and about in Tower Hamlets with our 'tea trolley' of arts activities, come and say hello – we'll be busy encouraging new participants from local sheltered housing complexes to come and join the group.

**Spark:** we're back in a new group of six care homes in West Essex, training care home staff in the creative and sensory techniques which inspire residents to improve connection and communication. We're also piloting additional schemes to involve residents' friends and family in activities.

**LAB:** there are more community based consultation projects to come, including a collaboration between primary schools and a community centre in the Isle of Dogs, plus a ground-breaking LGBTQ+ intergenerational project.

Scan to sign up to our newsletter or online at <https://magicme.co.uk/newsletter-sign-up/>, or follow us on social media and you'll be the first to know about all our forthcoming plans. If you work for a cultural, care or health organisations and you'd like to talk to us about a partner project, drop us a line at [info@magicme.co.uk](mailto:info@magicme.co.uk)





# Succession

**After 36 years leading Magic Me, our Founder Susan Langford steps down as Director in October 2025.**

Susan's pioneering work with cohorts of staff and artists over the years has reached thousands of participants, from primary school pupils to centenarians. Lives have been changed, relationships deepened and communities brought together through creative arts projects developed under her leadership. As the many benefits of intergenerational practice have been increasingly recognised, Magic Me's expertise has been sought after. Over the years Susan has shared our approach with colleagues and communities across the UK and in Korea, Brazil, Ireland, Poland and Spain.

Our Chair of Trustees, David Russell, says

***'On behalf of the current and past Trustees of Magic Me, I'd like to say a huge thank you to Susan for her imaginative leadership and tireless stewardship of the organisation over the last three and a half decades. Political, financial and public health contexts have changed hugely over the years, but through it all, her unwavering belief in the creative imaginations of people of all ages and abilities has enabled an astonishing body of work to flourish. She leaves Magic Me in a robust condition, ready to take on a new generation of challenges and opportunities.'***

Susan is passing the Magic Me baton to two new Joint CEOs: Kate Hodson, former Programme Director and Ben Butcher, former Head of Operations. They bring much experience and expertise from both within and outside Magic Me, and were appointed after a robust restructuring and recruitment process.

Susan's impact on Magic Me and its beneficiaries has been astonishing: we all salute her vocation and her dedication.





## At this table

*Life begins to take shape at this table.*

*Dominoes, cards, slamming chips at this table.*

*Opening our laptops, discussing bills at this table*

*We eat, we drink, we make new friends at this table.*

*Laughter and happiness fill the room round this table.*

*We argue, we rage, we throw things at each other*

*But at the end of the day, it's love around this table.*

*It's a place to discuss and connect and smile together.*

*A place to feel safe, to make lasting peace for the future.*

*We reminisce of our parents, our old friends at this table.*

*We follow the journey, we share the tastes and music  
our oldest memories, stories moving through generations.*

*On this table, we consider performing, sharing ourselves*

*We smile and laugh and talk about our future, our potential.*

*We gather we eat and we pray, our laughter will always stay*

*Because this table is for all of us, it's a boat to bring us together.*

*And listen now, at this table a silent story awaits to be told.*

This poem and artwork were made by the participants  
of Creative Mix

Find us on

 magicmearts

 magic-me

 @MagicMeArts



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Funded by  
**UK Government**

**26 Pott Street, London E2 0EF**

Tel: 020 3222 6064

info@magicme.co.uk

www.magicme.co.uk

Registered Charity No. 328331

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Company no. 02394189  
Charity no. 328331

**Magic Me**  
**Report and Unaudited Financial**  
**Statements**  
**31 March 2025**



## Magic Me

### Report of the trustees

#### For the year ended 31 March 2025

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The Trustees present their report along with the financial statements of the charity for the year ended 31 March 2025.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

#### Objectives and activities

The charity's objectives are: the improvement and advancement of the education of children and adults towards a better understanding of ageing and the needs of elderly people, and methods by which those needs may best be met.

Magic Me's vision is *"A world without ageism, where everyone can enjoy their unique creativity and full potential"*. We believe everyone has a past, present, future and an imagination — a wealth of stories, ideas and dreams to inspire art making.

Our mission is *"To inspire change - for individuals, communities and systems - through extraordinary art, sparking magic between generations"*.

Magic Me works for the benefit of the public both now and for future generations. Statisticians predict that perhaps 1 in 4 children born this year in the UK will live to be 99, though many will experience poor health in later life.

For more than 35 years we have pioneered intergenerational arts practice, encouraging dialogue between generations and across cultures. In east London and Essex our artists have partnered with care homes and schools to create powerful artworks and performances which challenge how society thinks about ageing.

By bringing younger and older people together in shared creative activities, we bring enjoyment, improved wellbeing and greater mutual understanding across generations, today. Longer term we support individuals and organisations to imagine different ways of growing older, and to design the future society we need to build for our ageing and increasingly diverse population.

Our current three year Strategy and Programme has three objectives and strands of work:

- **Depth & Inclusion:** widening access to the arts and community building in Tower Hamlets, combatting social isolation and loneliness, through intergenerational arts programmes;
- **Increasing Reach:** improving the quality of life for older people living in care homes in London, Essex and beyond. This second strand draws on Magic Me's specialist knowledge of bringing the arts into care homes and connecting meaningfully with residents, particularly those living with dementia; and
- **Leadership & Activism:** as pioneers and leaders, sharing our experience and expertise, harnessing the power of the arts and the power of intergenerational activism. We fight ageism and bring positive lasting change — for individuals, communities and systems.

Our activities, exhibitions and performances challenge both participants and audiences to reconsider ageist expectations and stereotypes, which can limit the aspirations and lives of younger and older people. All our projects are designed and facilitated by our skilled, professional Associate Artists, working across the performing, visual, literary, media, combined and other artforms.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2025**

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The Trustees have referred to the Charity Commission's guidance on public benefit in reviewing the charity's aims and objectives and in planning its future actions.

#### **Who used and benefitted from our activities?**

Magic Me benefits people of all ages at many different levels, increasing individual and community wellbeing. Young and older participants enjoy new opportunities, learn and grow skills and form new friendships. Our partners - for example care home staff and teachers - gain new insights and skills, and form deeper and more rewarding relationships with those with whom they work. Artists and creative practitioners develop new skills and expertise in working with communities; our volunteers gain skills and confidence in communicating with older and younger people. Whatever their age and role, individuals form wider connections and social links within their communities, finding new ways to contribute and a fresh understanding of their neighbours.

Magic Me is based in Tower Hamlets, East London, however the activity we deliver and our influence on other people benefits people and communities much more widely.

During the year 2024/25:

- we worked with 18 cultural and social partner organisations, 6 local authorities in London and Essex, 4 volunteers, 4 trainees and 15 artists;
- we directly benefited more than 500 care home residents, 234 community participants, 80 care home staff and 13 teachers and community organisers, through the workshops, projects, events and training sessions we delivered; and
- we welcomed 1,388 live and online audience members to our film screenings and our online community enjoying our films and online content grew to 4,764.

#### **Overview of the year**

Through 2024/25 the communities we serve and work within continued to be affected by the cost of living crisis. Cuts to public services had an impact on individuals and partner organisations day to day, but also led to increased competition for us for alternative sources of organisational funding from hard-pressed trusts and foundations. Although we increased our public profile this year through a heightened communications plan, fundraising was a hard task.

To take account of fundraising vagaries, we keep our projects flexible and modular so we can expand, contract, postpone or bring forward plans depending on available funding. Our projects continue to prioritise the 1 in 2 children and 1 in 3 older people in Tower Hamlets who live in poverty, impacting their physical and mental health, confidence and ability to participate in education, cultural and community life.

2024/25 saw us deliver the second of three years of activity funded by our inclusion in Arts Council England's National Portfolio of Organisations. This core financial support - together with other practical support, connections and resources - enables us to plan ahead with confidence, to develop and deliver a growing programme of high quality arts opportunities within communities in east London and Essex and invest in our organisation — its people, practice and systems. Following the pandemic, we have recalibrated our projects, refining existing ones and piloting new ones, building on our connections and relationships.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2025**

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Key projects and highlights included:

##### **Depth & Inclusion**

'Her Story / Our Inspiration': a filmmaking project where older women from Tower Hamlets collaborated with students from two local girls schools to create a film celebrating local, personal and historical women. The film was screened at the international Global Girl Leading conference in central London, formed the focus of our International Women's Day celebrations and in 2025/26 went on to win the InCommon Age Friendly Award for Best Intergenerational Project with Under 20s.

Creative Mix: the continuation of a three and a half year project, which brings generations together through creative activities and celebratory events. Participants were Health & Social Care students from a local UTC and older residents from sheltered housing complexes and other community settings. Social isolation is combatted, increasing individuals' confidence and wellbeing whilst building connections across different faiths, cultures and backgrounds.

Roots & Routes: the beginning of our new LAB programme, which is a place-based arts project with community partners across Tower Hamlets. Older and younger people came together with artists to map intergenerational relationships locally, increasing their connection with each other and their pride in the place they live. Routes and Roots took place across six partner venues in the borough. Future LAB projects will follow.

Artworks: the last phase of a four year project to provide work placements supported young Tower Hamlets and Hackney residents to pursue careers in the arts. We focused on those who currently face barriers e.g. Black, Asian and other racially minoritised people, and those from working-class backgrounds. We worked with two trainees this year, and we have subsequently been able to offer one permanent and two freelance roles to participants.

##### **Increased Reach**

Spark: our continuing programme of sensory arts activities for older people living in care homes. Spark is delivered by Magic Me artists working in partnership with care home staff through training opportunities, resources and visits, in person and remotely, supporting everyone's right to creative expression. This year's sessions took place across Essex. We also worked on a publication featuring Spark techniques and ideas, available in hard copy and digital versions.

Spark and other care home initiatives continue to be informed by the Artists' Residencies in Care Homes project which completed delivery last year.

##### **Leadership & Activism**

We believe in and continue to promote the power of intergenerational work and the arts as tools for challenging ageism and the status quo.

Artists & Practice: a programme of quarterly learning and development days for our diverse cohort of fifteen Associate Artists to share creative skills and experience. This year, as well as learning practical puppetry and model making skills, our Artists were supported to develop expertise in Magic Me's anti-racist, anti-ageist, pro-safeguarding practice.

Staff Wellbeing: as part of a concerted plan to foster staff wellbeing, we used a specific fund provided by the Tudor Trust to underpin an additional week of shared staff leave after the August Bank Holiday.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2025**

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##### **Sharing the Learning**

Sharing the Learning: as our society continues to age and change, Magic Me remains pioneering, inventing fresh approaches to emerging situations and dynamics. With interest in intergenerational work increasing, we remain a leader in this field, sharing our expertise with others. In 2024/25 this included: contributing to British Future's report on Creating Connections: the role of the arts in bridging divides and bringing communities together; presenting at a Meet-Up for Mercers' Charity grantees and engaging guests of a Rayne Foundation event in colourful, light-filled Spark activities.

##### **Looking ahead**

We are looking forward to continuing to explore the creative intergenerational possibilities in Tower Hamlets, East London and Essex over the coming year, and have a number of projects underway.

It's on the Cards: the first stages of an intergenerational project with a Brick Lane primary school and older Tower Hamlets residents in collaboration with the Wellcome Trust. Discussion and creation sessions will culminate in an artwork to be exhibited at the Wellcome Collection in central London in 2026.

Her Voice Matters': another women's filmmaking project with a new cohort of older and younger participants.

Creative Mix: continuing sessions at Pott Street, with additional community based cultivation in local sheltered housing complexes.

Spark: continuing Spark programmes, with additional pilots to involve residents friends and family in activities.

LAB: more community based consultation projects including a collaboration between primary schools and a community centre in the Isle of Dogs, and a ground-breaking LGBTQ+ intergenerational project.

##### **Succession Plans**

Susan Langford, Magic Me's Founder Director since 1989, announced her plan to retire during 2024/25, and will step down in November 2025. After a robust recruitment process managed by the Board and Achatas recruitment consultants, two new joint CEOs were appointed: Ben Butcher (MM Head of Operations at time of writing) and Kate Hodson (current MM Programme Director). They bring a wealth of experience from their time at Magic Me and previous roles, and will deliver a smooth and continuous transition the better to serve our beneficiaries.

More details of our activities and their impact are given within our Annual Report 2024/25.

This will be available on-line at [www.magicme.co.uk](http://www.magicme.co.uk) following our AGM in October 2025 and in printed format on request from our office via [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064.

##### **Financial review**

The financial transactions of the charity during the year and the position at the end of the year are set out in the attached accounts.

Income during the year 2024/25 was £445,797 compared with £435,978 in 2023/24. Total expenditure was also up, to £428,921 compared with £413,798 in the previous year. This resulted in a surplus of £16,876 for the year.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2025**

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We are incredibly grateful to our funders and supporters who have enabled us to grow and increase our reach and impact in recent years. Their partnership and flexibility has facilitated the deepening of our community focused practice and the development and innovation of our offerings.

Magic Me is enormously grateful for the very generous support received from numerous trusts and foundations, livery companies, lotteries, businesses and individual supporters – without which our work would not be possible. 2024/25 was our second year as an Arts Council England National Portfolio Organisation; this substantial annual unrestricted grant of £157,994 which we anticipate will be extended by a further year to March 2027 has allowed the organisation to put in place robust fundraising and financial foundations to support us to thrive this year and into the future.

Income in 2024/25 included: first of 3 installments of a new grant totalling £79,911 over 2.5 years from The Rayne Foundation; the third instalment of a £150,000 grant over four years from the Tudor Trust and the final instalment of three from Foundation for Future London Creative Futures Fund.

One-off grants came from: Garfield Weston Foundation, Chapman Trust, The Woodroffe Benton Foundation and Fowler, Smith & Jones Trust. Two Local Authority grants from the London Borough of Tower Hamlets and Essex County Council supported projects in their areas. We were also commissioned by Mulberry Schools Trust for a film project as part of their Global Girl Leading initiative.

Regular and one-off donations from generous individuals totalled £45,136 including contributions to our Big Give Christmas Challenge 2024 appeal, £8,000 of which was generously match funded by Childhood Trust, and Gift Aid. Careful financial management enabled us to earn £4,579 in bank interest.

Further details of grants and donations are given in the Notes below.

#### **Reserves policy and position**

As is standard, the accounts have been prepared using the going concern approach, which is appropriate as there are no plans to cease Magic Me's operations or liquidate the charity. At 31 March 2025 the balance sheet showed £160,838 cash at the bank and total net assets of £180,124, which included £142,187 of unrestricted general funds and £37,937 of restricted funds for ongoing projects.

Recognising the increasingly challenging fundraising climate and building on 2023/24's financial successes, we set another surplus budget target and through investing in our fundraising team and continued prudent fiscal management, delivered on this ambition in 2024/25 resulting in an increase of unrestricted reserves from £124,898 to £142,187.

The trustees aim to keep a balance in reserves equal to at least three months' core and project expenditure which is now equal to £123,665. This to enable the charity to continue to operate in the short term in the event of unexpected delays in the receipt of income or unexpected expenditure and to enable a well-managed wind-up of the charity should that ever become necessary. We recognise that this target will change depending on various circumstances, growing with inflation and a growth in our programme activity and associated expenditure and potentially reducing with changes in staff. The reserve level is reviewed quarterly by the Finance, Audit and Risk sub-Committee and the overall reserves policy is reviewed on an annual basis.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2025**

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Inflation has risen in recent months and prices remain high, with continued national and international economic difficulties and uncertainties. Fundraising remains challenging with increasing community need and higher than ever competition for grants and donations. Magic Me has successfully managed cyclical annual fundraising for many years and we will continue to do so. The fact that our activities address pressing needs within our communities gives us confidence that funders and donors will continue to invest in our work and organisation.

The senior leadership team continue our regular practice, honed during Covid-19, of actively (i) modelling potential fundraising scenarios and (ii) managing cashflow, including reviewing discretionary costs and avoiding unnecessary liabilities. In order to retain a level of reserves consistent with honouring current liabilities, including to our staff and freelance artists, we continue to plan projects in such a way as to be able to pause or reschedule activity and thus reduce costs, should further grants not be secured.

#### **Statement of responsibilities of the trustees**

The trustees (who are also directors of the charity 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, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which 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 charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

**Magic Me**

**Report of the trustees**

**For the year ended 31 March 2025**

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**Independent examiners**

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 15 September 2025 and signed on their behalf by

*David Russell*

David Russell - Trustee

## **Independent examiner's report**

### **To the trustees of**

#### **Magic Me**

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I report to the trustees on my examination of the accounts of Magic Me (the charitable company) for the year ended 31 March 2025, which are set out on pages 11 to 24.

#### **Responsibilities and basis of report**

As the trustees of the charitable 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 charitable 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 charitable company'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**

Since the charitable 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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

Godfrey Wilson Limited also provides bookkeeping services to the charitable company. I confirm that as a member of the ICAEW I am subject to the FRC's Revised Ethical Standard 2016, which I have applied with respect to this engagement.

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

- (1) accounting records were not kept in respect of the charitable 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).

**Independent examiner's report**

**To the trustees of**

**Magic Me**

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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.

*Dougal Howard*

Date: 15 September 2025

**Dougal Howard ACA**

**Member of the ICAEW**

For and on behalf of:

**Godfrey Wilson Limited**

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

## Magic Me

### Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2025

	Note	Restricted £	Unrestricted £	2025 Total £	Restated 2024 Total £
<b>Income from:</b>					
Donations	3/5	-	312,508	<b>312,508</b>	232,847
Charitable activities	4	126,560	-	<b>126,560</b>	197,959
Other trading activities		-	-	-	12
Investments		-	4,579	<b>4,579</b>	4,610
Other		-	2,150	<b>2,150</b>	550
<b>Total income</b>		<u>126,560</u>	<u>319,237</u>	<b><u>445,797</u></b>	<u>435,978</u>
<b>Expenditure on:</b>					
Raising funds		-	98,511	<b>98,511</b>	76,261
Charitable activities		<u>126,973</u>	<u>203,437</u>	<b><u>330,410</u></b>	<u>337,537</u>
<b>Total expenditure</b>	6	<u>126,973</u>	<u>301,948</u>	<b><u>428,921</u></b>	<u>413,798</u>
<b>Net income / (expenditure) and net movement in funds</b>	7	<u>(413)</u>	<u>17,289</u>	<b><u>16,876</u></b>	<u>22,180</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>38,350</u>	<u>124,898</u>	<b><u>163,248</u></b>	<u>141,068</u>
<b>Total funds carried forward</b>		<u>37,937</u>	<u>142,187</u>	<b><u>180,124</u></b>	<u>163,248</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.

Prior year expenditure has been reclassified to reflect the change in accounting policy on reallocating support costs as detailed in note 1h. This is purely a reclassification of expenditure between headings and does not impact total expenditure.

## Magic Me

### Balance sheet

As at 31 March 2025

	Note	£	2025 £	2024 £
<b>Fixed assets</b>				
Tangible assets	10		<u>1,635</u>	<u>2,528</u>
			<b>1,635</b>	2,528
<b>Current assets</b>				
Debtors	11	<b>38,005</b>		7,499
Cash at bank and in hand		<u><b>160,838</b></u>		<u>183,223</u>
		<b>198,843</b>		190,722
<b>Liabilities</b>				
Creditors: amounts falling due within 1 year	12	<u><b>(20,354)</b></u>		<u>(30,002)</u>
<b>Net current assets</b>			<u><b>178,489</b></u>	<u>160,720</u>
<b>Net assets</b>	13		<u><b>180,124</b></u>	<u>163,248</u>
<b>Funds</b>	14			
Restricted funds			<b>37,937</b>	38,350
Unrestricted funds				
General funds			<u><b>142,187</b></u>	<u>124,898</u>
<b>Total charity funds</b>			<u><b>180,124</b></u>	<u>163,248</u>

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

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper 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 Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 15 September 2025 and signed on their behalf by

*David Russell*

David Russell - Trustee

## **Magic Me**

### **Notes to the financial statements**

#### **For the year ended 31 March 2025**

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#### **1. Accounting policies**

##### **a) General information and basis of preparation**

Magic Me is a charitable company limited by guarantee registered in England and Wales. The registered office address is 26 Pott Street, London, E2 0EF.

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

Magic Me 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 note.

##### **b) Going concern basis of accounting**

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

##### **c) Income**

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

##### **d) Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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

##### **e) Interest receivable**

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

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2025

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#### 1. Accounting policies (continued)

##### f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

##### g) Expenditure and irrecoverable VAT

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

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

##### h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on total expenditure as follows:

	2025	2024
Raising funds	17.4%	13.7%
Charitable activities	82.6%	86.3%

##### i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures, fittings and equipment	4 years
IT equipment and website	3 years

Items of equipment are capitalised where the purchase price exceeds £500.

##### j) Debtors

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

##### k) Cash at bank and in hand

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

##### l) Creditors

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

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2025

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#### 1. Accounting policies (continued)

##### m) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

##### n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation as described in note (i) above.

#### 2. Prior period comparatives: statement of financial activities (restated)

	Restricted	Unrestricted	2024 Total
	£	£	£
<b>Income from:</b>			
Donations	5,784	227,063	232,847
Charitable activities	197,959	-	197,959
Other trading activities	-	12	12
Investments	-	4,610	4,610
Other	-	550	550
<b>Total income</b>	<b>203,743</b>	<b>232,235</b>	<b>435,978</b>
<b>Expenditure on:</b>			
Raising funds	-	76,261	76,261
Charitable activities	211,316	126,221	337,537
<b>Total expenditure</b>	<b>211,316</b>	<b>202,482</b>	<b>413,798</b>
<b>Net income / (expenditure) and net movement in funds</b>	<b>(7,573)</b>	<b>29,753</b>	<b>22,180</b>

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2025

#### 3. Income from donations

	Restricted £	Unrestricted £	2025 Total £
Grants and donations > £1,000			
Arts Council England	-	157,994	<b>157,994</b>
Tudor Trust	-	37,500	<b>37,500</b>
Mulberry School for Girls	-	29,808	<b>29,808</b>
The Rayne Foundation	-	20,070	<b>20,070</b>
Garfield Weston Foundation	-	20,000	<b>20,000</b>
Chapman Trust	-	2,000	<b>2,000</b>
Grants and donations < £1,000, individual donations*	-	36,385	<b>36,385</b>
Gift aid	-	8,751	<b>8,751</b>
<b>Total income from donations</b>	<b>-</b>	<b>312,508</b>	<b>312,508</b>

Arts Council England: This is a three year programme, with an invitation to extend for an additional year, supporting the full breadth of Magic Me's creative arts activities. In 2024/25 this grant directly funded project work including Artists Residencies, Creative Mix, and Spark (formerly Magic Moments).

\*Included in this line are gifts in kind of £1,553 (2024: £3,070) representing printing of the charity's annual report, hire of a meeting room for an away day and a donation of unused materials and fabric.

#### Prior period comparative:

	Restricted £	Unrestricted £	2024 Total £
Grants and donations > £1,000			
Arts Council England	-	157,994	157,994
Tudor Trust	-	37,500	37,500
Garfield Weston Foundation	-	15,000	15,000
The Charity of Sir Richard Whittington	-	4,000	4,000
Grants and donations < £1,000, individual donations	5,784	11,274	17,058
Gift aid	-	1,295	1,295
<b>Total income from donations</b>	<b>5,784</b>	<b>227,063</b>	<b>232,847</b>

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2025

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#### 4. Income from charitable activities

	2025 Total £
Grants > £,1000	
London Borough of Tower Hamlets	39,958
The Rayne Foundation	29,211
Essex County Council	25,000
Foundation for Future London	8,971
The Childhood Trust	8,000
The Childwick Trust	7,000
Charles S French Charitable Trust	4,420
Fowler Smith & Jones Trust	2,000
Woodroffe Benton	<u>2,000</u>
<b>Total income from charitable activities</b>	<b><u><u>126,560</u></u></b>

#### Prior year comparative:

	2024 Total £
Grants > £,1000	
Mercers' Company	50,000
London Borough of Tower Hamlets	32,747
Essex County Council	30,000
The Rayne Foundation	20,000
Foundation for Future London	17,942
Paul Hamlyn Foundation	16,500
Players of the People's Postcode Lottery	15,270
The Childwick Trust	7,500
French Huguenot Church of London Charitable Trust	6,000
Excelcare	<u>2,000</u>
<b>Total income from charitable activities</b>	<b><u><u>197,959</u></u></b>

All income from charitable activities in the current and prior year was restricted.

#### 5. Government grants

The charitable company receives government grants, defined as funding from the London Borough of Tower Hamlets, Essex County Council and Arts Council England to fund charitable activities. The total value of such grants in the period ending 31 March 2025 was £222,952 (2024: £220,741). There are no unfulfilled conditions or contingencies attaching to these grants in 2024/25.

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2025

#### 6. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2025 Total £
Staff costs (note 8)	73,927	142,164	94,554	310,645
Artists' fees, materials and other direct project costs	-	67,414	-	67,414
Premises and insurance costs	-	-	19,000	19,000
Administrative expenses	-	-	13,011	13,011
Accountancy expenses	-	-	8,300	8,300
Other staff costs	-	7,255	-	7,255
Depreciation	-	-	1,282	1,282
Annual report and AGM	-	-	1,080	1,080
Fundraising expenses	671	-	-	671
Trustees meetings and expenses	-	-	263	263
<b>Sub-total</b>	<b>74,598</b>	<b>216,833</b>	<b>137,490</b>	<b>428,921</b>
Allocation of support and governance costs	23,913	113,577	(137,490)	-
<b>Total expenditure</b>	<b>98,511</b>	<b>330,410</b>	<b>-</b>	<b>428,921</b>

Total governance costs were £4,402 (2024: £4,476).

#### Prior period comparative (restated)

	Raising funds £	Charitable activities £	Support and governance costs £	2024 Total £
Staff costs (note 8)	47,877	136,118	89,085	273,080
Artists' fees, materials and other direct project costs	-	63,637	-	63,637
Administrative expenses	-	-	25,460	25,460
Premises and insurance costs	-	-	17,460	17,460
Other staff costs	-	13,424	-	13,424
Fundraising expenses	8,642	-	-	8,642
Accountancy expenses	-	-	8,336	8,336
Depreciation	-	-	2,163	2,163
Annual report and AGM	-	-	1,586	1,586
Trustees meetings and expenses	-	-	10	10
<b>Sub-total</b>	<b>56,519</b>	<b>213,179</b>	<b>144,100</b>	<b>413,798</b>
Allocation of support and governance costs	19,742	124,358	(144,100)	-
<b>Total expenditure</b>	<b>76,261</b>	<b>337,537</b>	<b>-</b>	<b>413,798</b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2025

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#### 6. Total expenditure (continued)

The increase in fundraising salary expenses is primarily due to having a full-time Fundraising and Development Manager in post.

#### 7. Net movement in funds

This is stated after charging:

	2025 £	2024 £
Depreciation	1,282	2,163
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	76	Nil
Independent examiner's remuneration (excluding VAT):		
▪ Independent examination	2,550	2,400
▪ Other services	4,077	6,636
	<u>4,077</u>	<u>6,636</u>

One trustee was reimbursed for expenses related to trustee meeting costs (2024: no trustees were reimbursed for any expenses).

In common with other charities of our size and nature we use our examiners to assist with the preparation of the financial statements. Our examiners have also provided bookkeeping services to the charity during the year.

#### 8. Staff costs and numbers

Staff costs were as follows:

	2025 £	2024 £
Salaries and wages	280,457	248,707
Social security costs	23,390	18,813
Pension costs	6,798	5,560
	<u>310,645</u>	<u>273,080</u>

No employees earned more than £60,000 in the current or prior year.

The key management personnel of the charitable company comprise the Trustees, Director, Programme Director and Head of Operations. The total employee benefits of the key management personnel were £139,869 (2024: £138,821).

The increase in staff expenditure is driven by having a full staff body for the majority of the year and more senior capacity available across the organisation. This will change when we change leadership structure in 25/26.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2025

#### 8. Staff costs and numbers (continued)

	<b>2025</b>	2024
	<b>No.</b>	No.
Average head count	<u><u>8</u></u>	<u><u>8</u></u>

#### 9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

#### 10. Tangible fixed assets

	Fixtures, fittings & equipment £	IT equipment & website £	<b>Total £</b>
<b>Cost</b>			
At 1 April 2024	239	15,287	<b>15,526</b>
Additions in year	-	556	<b>556</b>
Disposals	-	(797)	<b>(797)</b>
	<u>239</u>	<u>15,046</u>	<u>15,285</u>
<b>At 31 March 2025</b>	<b>239</b>	<b>15,046</b>	<b>15,285</b>
<b>Depreciation</b>			
At 1 April 2024	90	12,908	<b>12,998</b>
Charge for the year	60	1,222	<b>1,282</b>
Disposals	-	(630)	<b>(630)</b>
	<u>150</u>	<u>13,500</u>	<u>13,650</u>
<b>At 31 March 2025</b>	<b>150</b>	<b>13,500</b>	<b>13,650</b>
<b>Net book value</b>			
<b>At 31 March 2025</b>	<u><u>89</u></u>	<u><u>1,546</u></u>	<u><u>1,635</u></u>
At 31 March 2024	<u>149</u>	<u>2,379</u>	<u>2,528</u>

#### 11. Debtors

	<b>2025</b>	2024
	<b>£</b>	£
Trade debtors	2,000	-
Prepayments	5,317	5,378
Accrued income	<u>30,688</u>	<u>2,121</u>
	<u><u>38,005</u></u>	<u><u>7,499</u></u>

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2025

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#### 12. Creditors : amounts falling due within 1 year

	<b>2025</b>	2024
	£	£
Trade and other creditors	<b>16,132</b>	26,180
Accruals	<b>4,222</b>	3,822
	<b><u>20,354</u></b>	<b><u>30,002</u></b>

#### 13. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	1,635	<b>1,635</b>
Current assets	38,139	160,704	<b>198,843</b>
Current liabilities	<u>(202)</u>	<u>(20,152)</u>	<b><u>(20,354)</u></b>
<b>Net assets at 31 March 2025</b>	<b><u>37,937</u></b>	<b><u>142,187</u></b>	<b><u>180,124</u></b>
<b>Prior period comparative</b>	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	2,528	2,528
Current assets	49,958	140,764	190,722
Current liabilities	<u>(11,608)</u>	<u>(18,394)</u>	<b><u>(30,002)</u></b>
<b>Net assets at 31 March 2024</b>	<b><u>38,350</u></b>	<b><u>124,898</u></b>	<b><u>163,248</u></b>

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2025

#### 14. Movements in funds

	At 1 April 2024 £	Income £	Expenditure £	Transfers £	At 31 March 2025 £
<b>Restricted funds</b>					
Artists Residencies	9,498	-	(9,498)	-	-
Artworks	4,535	8,971	(13,506)	-	-
Creative Mix	9,932	39,958	(39,283)	-	<b>10,607</b>
Spark (Formerly Magic Moments)	75	69,631	(50,376)	-	<b>19,330</b>
Charity of Sir Richard Whittington	12,335	-	(12,335)	-	-
Tudor Trust Wellbeing Childhood Trust	1,975	-	(1,975)	-	-
	<u>-</u>	<u>8,000</u>	<u>-</u>	<u>-</u>	<u><b>8,000</b></u>
<b>Total restricted funds</b>	<u>38,350</u>	<u>126,560</u>	<u>(126,973)</u>	<u>-</u>	<u><b>37,937</b></u>
<b>Unrestricted funds</b>					
General funds	<u>124,898</u>	<u>319,237</u>	<u>(301,948)</u>	<u>-</u>	<u><b>142,187</b></u>
<b>Total unrestricted funds</b>	<u>124,898</u>	<u>319,237</u>	<u>(301,948)</u>	<u>-</u>	<u><b>142,187</b></u>
<b>Total funds</b>	<u>163,248</u>	<u>445,797</u>	<u>(428,921)</u>	<u>-</u>	<u><b>180,124</b></u>

#### Purposes of restricted funds

**Artists Residencies** Five year programme which paired four leading arts companies to work with four care homes across Essex, introducing dance, virtual reality, immersive theatre and other forms, challenging the arts and care sectors to raise expectations of what older people will enjoy and understand. Evaluation partner Anglia Ruskin University published Dare to Imagine their research findings in Year 5 and our Care Home Guide to Creativity shared activity ideas and approaches with care home professionals.

Supported by Paul Hamlyn Foundation.

**Artworks** The last phase of a four year project to provide work placements, supporting young Tower Hamlets and Hackney residents to pursue careers in the arts. Focused on those who currently face barriers e.g. Black, Asian and other racially minoritised people, and those from working-class backgrounds. We have subsequently been able to offer one permanent and two freelance roles to participants.

Supported by London Borough of Tower Hamlets, Westfield East Bank Creative Futures Fund supported by Westfield Stratford City, and Foundation for Future London.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2025

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#### 14. Movements in funds (continued)

##### Purposes of restricted funds (continued)

**Creative Mix** Continuation of a three and a half year project, which brings generations together through creative activities and celebratory events. Social isolation is combatted, increasing individuals' confidence and wellbeing whilst building connections across different faiths, cultures and backgrounds.

Supported by London Borough of Tower Hamlets, and The Charity of Sir Richard Whittington.

**Spark (Formerly Magic Moments)** Our programme of sensory arts activities for older people living in care homes. Spark is delivered by Magic Me artists working in partnership with care home staff through training opportunities, resources and visits, in person and remotely, supporting everyone's right to creative expression. This year's sessions took place across Essex.

Supported by The Charity of Sir Richard Whittington, The Childwick Trust, Essex County Council, Players of the People's Postcode Lottery and The Rayne Foundation.

**Charity of Sir Richard Whittington** These funds for work with older people in London supported our Roots and Routes project, part of our LAB programme, which is a place-based arts project with community partners across Tower Hamlets. Older and younger people came together with artists to map intergenerational relationships locally, increasing their connection with each other and their pride in the place they live. Routes and Roots took place across six partner venues in the borough.

**Tudor Trust Wellbeing** A specific fund provided by Tudor Trust to be used to support staff wellbeing during the four years of their unrestricted grant. We used it to underpin an additional week of shared staff leave after the August Bank Holiday.

**Childhood Trust** Our Champion Funders for the collaborative match funded Big Give Christmas Campaign in 2024 - their £8,000 of support was unlocked by matching donations from pledgers and the public. Funding was to support new projects to bring joy, encourage interaction & understanding, break down barriers, increase well-being and build stronger, safer communities with a focus on our Tower Hamlets community work.

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2025

#### 14. Movements in funds (continued)

Prior period comparative	At 1 April 2023 £	Income £	Expenditure £	Transfers £	At 31 March 2024 £
<b>Restricted funds</b>					
Artists Residencies	12,814	18,500	(21,816)	-	9,498
Artworks	21,898	34,040	(51,403)	-	4,535
Creative Mix	-	22,649	(12,717)	-	9,932
Spark (Formerly Magic Moments)	72	78,554	(78,551)	-	75
The Charity of Sir Richard Whittington	9,139	50,000	(46,804)	-	12,335
Tudor Wellbeing	2,000	-	(25)	-	1,975
<b>Total restricted funds</b>	<b>45,923</b>	<b>203,743</b>	<b>(211,316)</b>	<b>-</b>	<b>38,350</b>
<b>Unrestricted funds</b>					
<i>Designated funds:</i>					
Equipment	1,000	-	-	(1,000)	-
Office renovations	2,522	-	-	(2,522)	-
Staff cover	8,000	-	-	(8,000)	-
Safeguarding	2,500	-	-	(2,500)	-
Training	4,717	-	-	(4,717)	-
<i>Total designated funds</i>	<b>18,739</b>	<b>-</b>	<b>-</b>	<b>(18,739)</b>	<b>-</b>
General funds	76,406	232,235	(202,482)	18,739	124,898
<b>Total unrestricted funds</b>	<b>95,145</b>	<b>232,235</b>	<b>(202,482)</b>	<b>-</b>	<b>124,898</b>
<b>Total funds</b>	<b>141,068</b>	<b>435,978</b>	<b>(413,798)</b>	<b>-</b>	<b>163,248</b>

#### 15. Related party transactions

There were no related party transactions in the current or prior year.

**MAGIC ME**

England & Wales - Charity number 328331

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# Accounts

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# ANNUAL REPORT 2023/24



# MAGIC ME WHO WE ARE

**Our Vision:** a world without ageism, where everyone can enjoy their unique creativity and full potential

**Our Mission:** to inspire change, for individuals, communities and systems, through extraordinary art, sparking magic between generations

Magic Me has a 35-year track record of pioneering innovative community-based intergenerational arts projects. We offer children, young and older people ways to meet, create and spend time together to develop their individual skills and build community engagement and cohesion. Our constantly renewing programme of community project work takes place in Tower Hamlets where we are located, and we also run sensory and creative activities in London and Essex care homes.

We are proud of our growing community of younger and older people, who are building vibrant creative connections across different ages, faiths, cultures and backgrounds.



# Message from Chair and Director

Welcome to our Annual Report for 2023/24. After the huge upheaval of the Covid years, this has been another year of listening to and learning from our partners and communities.

The arts have the power to transport us to new places and imagined possibilities. They bring people together with common purpose and in celebration. Care homes and community groups are looking for fresh ideas and partnerships, but with budgets and staff teams stretched like never before, activities need to match their priorities, needs and interests.

We are excited to report on the innovative, creative projects we have co-created with partners in our home base of Tower Hamlets, across London and in Essex. We've carried out sensory experiments using colour and light in care homes, we've delivered intergenerational visual arts and making sessions in sheltered housing schemes with college students, and published new research and resource packs raising expectations of what the arts can be and do for people in later life.

April 2023 marked a fresh new era for Magic Me. We were welcomed into Arts Council England's National Portfolio of Organisations: the only intergenerational arts specialist in the group. We're grateful for ACE's substantial three year unrestricted grant and the connection to other organisations and initiatives that Portfolio membership brings.

This core financial support has enabled us to plan ahead with new confidence, and to develop and deliver a growing programme of high quality arts opportunities within east London and Essex communities. We've also been able to invest in our organisation, its people, practice and systems.

All our work is informed by our four organisational Values: Creativity, Collaboration, Inclusion and Thoughtfulness.

This year, we have also made good progress on delivering our Three Year Strategic Plan. This report describes our achievements under the plan's three objectives: Depth & Inclusion, Increased Reach and Leadership & Activism.

The needs of our communities are growing and urgent. We are very grateful to our many funders and supporters who have partnered with us this year and made our work possible: thank you all for your support. And to everyone who has been part of Magic Me through this year – we look forward to our continuing work together.

**David Russell,**  
Chair of Trustees

**Susan Langford MBE,**  
Founder/Director

***"You are the magic to bring these places to life."***

Creative Mix participant

# DEPTH & INCLUSION

Communities in Tower Hamlets, our home borough, have been hit hard by the cost-of-living crisis – even as many were still dealing with the after-effects of the pandemic. Despite living next door to the City and Canary Wharf, 1 in 2 children and 1 in 3 older people here live in poverty, exacerbating social isolation and loneliness. Poverty impacts people's confidence and ability to participate fully in education, community and social activity.

Our work is to break down those barriers to participation. Magic Me's intergenerational practice has always been grounded in strong co-working with partners and professionals across care, education, the arts and more.

Again this year, we harnessed the power of the arts to improve wellbeing for our diverse local communities, all the while using intergenerational activism to fight ageism and grow mutual understanding across generations.

## Creative Mix

Growing out of pilot projects in 2022 and 23, Creative Mix brings together students from Mulberry University Technical College and older people from in and around Bethnal Green. The goal is to grow a core community of younger and older people who will create regular intergenerational events, building connections across different faiths, cultures and backgrounds, and increasing wellbeing. Starting in January 2024, the first phase of Creative Mix, led by three Associate Artists, ran at local Gateway Housing sheltered schemes and our Pott Street base. Through visual arts activities, participants exchanged ideas and stories about what community means to them, with a first sharing event held in June 2024.

**Partnerships:** Gateway Housing Association and Mulberry UTC

**Artists:** Amy Leung, Polly Beestone

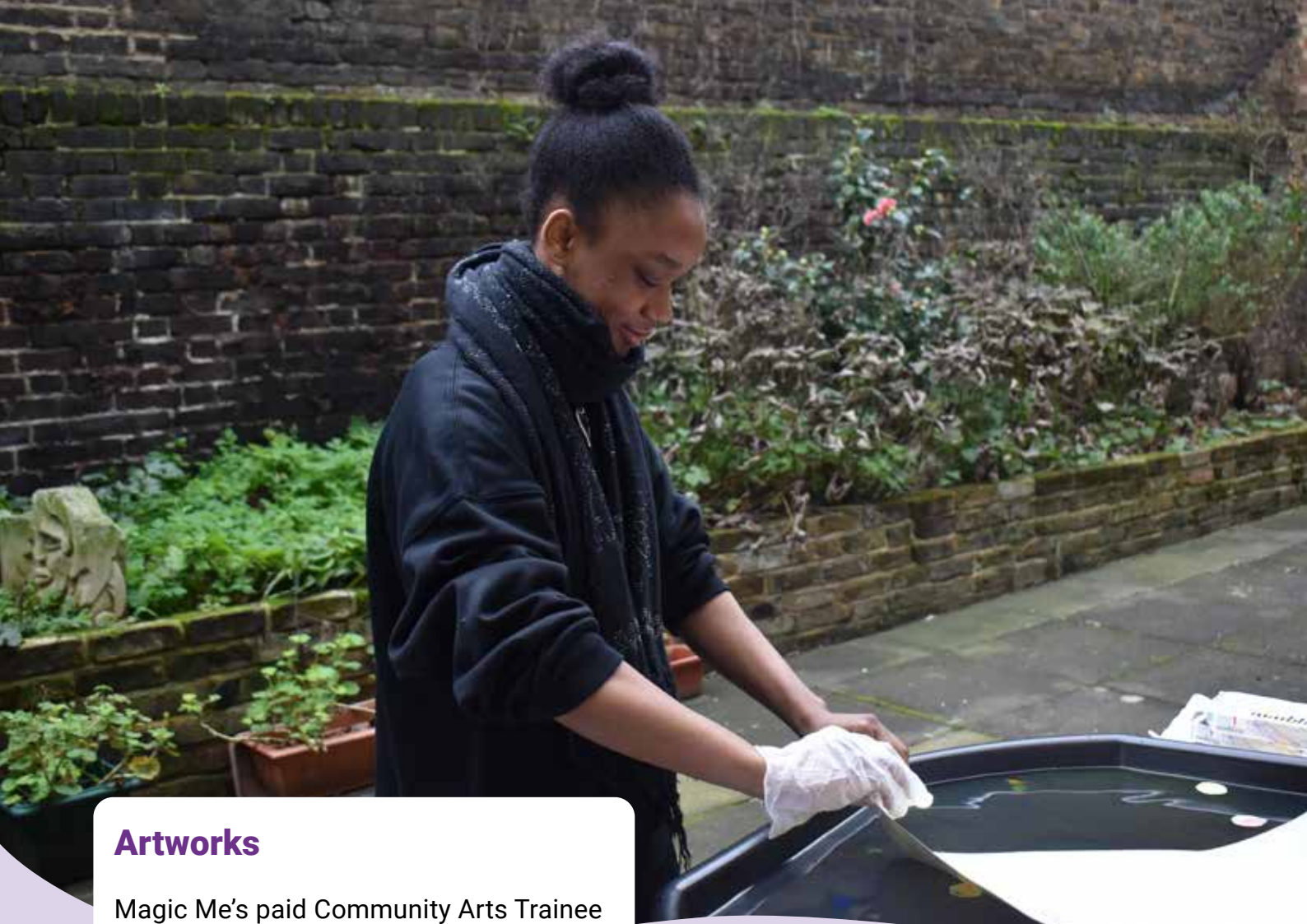
**Guest Artist:** Georgia Akbar

**Freelance specialist:** Sue Mayo

**Trainees:** Kimberly Johnson, Rhovie Isiko

**Funders:** London Borough of Tower Hamlets, The Charity of Sir Richard Whittington





## Artworks

Magic Me's paid Community Arts Trainee Programme supported talented young people from Black, Asian, working-class and other minoritised backgrounds to gain the knowledge, skills and confidence needed to access careers in the arts sector. In this third year, three cohorts of trainees living in Tower Hamlets and Hackney participated, bringing the total of trainees we have worked with so far to ten. Trainees learned much through skills development workshops, mentoring and working with our other staff and artists to deliver arts projects and intergenerational community events.

**Artworks Trainees:** Chloe Latchford, Isobel Lehr, Kimberly Johnson, Maryam Deria, Rhovie Isiko, Yasmin Amin

**Trainer:** Lewis Greener

**Funders:** London Borough of Tower Hamlets, Westfield East Bank Creative Futures Fund, supported by Westfield Stratford City and Foundation for Future London

***"I am definitely more confident and career driven than I was at the beginning of the traineeship."***

Artworks Trainee



# INCREASED REACH

Over more than three decades, Magic Me has become expert in co-design and delivery of creative arts activity with and for people living in care homes and the staff who care for them. The arts can offer joy, excitement, fresh ideas, new ways to express emotions and stories including through non-verbal means. Our highly skilled artists and arts partners have created innovative, multi-sensory experiences for older people, including those most at risk of exclusion – those who are always in bed, or their room.



***“It’s not just about ‘doing an activity’ – any moment can be creative.”***

Lifestyle Coordinator, Artists’ Residencies in Care Homes

Care homes are just that – people’s homes. They are also busy workplaces, operating 24/7 every day of the year. While residents, staff and managers all value the chance to enjoy the arts, there are many practicalities to consider when offering a truly inclusive experience.

**70%** of care home residents live with dementia

**40%** live with with depression

**Severe loneliness, a debilitating condition, affects more than 2 in 5 residents**

Evaluation of our projects this year shows creative interactions have brought huge benefits in wellbeing, alertness, communication skills and sense of community for a wide range of residents.



## Artists' Residencies in Care Homes, Essex

We completed our five year long programme supporting leading arts organisations - Fevered Sleep, New Adventures, Gecko and curious directive - to bring creative activities including movement, dance, film, weaving, science and storytelling to their partner Excelcare homes in Chigwell, Colchester, Dovercourt and Maldon. Our goal was to raise expectations of what the arts can be and do in care settings.

Anglia Ruskin University researchers captured learning throughout the programme, exploring how artists can best work with care home staff to benefit older residents. Findings and practical ideas for care and arts professionals were published in *Dare to Imagine*, a research

report launched with two showcase events in Autumn 2023, and *A Care Home's Guide to Creativity* in March 2024. In 2024/25 Excelcare are now sharing the new approaches across their 31 care homes.

**Partnerships:** curious directive and Longfield Care Home; Fevered Sleep and Sherrell House Care Home; Gecko and Lime Court Care Home; New Adventures and St Fillans Care Home; Anglia Ruskin University

**Partner Artists:** Emily Piercy and New Adventures; Helen Baggett and Gecko; Jack Lowe and curious directive; Petra Soor and Fevered Sleep

**Freelance Specialist:** Sally Knocker

**Funders:** Paul Hamlyn Foundation, Excelcare UK





## Spark (formerly Magic Moments)

Spark offers high-quality, creative, sensory activities, which improve the quality of everyday life for older care home residents. Activities are delivered by care staff, who are trained and supported by our skilled Associate Artists. Initially invented to combat loneliness and social isolation during lockdown, our artists and staff continue to develop this innovative, distance learning model, which reaches the often most isolated residents – those always in bed or living with dementia.

In Summer 2023, the artists co-designed new sensory activities using colour, light and touch with two London Borough of Waltham Forest care homes, then introduced these to staff and residents at 14 more homes across

London and Tendring in Essex, serving 200+ older people. Activities were published online and shared with 79 care professionals at four training days in Basildon, Chelmsford, Colchester and Epping run in partnership with Essex County Council. On these days, colleagues from Gecko and New Adventures also shared ideas and approaches from their Artists' Residencies.

**Artists:** Georgia Akbar, Lily Ash Sakula

**Partnerships:** Agincare, Central & Cecil Housing Trust, Essex County Council

**Freelance Specialist:** Sally Knocker

**Funders:** The Charity of Sir Richard Whittington, The Childwick Trust, Essex County Council, Players of the People's Postcode Lottery, The Rayne Foundation

# MAGIC ME 2023-4

**6**  
local  
authorities

**15**  
associate  
artists

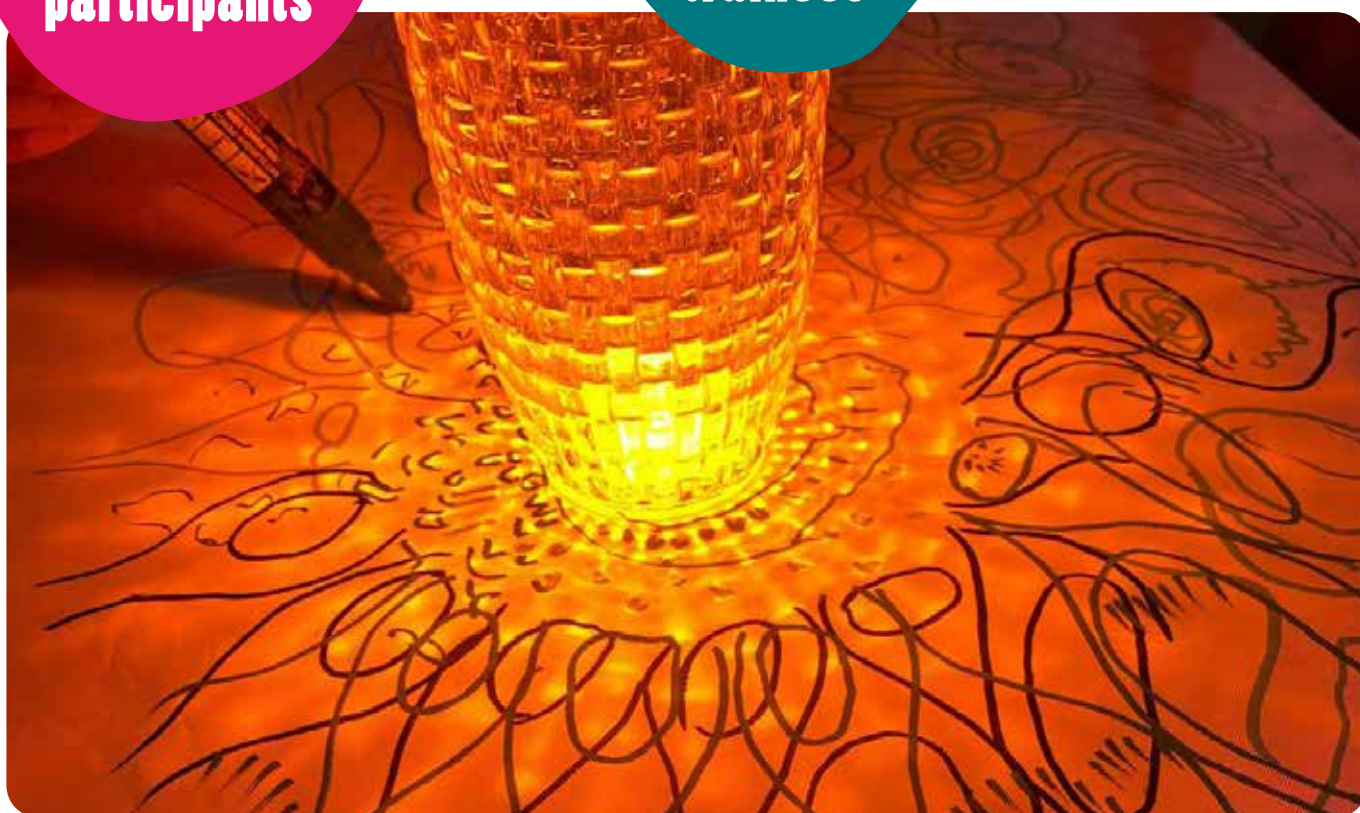
**403**  
project  
participants

**20**  
care home  
partners

**4,754**  
online followers  
and friends

**79**  
training day  
participants

**6**  
artworks  
trainees



***"All homes agreed or strongly agreed there had been an increased understanding of creativity in care homes for 70-100% of residents and staff with both groups wanting to see and do more in the future."***

Magic Moments / Spark in Essex evaluation report

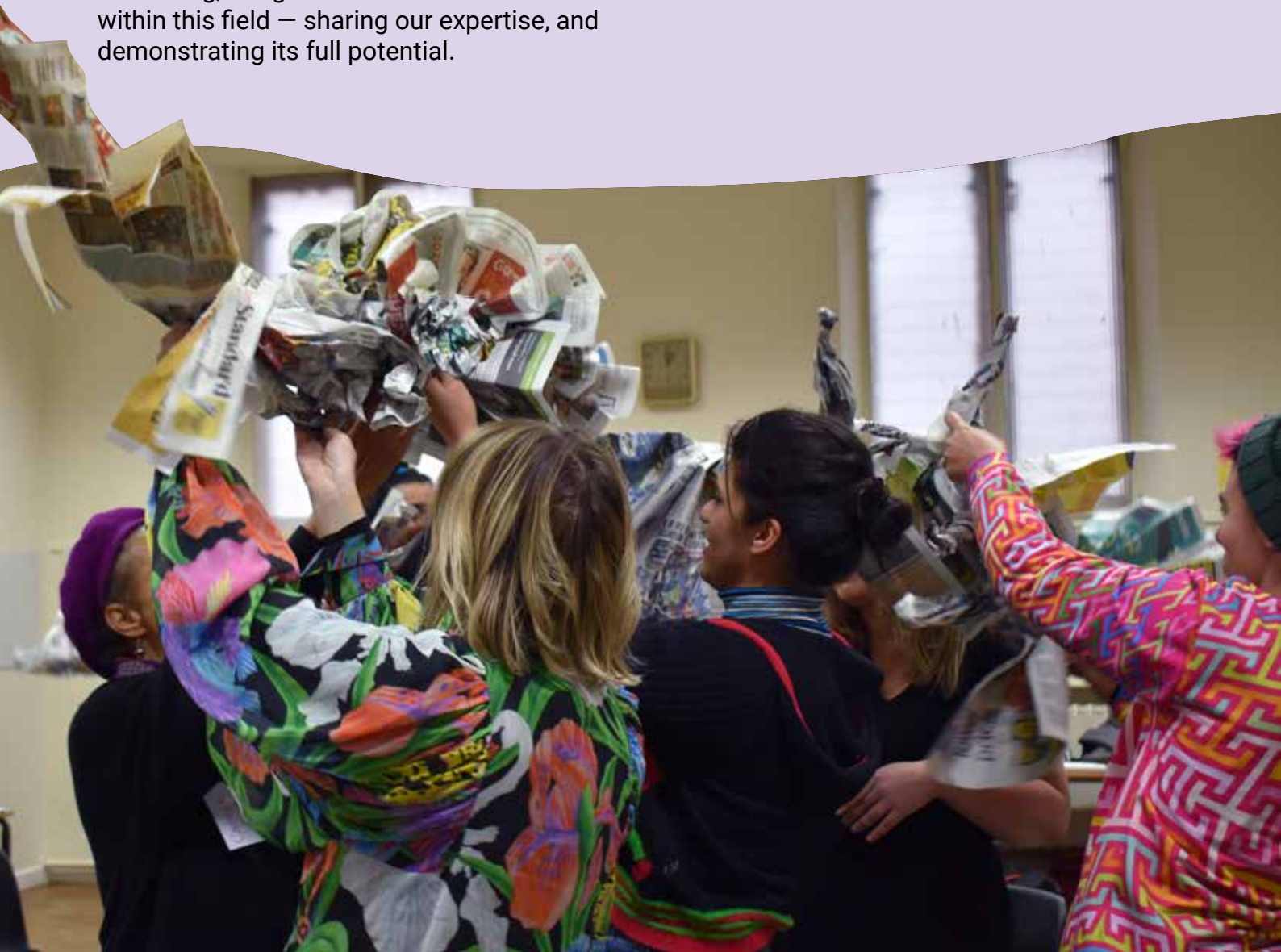
# LEADERSHIP & ACTIVISM

Magic Me believes in the power of intergenerational work and the arts as tools to challenge ageism, a prejudice which limits and undermines people across their lives. As our society continues to age and change, Magic Me remains pioneering – constantly inventing fresh approaches to emerging situations and dynamics. Our Anti-Racism Action Plan keeps us focused on making our programme and organisation truly inclusive and relevant.

With interest in intergenerational work increasing, our goal is to remain a leader within this field – sharing our expertise, and demonstrating its full potential.

## Associate Artists

Our Associate Artists co-design and facilitate our projects and are the face of Magic Me for our many participants. To support our growing programme we reviewed the role of Associate Artist, ran an extensive open recruitment process and selected eight new artists to join our cohort of seven experienced Magic Me creatives, thus increasing the cultural diversity of our Artists' group to better reflect east London's communities. We are excited to be working with specialists across many artforms including puppetry, writing, theatre, visual arts, dance and combined media – that's a wealth of options to offer our partners and participants.



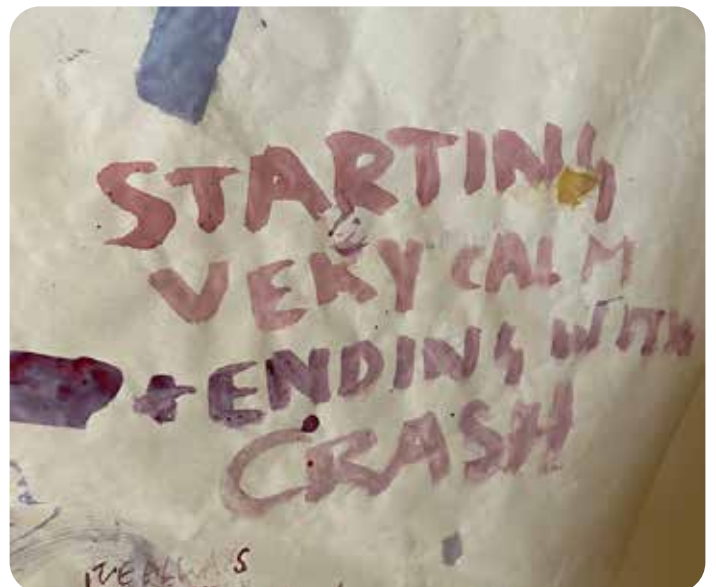


## Artists & Practice

Artists & Practice is a newly launched series of four annual Learning & Development days for Associate Artists and our Programme team colleagues. Sessions enable us to examine and remake our shared intergenerational arts practice, ensuring it is inclusive and fit for the next phase of Magic Me's development. Building on our 35 years' practice, we are adding into the mix our learnings from lockdown and the vast range of experience brought by our Associates and current staff team.

**Associate Artists:** Amanda Mascarenhas, Amy Leung, Arji Manuelpillai, Carolene Yawa Ada, Charlene Low, Chuck Blue Lowry, Georgia Akbar, Laila Nadia Sumpton, Liane Harris, Lily Ash Sakula, Polly Beestone, Ruan Murphy, Shabnam Shabazi, Skye Baker, Sue Mayo

**Funder:** Arts Council England



## Sharing the Learning

Keen to learn and exchange ideas, Magic Me has always shared our practice and experimental work with peers, professionals and activists across many sectors. This year we launched three best practice publications from our care home programme, all available online at [www.magicme.co.uk](http://www.magicme.co.uk). Project Managers and other staff presented at the UK Dementia Congress in Birmingham, the National Creative Ageing Conference in Newcastle and a range of seminars and events.

***“Generosity, an atmosphere of abundance – that there is enough and more can be generated by working together.”***

**Magic Me Artist**



# Thank you

Thank you to the many trusts, foundations and other funders whose support enabled our work this year. Our sincere thanks also to all the individuals who generously supported our work in 2023/4. Your many named and anonymous regular and one-off gifts are greatly appreciated

## Thank you for in-kind support

34SP for website hosting

Louisa Joseph of BAME to Boardroom, for Anti-Racism training for staff and artists

Janice Salem of Pepper Money UK, for office furniture and computer screens

A&O Shearman, for printing our Research Report, Resource Books and Annual Reports

## Grants & donations in 2023/4



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Funded by  
**UK Government**



**Essex County Council**



**FOUNDATION  
FOR FUTURE  
LONDON**



**Garfield Weston  
FOUNDATION**



**TOWER HAMLETS**



**phf Paul Hamlyn  
Foundation**



**The Rayne  
Foundation**



**THE  
MERCERS'  
COMPANY**  
Traders to the Church of St Botolph Whithout



**THE  
CHILDWICK  
TRUST**

**the  
Tudortrust**

**WESTFIELD EAST BANK  
CREATIVE  
FUTURES FUND**

**Westfield  
STRATFORD CITY**

and

**Excelcare**

**French Huguenot Church of London Charitable Trust**

**The Julia and Hans Rausing Trust**

# GET INVOLVED

If you're inspired by our work and would like to support it, we'd love you to get involved.

## Click, follow, comment

If you're on Instagram, Twitter / X, Facebook or LinkedIn, come and talk to us online. Sharing our posts is an easy way for you to help spread news of our work far and wide. [@MagicMeArts](#)

## Donate

We have regular, occasional and mystery donors, and we're very grateful to them all! If you'd like to join our donor community, visit [www.magicme.co.uk](http://www.magicme.co.uk) and click the 'donate' button. We also take cheques, made out to 'Magic Me'. If you take part in the Big Give Christmas Challenge (5-10 December 2024) every £1 you donate to us will be doubled. Sign up on our website in December.

## Fundraise

From a Facebook Birthday Fundraiser to a bake sale to a sponsored fun-run, we welcome all your ideas for fundraising support. £5 buys a set of paint brushes, £50 pays for some natural inks, £500 pays for a couple of artist-led intergenerational sessions: every amount you contribute makes a difference. Talk to Julia, our Fundraising & Development Manager, about your ideas or questions – [fundraising@magicme.co.uk](mailto:fundraising@magicme.co.uk)

## Volunteer

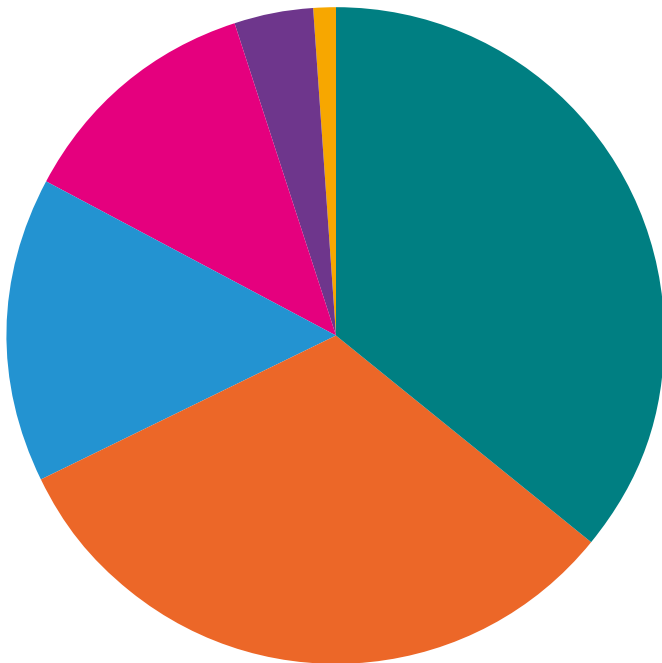
As our programme develops through 2025, we'll be promoting new opportunities for hands-on help at events. We also welcome professional or admin support behind the scenes. Keep an eye on our newsletter, website and social media for details, or contact [info@magicme.co.uk](mailto:info@magicme.co.uk)

# Our Finances

This summary is taken from Magic Me's full, independently examined accounts. If you would like a copy, please visit [www.magicme.co.uk](http://www.magicme.co.uk) or contact Magic Me on [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064.

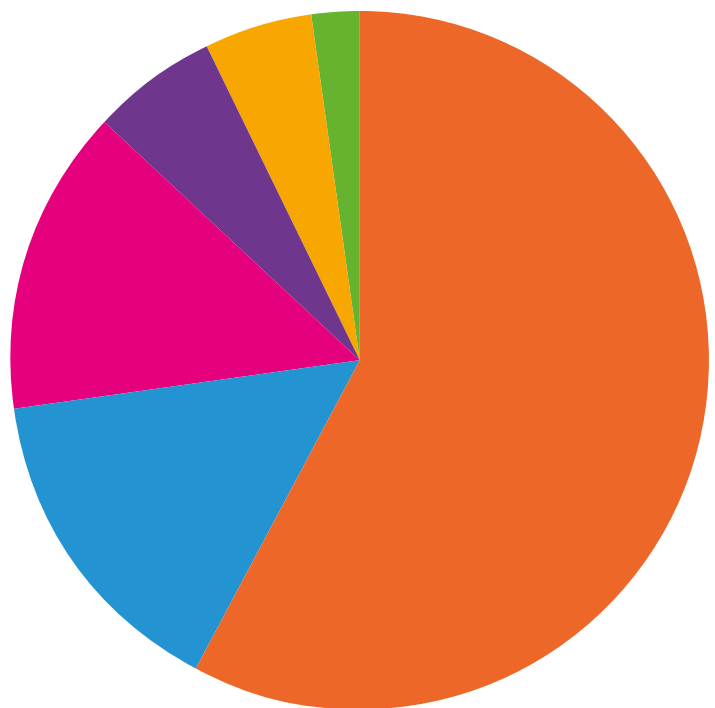
Income during the year 2023/4 was £435,978. As you can see from the pie charts, the majority of our expenditure of £413,798 is on people – the staff and freelance artists who make our programmes possible.

## Income 2023/24



- Arts Council England, National Portfolio Organisation 36%
- Trusts & Foundations 32%
- Local Authorities 15%
- Livery Companies 12%
- Individual donations 4%
- Other 1%

## Expenditure 2023/24



- Staff costs 58%
- Artists fees, materials & project costs 15%
- Fundraising 14%
- Administrative expenses 6%
- Rent, office and communications 5%
- Governance including accountancy 2%



# OUR PEOPLE

## Associate Artists

Amanda Mascarenhas  
Amy Leung  
Arji Manuelpillai  
Caroline Yawa Ada  
Charlene Low  
Chuck Blue Lowry  
Georgia Akbar  
Laila Nadia Sumpton  
Liane Harris  
Lily Ash Sakula  
Polly Beestone  
Ruan Murphy  
Shabnam Shabazi  
Skye Baker  
Sue Mayo

## Current Staff

Audrey Aidoo-Davies, Project Manager  
Ben Butcher, Head of Operations  
Chloe Latchford, Project Coordinator  
Julia Bird, Fundraising & Development Manager  
Kate Hodson, Programme Director  
Natalie Golding, Development Coordinator  
Priyanka Chauhan, Project Manager  
Susan Langford MBE, Founder / Director

## Former Staff during 2022/23

Catherine Connell, Senior Project Manager  
Chloe Davies, Head of Operations  
Emily Bird, Project Manager  
Tham Huynh, Fundraising Coordinator  
Veena Joseph-McBride, Fundraising & Development Manager

## Freelancer staff

Asma Istwani, Communications Officer  
Emma Mulligan, Bookkeeper  
Lewis Greener, Artworks Trainer

## Trainees during 2023/24

Chloe Latchford  
Isobel Lehr  
Kimberly Johnson  
Maryam Deria  
Rhovie Isiko  
Yasmin Amin

## Trustees during 2023/24

David Russell, Chair  
Dominique Moore  
Harriet Cheng  
Hugh Blacklock, Treasurer  
Jimena Meza Mitcher  
Louisa Joseph  
Thomas Nowacki  
Yaa Adansi-Pipim

## Trustees who stood down during the year

Afsana Begum  
Damian Hebron  
Hazel Gould

## Thank you to

**Our good neighbours:** Praxis and our landlords at Bethnal Green Meeting House, Pott Street

D.R. ink

## Photo credits

Chloe Latchford  
Georgia Akbar  
Kimberly Johnson  
Lily Ash Sakula  
Mark Wilkinson  
Rhovie Isiko  
Susan Langford



***“When I saw what we were doing, I thought there’s no way I’ll be able to do that but I did.”***

Spark participant



***“The room is so much brighter when you are here.”***

Creative Mix participant



***“It was art to another level.”***

Care home artist residency feedback



# LOOKING TO THE FUTURE

**As we head into 2024/25 and beyond, exciting project plans are bubbling to the surface.**

Creative Mix will continue in Pott Street, welcoming more students and older Bethnal Green residents to try out new creative techniques and experiments. Our film made in collaboration with Mulberry School for Girls and local older women will premiere in the Autumn, and we hope to build on our relationship with the school to create a new photographic exhibition in 2025. Our Lab project is an ambitious 5 year scheme, which will take us back out into local community spaces in ways we haven't been able to do confidently since the pandemic. Artist-led consultations sessions followed by

residencies will result in a mix of arts projects that inspire shared creativity, expression and positive social action around the issues and ideas which matter most to individuals in their own communities.

We are particularly proud of the pioneering work we're doing around freelance artist support. Working as a freelance artist can be a precarious way of making a living, without access to the professional development opportunities often enjoyed by salaried employees. When designing our projects for the years ahead, we will include paid time for our associate artists to experiment, skill-up and reflect so that they can bring their brightest and best new ideas back to the Magic Me community.





The wider wellbeing of our staff and artists is important to us too: we design our projects and processes with their welfare in mind. Walking meetings are great for getting a new perspective on an issue. Weekly shared lunchtimes and caring for the plants in the Pott Street garden provide calming intervals on busy work days. Underpinning this wellbeing-focus is our commitment to the London Living Wage. We've been signed up to the scheme since 2019, and as soon as any new rate is announced, we adjust our pay rates immediately rather than waiting for the official deadline.

Aware of the national and global context in which we operate, we seek to play our part in minimising systemic harms and marginalisations, from our company-wide Anti Racism Action Plan to our Green Team staff committee. Our staff book club is part of this plan: we meet monthly to discuss a book, film or exhibition that deepens our understanding

of the racist pressures prevalent in society. We're always looking for ways to reduce our carbon footprint: we use refurbished tech and keep as paper-free as possible, and when we transform a creative space for project participants, we use light, colour and shadows rather than physical materials which can be environmentally costly to produce and hard to recycle.

Magic Me is a values-driven organisation – we strive to be **collaborative, inclusive, creative** and **thoughtful** in everything we do, and we are looking forward to the year ahead informed by these values.

**Sign up** to our newsletter or follow us on social media and you'll be the first to know about all our forthcoming plans.



Artwork: Creative Mix project participants

Thank you to A&O Shearman for printing this report.



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Funded by  
**UK Government**

**26 Pott Street, London E2 0EF**

Tel: 020 3222 6064

info@magicme.co.uk

**www.magicme.co.uk**

Registered Charity No. 328331

Company no. 02394189  
Charity no. 328331

**Magic Me**  
**Report and Unaudited Financial**  
**Statements**  
**31 March 2024**

## **Magic Me**

### **Reference and administrative details**

**For the year ended 31 March 2024**

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<b>Company number</b>	02394189
<b>Charity number</b>	328331
<b>Registered office and operational address</b>	26 Pott Street London E2 0EF
<b>Trustees</b>	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:  Yaa Adansi-Pipim Afsana Begum                      resigned 21 June 2023 Hugh Blacklock Harriet Cheng Hazel Gould                      resigned 1 October 2023 Damian Hebron                      resigned 1 October 2023 Louisa Joseph Jimena Meza Mitcher Dominique Moore Thomas Nowacki David Russell
<b>Company secretary</b>	Ben Butcher                      appointed 17 June 2024 Susan Langford
<b>Bankers</b>	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
<b>Independent examiners</b>	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2024**

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The Trustees present their report along with the financial statements of the charity for the year ended 31 March 2024.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

#### **Objectives and activities**

The charity's objectives are: the improvement and advancement of the education of children and adults towards a better understanding of ageing and the needs of elderly people, and methods by which those needs may best be met.

Magic Me's vision is *"A world without ageism, where everyone can enjoy their unique creativity and full potential"*. We believe everyone has a past, present, future and an imagination — a wealth of stories, ideas and dreams to inspire art making.

Our mission is *"To inspire change - for individuals, communities and systems - through extraordinary art, sparking magic between generations"*.

Magic Me works for the benefit of the public both now and for future generations. Statisticians predict that perhaps 1 in 4 children born this year in the UK will live to be 99, though many will experience poor health in later life.

For more than 35 years we have pioneered intergenerational arts practice, encouraging dialogue between generations and across cultures. In east London and Essex our artists have partnered with care homes and schools to create powerful artworks and performances which challenge how society thinks about ageing.

By bringing younger and older people together in shared creative activities, we bring enjoyment, improved wellbeing and greater mutual understanding across generations, today. Longer term we support individuals and organisations to imagine different ways of growing older, and to design the future society we need to build for our ageing and increasingly diverse population.

Our current three year Strategy and Programme has three objectives and strands of work.

- **Depth & Inclusion:** widening access to the arts and community building in Tower Hamlets, combatting social isolation and loneliness, through intergenerational arts programmes;
- **Increasing Reach:** improving the quality of life for older people living in care homes in London, Essex and beyond. This second strand draws on Magic Me's specialist knowledge of bringing the arts into care homes and connecting meaningfully with residents, particularly those living with dementia; and
- **Leadership & Activism:** as pioneers and leaders, sharing our experience and expertise, harnessing the power of the arts and the power of intergenerational activism. We fight ageism and bring positive lasting change — for individuals, communities and systems.

Our activities, exhibitions and performances challenge both participants and audiences to reconsider ageist expectations and stereotypes, which can limit the aspirations and lives of younger and older people. All our projects are designed and facilitated by our skilled, professional Associate Artists, working across the performing, visual, literary, media, combined and other artforms.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2024**

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The Trustees have referred to the Charity Commission's guidance on public benefit in reviewing the charity's aims and objectives and in planning its future actions.

#### **Who used and benefitted from our activities?**

Magic Me benefits people of all ages at many different levels, increasing individual and community wellbeing. Young and older participants enjoy new opportunities, learn and grow skills and form new friendships. Our partners - for example care home staff and teachers - gain new insights and skills, and form deeper and more rewarding relationships with those with whom they work. Artists and creative practitioners develop new skills and expertise in working with communities; our volunteers gain skills and confidence in communicating with older and younger people. Whatever their age and role, individuals form wider connections and social links within their communities, finding new ways to contribute and a fresh understanding of their neighbours.

Magic Me is based in Tower Hamlets, east London, however the activity we deliver and our influence on other people benefits people and communities much more widely.

During the year 2023/24, Magic Me

- ran arts workshops, projects and events in partnership with more than 25 partners: care homes and housing schemes for older people, educational, community, cultural and arts organisations;
- involved and directly benefitted 283 older people and 25 young people; 83 staff in care homes and supported housing schemes, plus six family and friends of residents, and our six young adult Artworks trainees. Many more people benefitted indirectly, though data was not recorded;
- welcomed audiences of over 4,900 to project events and online showcasing of artworks and films;
- completed our five year *Artists Residencies in Care Homes* programme in Essex, which supported four leading arts organisations to partner and work with care home communities in Colchester, Maldon, Tendring and Epping; and
- further developed and tested new ways of working with care home staff at a distance and in person, and shared our learning through publishing reports and resources on our website.

#### **Overview of the year**

Through 2023/24 the communities we serve and work within were hard hit as the cost of living crisis bit deep for individuals, households and public services - many still dealing with the effects of the pandemic. More than 1 in 2 children and 1 in 3 older people in Tower Hamlets live in poverty, impacting their physical and mental health, confidence and ability to participate in education, cultural and community life.

Though very keen to work with us, many partner care and community organisations are coping with growing demand, tight budgets and staff shortages. Our projects are therefore flexible and co-designed with local partners and regular participants, taking into account their current situations and priorities.

On 1 April 2023 Magic Me became one of Arts Council England's National Portfolio Organisations, benefitting from a substantial three year unrestricted grant and other practical support and resources. This core financial support is enabling us to plan ahead with new confidence, to develop and deliver a growing programme of high quality arts opportunities within communities in east London and Essex and invest in our organisation — its people, practice and systems. We have continued to rebuild connections and relationships interrupted by the pandemic and incorporated learning from that intense time of change into the design and piloting of new projects and approaches.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2024**

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Key projects and highlights included:

##### *Depth & Inclusion*

Creative Mix: growing out of pilot projects in 2022 and 2023, Creative Mix brings together students from Mulberry University Technical College and older people from in and around Bethnal Green. The goal is to grow a core community of younger and older people, who will create regular intergenerational events, building connections across different faiths, cultures and backgrounds, increasing wellbeing. Starting in January 2024, the first phase of Creative Mix, led by two Associate Artists, ran at local Gateway Housing sheltered schemes and our Pott Street base. Through visual arts activities participants exchanged ideas and stories about what community means to them, with a first sharing event held in June 2024.

Artworks: Magic Me's paid Community Arts Trainee Programme supported talented young people from Black, Asian, working-class and other minoritised backgrounds living in Tower Hamlets and Hackney to gain knowledge, skills and confidence to access careers in the arts sector. In this third year a total of six trainees participated, in three cohorts, bringing the total to ten so far. They learned much through skills development workshops, mentoring and working with our other staff and artists to deliver intergenerational community arts events.

##### *Increased Reach*

Spark (formerly Magic Moments): offers high-quality, creative, sensory activities, which improve the quality of everyday life for older care home residents, delivered by care staff, trained and supported by our skilled Associate Artists. Initially invented to combat loneliness and social isolation during lockdown, our artists and staff continue to develop this innovative, distance learning model, which reaches the often most isolated residents — those always in bed or living with dementia. In Summer 2023 the artists co-designed new activities using colour, light and touch with two London Borough Waltham Forest care homes, then introduced these to staff and residents at 14 more homes across Tendring, Essex and London, serving 200+ older people. Activities were published online and shared with 79 care professionals at four training days run in partnership with Essex County Council.

Artists' Residencies in Care Homes: We completed our five year long programme supporting leading arts organisations - *Gecko*, *curious directive*, *New Adventures* and *Fevered Sleep* - to bring creative activities including movement, dance, film, weaving, science and storytelling to their partner Excelcare homes across Essex. *Anglia Ruskin University* researchers captured learning throughout the programme, exploring how artists can best work with care home staff to benefit older residents. Findings and practical ideas for care and arts professionals were shared in *Dare to Imagine*, a research report launched with two showcase events in Autumn 2023, and *A Care Home's Guide to Creativity* in March 2024. In 2024/25 Excelcare are sharing the new approaches across their 31 care homes.

##### *Leadership & Activism*

This work grows out of our Anti-Racism Action Plan and our belief in the power of intergenerational work and the arts as tools for challenging Ageism.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2024**

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Our Associate Artists co-design and facilitate our projects and are the face of Magic Me for our many participants. To support our growing programme we reviewed the role of Associate Artist, ran an extensive open recruitment process and selected eight new artists to join seven experienced ones continuing with Magic Me. We increased the cultural diversity of our Artists group, to better reflect east London's communities. Through launching Artists & Practice, a regular series of four annual Learning & Development days for Associate Artists with our Programme colleagues, we are now examining and remaking our shared intergenerational arts practice, ensuring it is inclusive and fit for the next phase of Magic Me's development.

Sharing the Learning: as our society continues to age and change, Magic Me remains pioneering: inventing fresh approaches to emerging situations and dynamics. With interest in intergenerational work increasing, our goal is to remain a leader within this field: sharing our expertise, and demonstrating its full potential. To this end we launched three best practice publications, presented at the UK Dementia Congress, National Creative Ageing Conference and a range of seminars.

#### **Looking ahead**

We are excited to build on these key projects in east London and Essex in 2024/25 and to grow our relationships with new and existing partners. We will also pilot The Lab, a new multi-layered, community-led creative programme, inviting older and younger residents to be creative, contribute ideas and play a fuller part in their communities. We look forward to exploring with them the diversity of intergenerational dynamics across Tower Hamlets and the power of generations working together.

More details of our activities and their impact are given within our Annual Report 2023/24.

This will be available on-line at [www.magicme.co.uk](http://www.magicme.co.uk) following our AGM in October 2024 and in printed format on request from our office via [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064.

#### **Financial review**

The financial transactions of the charity during the year and the position at the end of the year are set out in the attached accounts.

Income during the year 2023/24 was £435,978 compared with £272,092 in 2022/23. Total expenditure was also up, to £413,798 compared with £342,713 in the previous year.

We remain indebted to our many funders and supporters who throughout the past few years of the pandemic and then the cost of living crisis have, without exception, trusted us to spend their grants and donations, sometimes in new ways, to best support our communities. Their flexibility and partnership approach has enabled us to move quickly and with confidence during very difficult times.

Magic Me is enormously grateful for the very generous support received from numerous trusts and foundations, livery companies, lotteries, businesses and individual supporters – without which our work would not be possible. 2023/24 was also our first year as an Arts Council England National Portfolio Organisation; we benefited from a substantial annual unrestricted grant of £157,994 per year for three years.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2024**

---

Income in 2023/24 included: the third of three annual grants of £50,000 from The Charity of Sir Richard Whittington, of which the Mercers' Company is a trustee; ongoing support from Paul Hamlyn Foundation for Artists' Residencies in Care Homes; the second instalment of a £150,000 grant over four years from the Tudor Trust and the second of two £15,000 grants from Garfield Weston Foundation.

One-off grants came from The Childwick Trust, French Huguenot Church of London Charitable Trust, Foundation for Future London, the Julia and Hans Rausing Trust, the Players of the People's Postcode Lottery and the Rayne Foundation. Two Local Authority grants from London Borough Tower Hamlets and Essex County Council supported projects in their areas and our project partners Excelcare also contributed financially.

Regular and one-off donations from generous individuals totalled £18,318 including contributions to our Big Give Christmas Challenge 2023 appeal and Gift Aid. Careful financial management enabled us to earn £4,610 in bank interest.

Further details of grants and donations are given in the Notes below.

#### **Reserves policy and position**

As is standard, the accounts have been prepared using the going concern approach, which is appropriate as there are no plans to cease Magic Me's operations or liquidate the charity. At 31 March 2024 the balance sheet showed £183,223 cash at the bank and total net assets of £163,248, which included £124,898 of unrestricted general funds and £38,350 of restricted funds for ongoing projects. A £7,573 drop in restricted funds in hand at the end of the year reflects changed patterns of receipt of grants from different funders.

Last year, 2022/23, in order to maintain support for our hard-pressed communities when fundraising was particularly difficult, we drew down £13,603 designated reserves, bringing the total of unrestricted reserves to £95,145, which was below our target level. To address this we set a surplus budget target for 2023/24 and through very tight financial management succeeded in increasing unrestricted reserves by £29,753 to £124,898.

The trustees aim to keep a balance in reserves equal to at least three months' core and project expenditure, £103,450. This to enable the charity to continue to operate in the short term in the event of unexpected delays in the receipt of income or unexpected expenditure and to enable a well-managed wind-up of the charity should that ever become necessary. We recognise that this target will grow with inflation and a growth in our programme activity and associated expenditure. The reserve level is reviewed quarterly by the Finance, Audit and Risk sub-Committee.

Although inflation has come down in recent months, prices remain high, with continued national and international economic difficulties and uncertainties. Fundraising remains challenging with increasing community need and higher than ever competition for grants and donations. Magic Me has successfully managed cyclical annual fundraising for many years and we will continue to do so. The fact that our activities address pressing needs within our communities gives us confidence that funders and donors will continue to invest in our work and organisation.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2024**

---

The senior management team continue our regular practice, honed during Covid-19, of actively (i) modelling potential fundraising scenarios and (ii) managing cashflow, including reviewing discretionary costs and avoiding unnecessary liabilities. In order to retain a level of reserves consistent with honouring current liabilities, including to our staff and freelance artists, we continue to plan projects in such a way as to be able to pause or reschedule activity and thus reduce costs, should further grants not be secured.

#### **Statement of responsibilities of the trustees**

The trustees (who are also directors of the charity 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, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which 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 charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

#### **Independent examiners**

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 18 September 2024 and signed on their behalf by



David Russell - Trustee

## **Independent examiner's report**

### **To the trustees of**

### **Magic Me**

---

I report to the trustees on my examination of the accounts of Magic Me (the charitable company) for the year ended 31 March 2024, which are set out on pages 10 to 23.

#### **Responsibilities and basis of report**

As the trustees of the charitable 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 charitable 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 charitable company'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**

Since the charitable 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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

Godfrey Wilson Limited also provides bookkeeping services to the charitable company. I confirm that as a member of the ICAEW I am subject to the FRC's Revised Ethical Standard 2016, which I have applied with respect to this engagement.

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

- (1) accounting records were not kept in respect of the charitable 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).

**Independent examiner's report**

**To the trustees of**

**Magic Me**

---

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.

*Dougal Howard*

Date: 18 September 2024

**Dougal Howard ACA**

**Member of the ICAEW**

For and on behalf of:

**Godfrey Wilson Limited**

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

## Magic Me

### Statement of financial activities (incorporating an income and expenditure account)

#### For the year ended 31 March 2024

	Note	Restricted £	Unrestricted £	2024 Total £	2023 Total £
<b>Income from:</b>					
Donations	3/5	5,784	227,063	<b>232,847</b>	128,814
Charitable activities	4	197,959	-	<b>197,959</b>	140,253
Other trading activities		-	12	<b>12</b>	106
Investments		-	4,610	<b>4,610</b>	1,247
Other		-	550	<b>550</b>	1,672
<b>Total income</b>		<u>203,743</u>	<u>232,235</u>	<b><u>435,978</u></b>	<u>272,092</u>
<b>Expenditure on:</b>					
Raising funds		-	56,519	<b>56,519</b>	49,113
Charitable activities		<u>211,316</u>	<u>145,963</u>	<b><u>357,279</u></b>	<u>293,600</u>
<b>Total expenditure</b>	6	<u>211,316</u>	<u>202,482</u>	<b><u>413,798</u></b>	<u>342,713</u>
<b>Net expenditure and net movement in funds</b>	7	<u>(7,573)</u>	<u>29,753</u>	<b><u>22,180</u></b>	<u>(70,621)</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>45,923</u>	<u>95,145</u>	<b><u>141,068</u></b>	<u>211,689</u>
<b>Total funds carried forward</b>		<u>38,350</u>	<u>124,898</u>	<b><u>163,248</u></b>	<u>141,068</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.

## Magic Me

### Balance sheet

#### As at 31 March 2024

	Note	£	2024 £	2023 £
<b>Fixed assets</b>				
Tangible assets	10		<u>2,528</u>	<u>3,592</u>
			<b>2,528</b>	3,592
<b>Current assets</b>				
Debtors	11	<b>7,499</b>		5,796
Cash at bank and in hand		<u>183,223</u>		<u>151,469</u>
		<b>190,722</b>		157,265
<b>Liabilities</b>				
Creditors: amounts falling due within 1 year	12	<u>(30,002)</u>		<u>(19,789)</u>
<b>Net current assets</b>			<u>160,720</u>	<u>137,476</u>
<b>Net assets</b>	13		<u>163,248</u>	<u>141,068</u>
<b>Funds</b>	14			
Restricted funds			<b>38,350</b>	45,923
Unrestricted funds				
Designated funds			-	18,739
General funds			<u>124,898</u>	<u>76,406</u>
<b>Total charity funds</b>			<u>163,248</u>	<u>141,068</u>

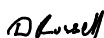
The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper 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 Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 18 September 2024 and signed on their behalf by



David Russell - Trustee

## **Magic Me**

### **Notes to the financial statements**

#### **For the year ended 31 March 2024**

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#### **1. Accounting policies**

##### **a) Basis of preparation**

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

Magic Me 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 note.

##### **b) Going concern basis of accounting**

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

##### **c) Income**

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

##### **d) Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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

##### **e) Interest receivable**

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

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

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#### 1. Accounting policies (continued)

##### f) Funds accounting

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

##### g) Expenditure and irrecoverable VAT

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

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

##### h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated entirely to charitable activities for the current and prior year.

##### i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures, fittings & equipment	4 years
IT equipment and website	3 years

Items of equipment are capitalised where the purchase price exceeds £500.

##### j) Debtors

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

##### k) Cash at bank and in hand

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

##### l) Creditors

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

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

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#### 1. Accounting policies (continued)

##### m) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

##### n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation as described in note (i) above.

#### 2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2023 Total £
<b>Income from:</b>			
Donations	8,765	120,049	128,814
Charitable activities	140,253	-	140,253
Other trading activities	-	106	106
Investments	-	1,247	1,247
Other	-	1,672	1,672
<b>Total income</b>	<b>149,018</b>	<b>123,074</b>	<b>272,092</b>
<b>Expenditure on:</b>			
Raising funds	-	49,113	49,113
Charitable activities	208,063	85,537	293,600
<b>Total expenditure</b>	<b>208,063</b>	<b>134,650</b>	<b>342,713</b>
<b>Net expenditure and net movement in funds</b>	<b>(59,045)</b>	<b>(11,576)</b>	<b>(70,621)</b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

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#### 3. Income from donations

	Restricted	Unrestricted	2024
	£	£	Total
			£
Grants and donations > £1,000			
Arts Council England	-	157,994	<b>157,994</b>
Tudor Trust	-	37,500	<b>37,500</b>
Garfield Weston Foundation	-	15,000	<b>15,000</b>
The Charity of Sir Richard Whittington	-	4,000	<b>4,000</b>
Grants and donations < £1,000, individual donations	5,784	11,274	<b>17,058</b>
Gift aid	-	1,295	<b>1,295</b>
<b>Total income from donations</b>	<b>5,784</b>	<b>227,063</b>	<b>232,847</b>

Arts Council England: This is a three year programme, with an invitation to extend for an additional year, supporting the full breadth of Magic Me's creative arts activities. In 23/24 this grant directly funded project work including Artists and Practice, Artists Residencies, Creative Mix, LAB, and Spark (formerly Magic Moments).'

#### Prior period comparative:

	Restricted	Unrestricted	2023
	£	£	Total
			£
Grants and donations > £1,000			
Tudor Trust	-	37,500	37,500
Expat Foundation	-	20,000	20,000
The Charity of Sir Richard Whittington	-	18,000	18,000
Garfield Weston Foundation	-	15,000	15,000
The Edward Gostling Foundation	-	10,000	10,000
Arup	-	1,200	1,200
Anonymous	-	1,028	1,028
Grants and donations < £1,000, individual donations	8,765	16,508	25,273
Gift aid	-	813	813
<b>Total income from donations</b>	<b>8,765</b>	<b>120,049</b>	<b>128,814</b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

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#### 4. Income from charitable activities

	<b>2024</b>
	<b>Total</b>
	<b>£</b>
Grants > £,1000	
Mercers' Company	<b>50,000</b>
London Borough of Tower Hamlets	<b>32,747</b>
Essex County Council	<b>30,000</b>
Rayne Foundation	<b>20,000</b>
Foundation for Future London	<b>17,942</b>
Paul Hamlyn Foundation	<b>16,500</b>
Players of the People's Postcode Lottery	<b>15,270</b>
The Childwick Trust	<b>7,500</b>
French Huguenot Church of London Charitable Trust	<b>6,000</b>
Excelcare	<b>2,000</b>
	<hr/>
<b>Total income from charitable activities</b>	<b><u>197,959</u></b>

#### Prior year comparative:

	2023
	Total
	£
Grants > £,1000	
The Charity of Sir Richard Whittington	32,000
London Borough of Tower Hamlets	27,596
Paul Hamlyn Foundation	25,000
Foundation for Future London	17,942
Bancroft Tenants Management Cooperative	9,625
London Community Foundation	9,464
French Huguenot Church of London Charitable Trust	6,000
Excelcare	5,000
My Home Life	3,125
The Sir Jules Thorn Charitable Trust	2,500
Tudor Trust	2,000
	<hr/>
<b>Total income from charitable activities</b>	<b><u>140,253</u></b>

All income from charitable activities in the current and prior year was restricted.

#### 5. Government grants

The charitable company receives government grants, defined as funding from the London Borough of Tower Hamlets, Essex County Council and Arts Council England to fund charitable activities. The total value of such grants in the period ending 31 March 2024 was £220,741 (2023: £27,596). There are no unfulfilled conditions or contingencies attaching to these grants in 2023/24.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

#### 6. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2024 Total £
Staff costs (note 8)	47,877	136,118	89,085	<b>273,080</b>
Artists' fees, materials and other direct project costs	-	63,637	-	<b>63,637</b>
Administrative expenses	-	-	25,460	<b>25,460</b>
Premises and insurance costs	-	-	17,460	<b>17,460</b>
Other staff costs	-	13,424	-	<b>13,424</b>
Fundraising expenses	8,642	-	-	<b>8,642</b>
Accountancy expenses	-	-	8,336	<b>8,336</b>
Depreciation	-	-	2,163	<b>2,163</b>
Annual report and AGM	-	-	1,586	<b>1,586</b>
Trustees expenses	-	-	10	<b>10</b>
<b>Sub-total</b>	<b>56,519</b>	<b>213,179</b>	<b>144,100</b>	<b>413,798</b>
Allocation of support and governance costs	-	144,100	(144,100)	-
<b>Total expenditure</b>	<b>56,519</b>	<b>357,279</b>	<b>-</b>	<b>413,798</b>

Total governance costs were £4,476 (2023: £4,352).

#### Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2023 Total £
Staff costs (note 8)	36,617	115,893	83,020	235,530
Artists' fees, materials and other direct project costs	-	47,006	-	47,006
Premises and insurance costs	-	-	17,421	17,421
Fundraising expenses	12,496	-	-	12,496
Administrative expenses	-	-	11,849	11,849
Accountancy expenses	-	-	10,769	10,769
Other staff costs	-	4,425	-	4,425
Depreciation	-	-	1,505	1,505
Annual report and AGM	-	-	1,335	1,335
Trustees expenses	-	-	377	377
<b>Sub-total</b>	<b>49,113</b>	<b>167,324</b>	<b>126,276</b>	<b>342,713</b>
Allocation of support and governance costs	-	126,276	(126,276)	-
<b>Total expenditure</b>	<b>49,113</b>	<b>293,600</b>	<b>-</b>	<b>342,713</b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

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#### 7. Net movement in funds

This is stated after charging:

	2024	2023
	£	£
Depreciation	2,163	1,505
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Independent examiner's remuneration (excluding VAT):		
▪ Independent examination	2,400	2,200
▪ Other services	6,636	5,858
	<u>6,636</u>	<u>5,858</u>

#### 8. Staff costs and numbers

Staff costs were as follows:

	2024	2023
	£	£
Salaries and wages	248,707	214,908
Social security costs	18,813	15,763
Pension costs	5,560	4,859
	<u>273,080</u>	<u>235,530</u>

No employees earned more than £60,000 in the current or prior year.

The key management personnel of the charitable company comprise the Trustees, Director, Programme Director and Head of Operations. The total employee benefits of the key management personnel were £138,821 (2023: £125,958).

	2024	2023
	No.	No.
Average head count	<u>8</u>	<u>8</u>

#### 9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

#### 10. Tangible fixed assets

	Fixtures, fittings & equipment £	Restated IT equipment & website £	Total £
<b>Cost</b>			
At 1 April 2023	1,173	19,833	<b>21,006</b>
Additions in year	239	1,251	<b>1,490</b>
Disposals	<u>(1,173)</u>	<u>(5,797)</u>	<u><b>(6,970)</b></u>
<b>At 31 March 2024</b>	<b><u>239</u></b>	<b><u>15,287</u></b>	<b><u>15,526</u></b>
<b>Depreciation</b>			
At 1 April 2023	1,173	16,241	<b>17,414</b>
Charge for the year	90	2,073	<b>2,163</b>
Disposals	<u>(1,173)</u>	<u>(5,406)</u>	<u><b>(6,579)</b></u>
<b>At 31 March 2024</b>	<b><u>90</u></b>	<b><u>12,908</u></b>	<b><u>12,998</u></b>
<b>Net book value</b>			
<b>At 31 March 2024</b>	<b><u>149</u></b>	<b><u>2,379</u></b>	<b><u>2,528</u></b>
At 31 March 2023	<u>-</u>	<u>3,592</u>	<u>3,592</u>

IT equipment & website cost and accumulated depreciation at 1 April 2023 have been restated to recognise an additional £983 of fully depreciated laptops previously omitted from fixed assets that are still in use and controlled by the charity. There is no net impact on the opening balance sheet position.

#### 11. Debtors

	2024 £	2023 £
Prepayments	5,378	4,930
Other debtors	<u>2,121</u>	<u>866</u>
	<b><u>7,499</u></b>	<b><u>5,796</u></b>

#### 12. Creditors : amounts due within 1 year

	2024 £	2023 £
Trade and other creditors	26,180	15,941
Accruals	<u>3,822</u>	<u>3,848</u>
	<b><u>30,002</u></b>	<b><u>19,789</u></b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

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#### 13. Analysis of net assets between funds

	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	2,528	<b>2,528</b>
Current assets	49,958	-	140,764	<b>190,722</b>
Current liabilities	<u>(11,608)</u>	<u>-</u>	<u>(18,394)</u>	<u><b>(30,002)</b></u>
<b>Net assets at 31 March 2024</b>	<b><u>38,350</u></b>	<b><u>-</u></b>	<b><u>124,898</u></b>	<b><u>163,248</u></b>
<b>Prior period comparative</b>	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	3,592	3,592
Current assets	45,923	18,739	92,603	157,265
Current liabilities	<u>-</u>	<u>-</u>	<u>(19,789)</u>	<u>(19,789)</u>
<b>Net assets at 31 March 2023</b>	<b><u>45,923</u></b>	<b><u>18,739</u></b>	<b><u>76,406</u></b>	<b><u>141,068</u></b>

**Magic Me**

**Notes to the financial statements**

**For the year ended 31 March 2024**

**14. Movements in funds**

	At 1 April 2023 £	Income £	Expenditure £	Transfers £	At 31 March 2024 £
<b>Restricted funds</b>					
Artists Residencies	12,814	18,500	(21,816)	-	<b>9,498</b>
Artworks	21,898	34,040	(51,403)	-	<b>4,535</b>
Creative Mix	-	22,649	(12,717)	-	<b>9,932</b>
Spark (Formerly Magic Moments)	72	78,554	(78,551)	-	<b>75</b>
The Charity of Sir Richard Whittington	9,139	50,000	(46,804)	-	<b>12,335</b>
Tudor Wellbeing	2,000	-	(25)	-	<b>1,975</b>
<b>Total restricted funds</b>	<b>45,923</b>	<b>203,743</b>	<b>(211,316)</b>	<b>-</b>	<b>38,350</b>
<b>Unrestricted funds</b>					
<i>Designated funds:</i>					
Equipment	1,000	-	-	(1,000)	-
Office renovations	2,522	-	-	(2,522)	-
Staff cover	8,000	-	-	(8,000)	-
Safeguarding	2,500	-	-	(2,500)	-
Training	4,717	-	-	(4,717)	-
<i>Total designated funds</i>	<b>18,739</b>	<b>-</b>	<b>-</b>	<b>(18,739)</b>	<b>-</b>
General funds	76,406	232,235	(202,482)	18,739	<b>124,898</b>
<b>Total unrestricted funds</b>	<b>95,145</b>	<b>232,235</b>	<b>(202,482)</b>	<b>-</b>	<b>124,898</b>
<b>Total funds</b>	<b>141,068</b>	<b>435,978</b>	<b>(413,798)</b>	<b>-</b>	<b>163,248</b>

**Purposes of restricted funds**

**Artists Residencies** Five year programme which paired four leading arts companies to work with four care homes across Essex, introducing dance, virtual reality, immersive theatre and other forms, challenging the arts and care sectors to raise expectations of what older people will enjoy and understand. Evaluation partner Anglia Ruskin University published Dare to Imagine, their research findings in Year 5, and our Care Home Guide to creativity shared activity ideas and approaches with care home professionals.

**Artworks** A four year project to provide placements, supporting Tower Hamlets and Hackney residents to pursue careers in the arts, focused on those who currently face barriers e.g. Black, Asian and other racially minoritised people and those from working-class backgrounds.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

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#### 14. Movements in funds (continued)

##### Purposes of restricted funds (continued)

**Creative Mix** A new three and a half year project, which brings generations together through creative activities and celebratory events, combating social isolation, increasing individuals' confidence and wellbeing whilst building connections across different faiths, cultures and backgrounds.

**Spark (Formerly Magic Moments)** Programme of sensory arts activities for older people living in 16 care homes in Tendring, north Essex and London. Spark is delivered by Magic Me artists working in partnership with care home staff through training opportunities, resources and visits, in person and remotely, supporting everyone's right to creative expression.

**The Charity of Sir Richard Whittington** A grant from the Charity of Sir Richard Whittington, supporting range of arts projects and development of future work with and for older people in London. In 23/24 this grant directly funded project work including Artists and Practice, Creative Mix, LAB and Spark (formally Magic Moments).

**Tudor Wellbeing** Fund provided by Tudor Trust to be used to support staff wellbeing during the four years of their unrestricted grant.

##### Transfers between funds

**Designated funds** All designated funds have been moved into general funds as expenditure will be managed through the unrestricted budget going forward.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2024

#### 14. Movements in funds (continued)

Prior period comparative	At 1 April 2022	Income	Expenditure	Transfers	At 31 March 2023
	£	£	£	£	£
<b>Restricted funds</b>					
Artists Residencies	47,485	30,000	(64,671)	-	12,814
Artworks	40,448	45,539	(64,089)	-	21,898
Essex	5,000	-	-	(5,000)	-
Magic Moments	-	10,890	(15,818)	5,000	72
The Charity of Sir Richard Whittington	12,035	-	(2,896)	-	9,139
Bancroft 2022	-	9,625	(9,625)	-	-
Pott Street + Tudor Wellbeing	-	50,964	(50,964)	-	-
	-	2,000	-	-	2,000
<b>Total restricted funds</b>	<b>104,968</b>	<b>149,018</b>	<b>(208,063)</b>	<b>-</b>	<b>45,923</b>
<b>Unrestricted funds</b>					
<i>Designated funds:</i>					
ACE Cultural Recovery Fund	31,603	-	-	(31,603)	-
Equipment	1,000	-	-	-	1,000
Office renovations	2,522	-	-	-	2,522
Staff cover	8,000	-	-	-	8,000
Safeguarding	2,000	500	-	-	2,500
Training	2,695	2,022	-	-	4,717
<i>Total designated funds</i>	<b>47,820</b>	<b>2,522</b>	<b>-</b>	<b>(31,603)</b>	<b>18,739</b>
General funds	58,901	120,552	(134,650)	31,603	76,406
<b>Total unrestricted funds</b>	<b>106,721</b>	<b>123,074</b>	<b>(134,650)</b>	<b>-</b>	<b>95,145</b>
<b>Total funds</b>	<b>211,689</b>	<b>272,092</b>	<b>(342,713)</b>	<b>-</b>	<b>141,068</b>

#### 15. Related party transactions

There were no related party transactions in the current or prior year.

**MAGIC ME**

England & Wales - Charity number 328331

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# Accounts

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# ANNUAL REPORT 2022/23



## **MAGIC ME'S VISION**

*A world without ageism, where everyone can enjoy their unique creativity and full potential.*

## **MAGIC ME'S MISSION**

*To inspire change, for individuals, communities and systems, through extraordinary art, sparking magic between generations.*



# Contents

Message from Chair & Director	4
Introduction	5
Depth & Inclusion	6
Increased Reach	10
Leadership & Activism	13
Projects	14
Thank you	15
We Remember	15
Our Finances	16
Our People	17
Get Involved	18

***“I’m lost for words,  
it’s fantastic.  
It’s such a good  
idea, all coming  
together as one.”***

Older participant



# Message from Chair and Director

**Welcome to our Annual Report 2022/23.  
The past year has been one of fresh  
beginnings and exploration.**

It has been wonderful to have Magic Me groups meeting in person again! To see our younger and older participants making and laughing together with our artists. To witness their pride in sharing their photographs, prints and poetry with audiences live, as well as online. This Report is all about their achievements and stories, and the lasting benefits of these creative gatherings.

During lockdown we all experienced sometimes what it feels like to be isolated. But for too many older and younger people in east London, loneliness and isolation were the everyday reality before covid, and continue to be so today. A tough, cold winter made that harder.

So, more than ever, our activities this year have been designed to bring people together. Whether people living on the same estate, or down a corridor in a nursing home, creative moments have sparked new connections and rekindled those lost in lockdown. The arts have the power to transport us to new places and imagined possibilities. And as one older lady put it, working on a group artwork offers space and time “to forget for a while about Bills! Bills! Bills!”

***“We all managed to come together. Community is about you, me, everyone, bright colours not darkness.”***

Older participant

Throughout the pandemic, with meeting impossible, our artists and staff worked closely with our partner care home and school staff to invent and test new creative approaches. Our plans and projects this year have grown out of that lockdown learning, building on decades of intergenerational arts expertise.

In February 2023 we reviewed and refreshed our Strategic Plan, honing in on three vital strands of work. The Report groups last year’s achievements under those new headings. Underpinning our project plans, the past year has also been about establishing ourselves in our ‘new’ office (we moved in early 2021) regrowing our staff and artists team and securing the funds to move forward with confidence.

We are very grateful to the many funders and supporters who have again made our work possible this year, and their continuing understanding and flexibility during tough times. We are thrilled that Arts Council England invited us to become a National Portfolio Organisation from 1st April 2023.

Thank you to everyone who has been part of Magic Me through this year. We look forward to our continuing work together.

**David Russell**  
Chair of Trustees

**Susan Langford MBE**  
Founder/Director

# Introduction

**At the start of the year our East London communities were still adjusting to post-pandemic life with many remaining anxious about mixing in public after so long in isolation. The subsequent cost of living crisis with soaring inflation, fuel poverty and food insecurity further compounded hardships affecting these communities. 1 in 2 children are living in poverty and 1 in 3 older people are living in income deprived households. These conditions exacerbate social isolation and loneliness and as always, Magic Me was driven to respond and help make a difference.**

Consultation with our regular participants and local on-the-ground organisations told us that, as lockdown eased, many people felt more disconnected than ever, affecting their physical and mental health. Locally accessible services for older people, including the arts, have been cut due to Covid-19 and tightening budgets. Older people yearned for a sense of community, access to the arts,

and the comfort and stimulation they bring, but remained fearful of infection, and after two years of isolation, felt less confident to venture out.

In order to meet these needs, through 2022/23 we successfully grew a series of new creative arts projects, with intergenerational groups, reconnecting with older individuals and local partners. The positive response and our learning from these has inspired current and future activities.

In the following pages we describe Magic Me's work and impact during this time, grouping project stories under two main categories: *Depth & Inclusion* and *Increased Reach*.

Read on to find out about how we harnessed the power of the arts to bring about improved well being to our diverse local communities and residents in care homes, all the while using intergenerational activism to fight ageism and grow mutual understanding across generations.



# DEPTH & INCLUSION

Tower Hamlets has the ninth highest proportion of residents born outside the UK with more than two thirds of the population coming from racially minoritised backgrounds. Considering our local population, we ensure our work welcomes and includes people with diverse lived experience, This includes typically underserved communities and people who may be socially isolated or excluded. Using co-design we bring arts opportunities to where people are, such as community centres, housing estates and care homes. Our programmes generate a deep and meaningful exchange of ideas and perspectives and support a celebration of difference in diverse intersectional communities across different ages, cultures, races and beliefs.

***“A warm space in terms of heating and warm in how it makes you feel!”***

Younger adult, winter project

## Highlights in 2022/23 included

### Creative Get Togethers

From July to October, 31 older people joined artist-led creative sessions, designed to rebuild peoples’ confidence to mix with others and combat social isolation in a friendly, safe environment. The group also co-designed future activities at Pott Street Meeting House. These activities looked forward to future programming that best met local needs. We collectively identified the need for intergenerational sessions which led to a second winter phase of creative workshops for younger and older adults. This resulted in a photography exhibition and celebratory event, which we called *Searching for Community*. In evaluation we found that 94% of our older participants overwhelmingly agreed that attending the workshops increased their sense of community with neighbours with 88% agreeing that they felt more confident in meeting new people. Many reported that they were eager for the ‘Get-Togethers’ to continue but also wanted an intergenerational component. This informed our plans to grow and maintain a regular programme of intergenerational events at Pott Street and neighbouring venues from Autumn 2023.

***“Community is never finished. It is always evolving. Community is all about communication, negotiation. These representations show what ‘Searching for Community’ means.”*** – Younger participant



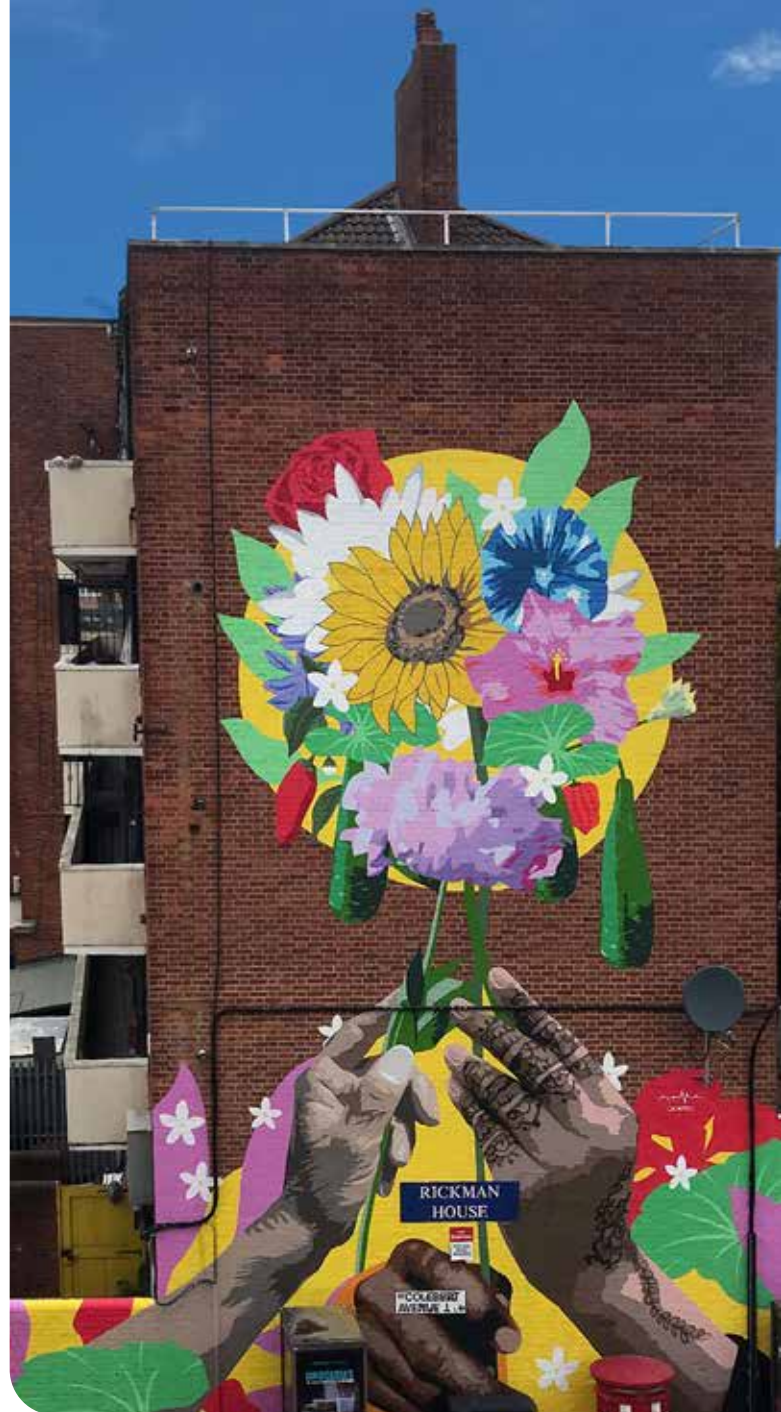
***“A project highlight for me has been other committee members taking more of an active role talking to the community as well as taking ownership of the issues that were important to residents – I would highly encourage all members to be part of future projects.”***

## **Bancroft Estate Mural**

Bancroft Tenant Management Co-Operative (BTMC) reached out to Magic Me to support the creation of a community mural on the estate after receiving feedback from residents that they wanted to see a reduction in anti-social behaviour and more opportunities to come together as a community.

Led by artist ATMA and using Magic Me’s intergenerational expertise, consultations welcomed people of all ages and encouraged conversations between different generations. The final mural design was based on the natural world, celebrating diversity, and creating a positive impact.

Once completed, the mural was revealed at Bancroft’s Annual Fun Day in August 2022 which was attended by 300 residents. Following the installation, BTMC observed a marked reduction in anti-social behaviour, with attitudes of both residents and neighbouring communities shifting to a more positive view of the estate with many reporting a new sense of pride in their home area. There were also unexpected outcomes such as increased resident engagement with other aspects of the estate including recycling management and the formation of a youth sports club.



***“The mural gives a very welcoming & positive feel as you enter the estate now from Globe Road.”*** – Resident, Bancroft Estate

***“It’s giving joy to a lot of people”***

***“The design has enabled everyone to relate to it, and the artist managed to pull together so many elements that mean so much on different levels.”*** – Resident, Bancroft Estate

***“A project highlight for me has been talking to and connecting with people on the estate we would never have met.”***





***“I have gained skills here, the range of jobs I can apply for is much much wider now.”***

## **Artworks** .....

Inequality and lack of diversity are an ongoing issue in the arts sector with racialised people and those from working class backgrounds facing the biggest barriers to employment and career development. In an effort to make the sector fairer, we ran our paid community arts trainee programme for the third year. Designed to support young people in Tower Hamlets from ethnically diverse working class backgrounds, we supported a total of six trainees in two cohorts in 2023.

Artworks provided practical work experience, mentoring and skills development workshops to trainees who were able to gain knowledge

of the theory behind participatory arts practice. Trainees also had opportunities to deliver their own intergenerational community arts event, with support from Magic Me. We received positive feedback from the trainees regarding the programme structure, content and management as well as reports on improved self confidence and prospects for the future. After completing the programme, one trainee was hired by Magic Me to fill the role of Project Coordinator in August 2023.

***“The experience has changed the way I think about the future. When I first started I thought I wouldn’t find any way through the industry but having heard experiences from Mika and artists, plus staff here, this gave me hope and changed my perspective of me getting work in the arts.”***

***“Although you’re constantly learning, you’re progressing and thinking about next steps. I learnt the importance of self-reflection and having a greater understanding of what you want to achieve and what your own values are.”***

***“Being able to see how much their work impacts a lot of people in the community, makes the work extra rewarding.”***

### **Coopers Court** .....

After so much lockdown, older people living at Coopers Court extra-care scheme in Mile End were keen to re-establish relationships with their local community and see fresh faces. Three of our *Artworks* trainees recruited local younger adult neighbours to join with

residents. Working with Magic Me artists, the intergenerational group met weekly to create poetry, artworks and lino prints on the theme of ‘Welcome’. These artworks were then combined into one piece, to permanently decorate a wooden arch in the communal garden. The project successfully connected and facilitated relationships between the resident and visiting adults, growing sense of community and improving the mental and emotional well-being of the residents.

***“I have a rare condition, and my memory is increasingly failing. This will be my last hurrah, so I’m especially thrilled to have been part of it. This experience has been very precious to me.”*** – Resident



# INCREASED REACH

Drawing on Magic Me's specialist knowledge of bringing arts into care homes we are able to connect meaningfully with residents, particularly those living with dementia. Our creative activities offer new experiences for people living in care homes, improving their day-to-day quality of life while also helping build positive relationships between residents and staff.

## Highlights in 2022/23 included

### Magic Moments

Magic Moments was initially commissioned by Essex County Council to combat loneliness amongst older care home residents during

***"The activities created a new dynamic, they unlocked so much."***

Care Professional

lockdown. In 2022/23 we focused on work with care homes and Rights Made Real in Scotland. Working with 27 care home staff across Scotland, we developed ways of supporting creative activities remotely, which showed us the value of working in this way with care staff across a wide geographical area.





Residents and staff observed increased well being and more meaningful connections between care staff and residents, which led to improved positive perception and understanding of one another. Residents and care staff also reported an increased appreciation of the value of creativity in care homes and expressed desire to see and participate in more in the future.

During 2023/24 our artists and staff are continuing to develop this innovative, distance learning model, aiming to roll it out wider in the future. This year 18 care homes will participate, across Waltham Forest, Tendring in Essex and wider London.

***“What you think you’re gonna get is not always what you’re gonna get from the box and it’s nice to see their reactions, the element of surprise”*** – Care Professional

## **Artists’ Residences in Care Homes**

Over the past four years our Artists’ Residencies in Care Homes programme has teamed up high profile arts companies with Excelcare homes across Essex. Supported by Magic Me, the arts organisations and care homes have delivered innovative participatory arts experiences for residents and staff, even through the disruptions of the pandemic.

From April 2022 our arts partners, New Adventures, Fevered Sleep, curious directive and Gecko, were again able to visit in person their four partner care homes. They worked with residents and staff through a wide variety of mediums from movement and dance, to weaving and science-based arts. The different partnerships created films, artworks, photographs, installations and so much more.

***“We can do the basic stuff... But what I’ve found with this... was the impact it has had on everybody... It was art to another level.”*** Care home post-residency



Researchers from Anglia Ruskin University tracked and evaluated the work over the four years around the question: "How can artists and care home staff build great working relationships to best serve older residents through the arts?"

Their Evaluation Report, Dare to Imagine, will be launched with a showcase event at the University on 27 September 2023 and features information on best practice within the care and arts sector. During the current legacy phase of the project a resource pack of activity ideas and successful approaches will be shared throughout Excelcare, and then more broadly across Essex care homes and online.

***"I passionately believe that just because someone lives in a care home they don't stop being entitled to high quality arts and culture, or to a participative experience that is more than just something to pass the time."***

Susan Langford, Magic Me Director



# LEADERSHIP & ACTIVISM

For 35 years Magic Me has pioneered intergenerational arts in the UK. Our success and growing national recognition of the value of this work, in building community, combatting isolation and improving wellbeing, means others have taken up the approach. As society continues to age and change, Magic Me remains pioneering, inventing fresh approaches and bringing intergenerational thinking to emerging situations and dynamics.

Younger and older people will be at the forefront in that. All too often they are overlooked, or seen as problems to be solved, when actually they have the insider knowledge, experience and ideas to create change.



And ageism still colours the way older arts audiences are viewed: as less important, not open to new work and even, not 'on brand' by some arts organisations. Statistics show people aged 75+ are some of the most marginalised in terms of arts participation. We are committed to challenging and changing that.

During 2022/23, working with 36 partner organisations, we championed the role of the arts, challenging and supporting care homes, arts and community partners to be adventurous in their offerings. In the coming years we will continue to hone our practice, publish and share our learning.



# Projects

## Artists' Residencies in Care Homes

**Partnerships:** curious directive and Longfield, Maldon; Fevered Sleep and Sherrell House, Chigwell; Gecko and Lime Court, Harwich; New Adventures and St Fillans, Colchester.

**Dementia Specialists:** Sally Knocker and Mike Phillips

**Partners:** Anglia Ruskin University, Excelcare UK

**Funders:** Paul Hamlyn Foundation, Excelcare UK

## Artworks

**Artworks Trainees:** Hamida Begum, Shazna Begum, Jan Biedrzycki; Maryam Deria, Chloe Latchford, Isobel Lehr

**Freelance trainer:** Lewis Greener,

**Funders:** London Borough of Tower Hamlets; Westfield East Bank Creative Futures Fund, supported by Westfield Stratford City and Foundation for Future London

## Bancroft Estate Mural

**Artists:** ATMA

**Partners:** Bancroft Tenant Management Co-Operative (BTMC)

**Volunteers:** Dina Chehrazi

**Funders:** National Lottery Community Fund



## Coopers Court project

**Artists:** Sue Mayo, Mia Harris

**Artworks trainees project managing:** Hamida Begum, Shazna Begum, Jan Biedrzycki

**Partners:** Coopers Court, Sanctuary Care; Allen & Overy (volunteers)

**Funders:** Artworks funders

## Creative Get Togethers / Searching for Community

**Artists:** Chuck Blue Lowry, Amanda Mascarenhas, Sue Mayo, Anita McKenzie

**Artworks trainees project managing:** Chloe Latchford, Isobel Lehr, Maryam Deria (Searching for Community)

**Partners:** St Hilda's East Community Centre, Bank of England (volunteers)

**Volunteers:** Pat O'Leary

**Funders:** The Charity of Sir Richard Whittington, London Community Foundation, French Huguenot Church of London Charitable Trust, Sir Jules Thorn Charitable Trust, M&S

## Magic Moments

**Artists:** Georgia Akbar, Lily Ash Sakula

**Partnerships:** Rights Made Real in Care Homes

**Funders:** My Home Life, our Big Give Christmas Challenge donors



# Thank you

## Grants & donations in 2023

Argo Global  
ARUP  
Bancroft Tenant Management Co-operative  
Bank Of England  
The Charity of Sir Richard Whittington  
Edward Gostling Foundation  
Excelcare  
The ExPat Foundation  
Foundation for Future London  
French Huguenot Church of London  
Charitable Trust  
Garfield Weston Foundation  
London Borough Tower Hamlets  
London Community Foundation  
M&S  
My Home Life  
Paul Hamlyn Foundation  
Sir Jules Thorn Charitable Trust  
The Tudor Trust

Our sincere thanks also to all the individuals who generously supported our work in 2022/23. Your many named and anonymous one-off and regular gifts are greatly appreciated.

## Thank you for in-kind support

34SP for website hosting  
Project volunteers from Allen & Overy and Bank of England  
Alex Deane, Jacqui Christian and Alison Harvie for volunteer professional expertise

ALLEN & OVERY



# We Remember

Magic Me participants who passed away in 2022 and 2023 including:

Tony Leen of Coopers Court

# Our Finances

This summary is taken from Magic Me’s full, independently examined accounts. If you would like a copy, please visit our website [www.magicme.co.uk](http://www.magicme.co.uk) or contact Magic Me on [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064

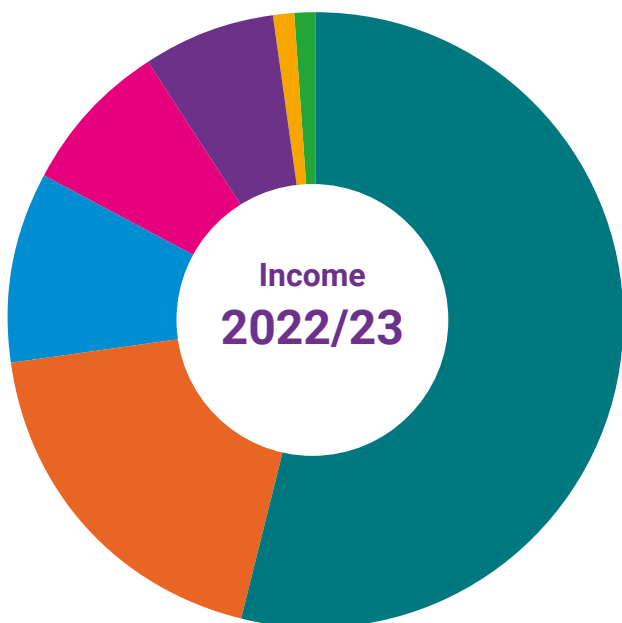
Income during the year 2022/23 was £272,092, with £211,689 carried forward from the previous year. As you can see from the pie charts, the majority of our expenditure of £372,897 is on people – staff and freelance artists who make our programmes possible – plus arts materials, venues and other activity costs.

The generosity of our donors and the ongoing support of our funders has enabled us to keep

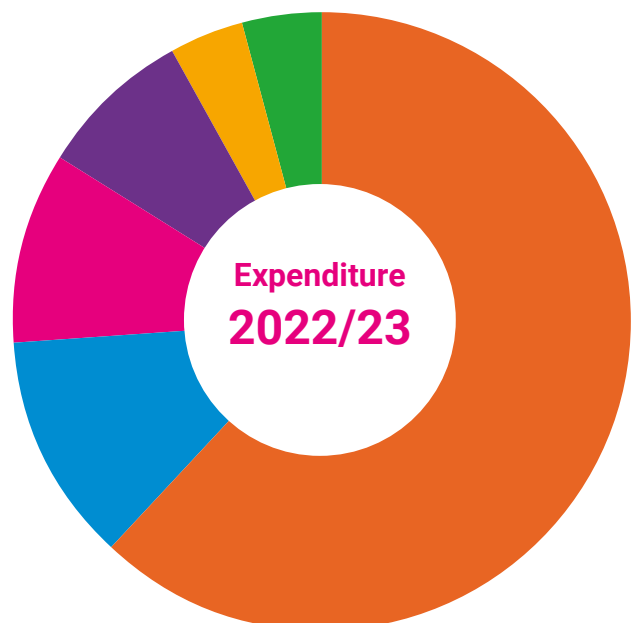
our finances stable during a challenging year of rising prices and increasing demand for charitable funds. We are extremely grateful to all of you.

Fundraising is ongoing throughout the year to ensure that our income stream matches our plans for the future. We hold a certain amount of money, in reserve, to ensure that we can cover unexpected expenses.

If you’d like to be part of the Magic, whether it’s through financial support, in-kind donations of materials or expertise, or you want to fundraise for us, please contact Veena on [veenajosephmcbride@magicme.co.uk](mailto:veenajosephmcbride@magicme.co.uk)



Trust & Foundations	54%
Livery Companies	19%
Local Authority, Government and Other Public	10%
Individual Donations	8%
Project Partners and Other	7%
Earned Income	1%
Business Donations	1%



Staff Salaries and Costs	62%
Fundraising	12%
Artists Fees, Arts and other Project Partner Fees	10%
Rent, Office and Communications	8%
Materials, Venues, Production, Transport, Volunteer costs	4%
Governance inc: Accountancy, Anti-Racism Action Plan	4%

# Our People

## Associate Artists

Georgia Akbar  
Lily Ash Sakula  
Chuck Blue Lowry  
Mia Harris  
Amanda Mascarenhas  
Sue Mayo  
Anita McKenzie

## Current Staff

Audrey Aidoo-Davies - Project Manager  
Emily Bird - Project Manager  
Chloe Davies - Head of Operations  
Kate Hodson - Programme Director  
Asma Istwani - Communications Officer  
Veena Joseph-McBride - Fundraising & Development Manager  
Susan Langford MBE - Director  
Chloe Latchford - Project Coordinator

## Former Staff during 2022/23

Catherine Connell - Senior Project Manager  
Tham Huynh - Fundraising Coordinator

## Trustees during 2022/23

Yaa Adansi-Pipim  
Afsana Begum  
Hugh Blacklock - Treasurer  
Harriet Cheng  
Hazel Gould  
Damian Hebron - Secretary  
Louisa Joseph  
Jimena Meza Mitcher  
Dominique Moore  
Thomas Nowacki  
David Russell - Chair

## Trustees who stood down during the year

Caroline Gellatly  
Max Glazer-Munck - Treasurer

## Thank you to

Our good neighbours and landlord at Bethnal Green Meeting House, Pott Street  
D.R. ink

## Photo credits:

Georgia Akbar, Anita McKenzie, ATMA, Emily Bird, Dina Chehrazi, Catherine Connell, Stephen Daly, Chloe Latchford, Rich Rusk, Lily Ash Sakula  
Front cover: Anita McKenzie with *Searching for Community* project group



# Get Involved

We hope that our mission resonates and inspires you to get involved with our important work.

If you would like to support us, here are some ways to get involved.

## Help raise our profile online

One of the easiest and most immediate ways you can support Magic Me is to interact with us online. If you're on Instagram, Facebook, LinkedIn or X please follow us. Share our posts and help us to spread our mission far and wide! [@MagicMeArts](#)

## Donate

Times are tough, but if you are able to, please donate to support Magic Me's vital work through 2024. Just visit [www.magicme.co.uk](http://www.magicme.co.uk) or we still take cheques, made out to Magic Me! If you donate during our Big Give Christmas Challenge, 28th November to 5th December, every pound you give will be doubled by generous supporters. Sign up on our website.

## Fundraise for us

Fundraising is a fantastic and rewarding way to get involved and support Magic Me's work.

Why not try organising a bake sale or training for a fun run? These classic activities always prove successful and no amount raised is ever too small to make a difference. Contact Veena with your ideas or questions on [veenajosephmcbride@magicme.co.uk](mailto:veenajosephmcbride@magicme.co.uk)

## Volunteer

As we grow our programme through 2024 we'll be promoting new volunteering opportunities for hands-on help at events. Keep a look out on our newsletter, website and social media. We also welcome professional or admin support behind the scenes. Contact [info@magicme.co.uk](mailto:info@magicme.co.uk) to join us.





**Launch of mural on Bancroft Estate,  
Bethnal Green E2**

Thanks to Allen & Overy LLP for printing this report

**ALLEN & OVERY**

**26 Pott Street, London E2 0EF**

Tel: 020 3222 6064

info@magicme.co.uk

**www.magicme.co.uk**

Registered Charity No. 328331

Company no. 02394189  
Charity no. 328331

**Magic Me**  
**Report and Unaudited Financial**  
**Statements**  
**31 March 2023**

## **Magic Me**

### **Reference and administrative details**

#### **For the year ended 31 March 2023**

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<b>Company number</b>	02394189
<b>Charity number</b>	328331
<b>Registered office and operational address</b>	26 Pott Street London E2 0EF
<b>Trustees</b>	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:  Yaa Adansi-Pipim Afsana Begum Hugh Blacklock Harriet Cheng Caroline Gellatly Max Glazer-Munck Hazel Gould Damian Hebron Louisa Joseph Jimena Meza Mitcher Dominique Moore Thomas Nowacki David Russell
	resigned on 21 June 2023 appointed on 11 October 2022  resigned on 3 January 2023 resigned on 27 September 2022       appointed on 11 October 2022
<b>Company secretary</b>	Susan Langford
<b>Bankers</b>	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
<b>Independent examiners</b>	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD

## Magic Me

### Report of the trustees

#### **For the year ended 31 March 2023**

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The Trustees present their report along with the financial statements of the charity for the year ended 31 March 2023.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

#### **Objectives and activities**

The charity's objects are the improvement and advancement of the education of children and adults towards a better understanding of ageing and the needs of elderly people, and methods by which those needs may best be met.

Magic Me's vision is *"A world without ageism, where everyone can enjoy their unique creativity and full potential"* We believe everyone has a past, present, future and an imagination - a wealth of stories, ideas and dreams to inspire art making.

Our mission is *"To inspire change - for individuals, communities and systems - through extraordinary art, sparking magic between generations"*

Magic Me works for the benefit of the public both now and for future generations. Research has shown that perhaps 1 in 3 children born this year in the UK will live to be a 100.

For more than 34 years we have pioneered intergenerational arts practice, sparking dialogue between generations and across cultures. We have partnered with care homes and schools in east London and practising artists to create powerful artworks and performances, which challenge how society thinks about ageing.

By bringing younger and older people together in shared creative activities, we bring enjoyment, improved wellbeing and greater mutual understanding across generations, today. Longer term we support individuals and organisations to imagine different ways of growing older and to design the future society we need to build for our ageing and changing population.

Our current three year Strategy and Programme has three Objectives and strands of work:

- **Depth & Inclusion:** widening access to the arts and community building in Tower Hamlets, combatting social isolation and loneliness;
- **Increasing Reach:** improving the quality of life for individuals in care homes in London, Essex and beyond. This second strand draws on Magic Me's specialist knowledge of bringing arts into care homes and connecting meaningfully with residents, particularly those living with dementia;
- **Leadership & Activism:** As pioneers and leaders, sharing our experience and expertise, harnessing the power of the arts and the power of intergenerational activism, to fight ageism and bring positive lasting change - for individuals, communities and systems.

Our activities, exhibitions and performances challenge both participants and audiences to reconsider ageist expectations and stereotypes, which can limit the aspirations and lives of younger and older people. All our projects are designed and facilitated by skilled, professional artists, working across the performing, visual, literary, media, combined and other artforms.

The Trustees have referred to the Charity Commission's guidance on public benefit in reviewing the charity's aims and objectives and in planning its future actions.

## Magic Me

### Report of the trustees

#### For the year ended 31 March 2023

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#### Who used and benefitted from our activities?

Magic Me benefits people of all ages at many different levels: young and older participants enjoy new opportunities, learn skills and form new friendships; our partners, for example, care home staff and teachers, gain new insights and form deeper and more rewarding relationships with those with whom they work; artists and creative practitioners develop new skills and expertise; and our volunteers gain skills and confidence in communicating with older people and form wider connections and social links within their communities.

Magic Me is based in Tower Hamlets, east London, however the activity we deliver and our influence on other people benefits people and communities much more widely.

During the year 2022 to 23 Magic Me:

- ran arts workshops, projects and events in partnership with more than 35 partner schools, care homes and housing schemes for older people, community, cultural and arts organisations;
- involved and directly benefited: 492 older adults, 23 younger adults and 2 volunteers; 59 staff in care homes and supported housing schemes, plus 20 family and friends of residents; 213 people of all ages living on Bancroft Estate; our 6 young adult Artworks trainees. Many more people benefitted indirectly, though data was not recorded;
- project events and online showcasing of artworks and films attracted total audiences of over 6,700 people;
- continued our *Artists Residencies in Care Homes* programme in Essex, supporting four leading arts organisations to maintain relationships with their partner care home communities in Colchester, Maldon, Tendring and Epping; and
- further developed and tested new ways of working with care home staff at a distance, and shared learning about these through publishing reports and resources on our website.

At the start of the year our east London communities were still emerging from the Covid-19 pandemic, which disproportionately impacted Black, Asian and other minoritised people, only to be hit by the cost of living crisis. Older and young people remained anxious about mixing, with reduced social confidence after months of isolation. Care homes were particularly hard hit by covid. Residents lived in lockdown for months at a time with no visits allowed from family and friends; visits, within tight guidelines, only started for many in April 2022.

Our activities this year have focused on inviting people to come together through the arts - purposeful, interesting, creative ways to be with other people. Though very keen to work with us, many partner care and community organisations are coping with growing demand, tight budgets and staff shortages. Projects were flexible and co-designed with local partners and regular participants, taking into account their current situations and priorities.

Key projects and highlights included:

#### Depth & Inclusion

**Get-Togethers at Pott Street** From July to October, 31 older people joined artist led creative sessions, designed to rebuild people's confidence to mix with others, combating social isolation and to co-design future activities at Pott Street Meeting House, Magic Me's base since Spring 2021. An identified need for intergenerational sessions led to a second winter phase of creative workshops for younger and older adults, resulting in an exhibition of photographs and a celebratory event, entitled *Searching for Community*. Participants reported improved wellbeing, sense of purpose and enjoyment from making something with others. Learning has informed plans to grow a regular programme of intergenerational events at Pott Street and neighbouring venues from Autumn 2023.

## Magic Me

### Report of the trustees

#### For the year ended 31 March 2023

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**Bancroft Estate Mural** Residents of Bancroft Estate, Stepney invited Magic Me to work with them in supporting people to 'come together' again after Covid-19 lockdowns and to find ways to 'brighten up' the estate. After creative consultation events with targeted groups and the wider community of all ages, a five-storey high mural was designed and painted on the end of one housing block, by experienced mural artist ATMA. Residents reported a new sense of pride in their home area and achieved a key goal - a lasting reduction in anti-social behaviour.

**Artworks** is Magic Me's paid Community Arts Trainee Programme supporting talented young people from ethnic minority and working-class backgrounds living in Tower Hamlets to gain the knowledge, skills and confidence to access careers in the arts sector. A total of six trainees in two cohorts participated this year, learning through skills development workshops, mentoring, and working with staff and artists to deliver their own intergenerational community arts event.

**Coopers Court** In Mile End, three Artworks trainees recruited local younger adult neighbours to join residents of Coopers Court extracare scheme, working with Magic Me artists in weekly creative sessions. Together the intergenerational group created poetry, artworks and lino prints, combining them as one artwork on the theme of 'Welcome' to permanently decorate a wooden arch in the communal garden.

#### Increased Reach

**Magic Moments** offers high quality, creative, sensory activities, which improve the quality of everyday life for older care home residents, delivered by care staff, trained and supported by our skilled artists. Initially commissioned by Essex County Council to combat loneliness amongst older care home residents during lockdown, our artists and staff continue to develop this innovative, distance learning model. A partnership with *Rights Made Real* enabled us to reach staff at 28 care homes across Scotland, and we also developed a further phase of work with London Borough Waltham Forest care homes, to start in May 2023.

**Artists' Residencies in Care Homes** During this, the fourth year of this much Covid interrupted project, our partner arts organisations - *Gecko*, *curious directive*, *New Adventures* and *Fevered Sleep* - undertook residencies with their partner care homes, offering creative approaches and activities including movement, dance, film, weaving, science and storytelling. *Anglia Ruskin University* researchers continued to capture learning on how artists can best work with care home staff to benefit older residents, aiming to share best practice with the care and arts sectors. Their Evaluation Report, *Dare to Imagine*, will be launched with a showcase event on 27 September 2023.

#### Looking ahead

2022/23 focused on rebuilding connections and relationships post-pandemic and reflecting on learning from that intense time, to design, pilot and fundraise for a new programme of work. The year was also one of consolidating and regrowing our staff team and organisation, establishing our new office base in Pott Street, Bethnal Green and continuing to work on our Anti-Racism Action Plan, first adopted in Autumn 2021.

In February 2023 the Board and staff reviewed and revised our Strategic Plan, to confirm the three strategic objectives described above. This future work is supported and enabled by Arts Council England's decision to invite Magic Me to become one of their National Portfolio Organisations from 1 April 2023, with a substantial three year unrestricted grant and other practical support.

**More details of our activities** and their impact are given within our Annual Report 2022/23.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2023**

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This will be available online at [www.magicme.co.uk](http://www.magicme.co.uk) following our AGM in October 2023 and in printed format on request from our office, [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064.

#### **Financial Review**

The financial transactions of the charity during the year and the position at the end of the year are set out in the attached accounts.

Income during the year 2022/23 was £272,092, compared with £372,897 in 2021/22. Total expenditure in 2022/23 was £342,713, down from £425,636 in the previous year.

We remain indebted to our many funders and supporters who throughout the past three pandemic-impacted years have, without exception, trusted us to spend their grants and donations, sometimes in new ways, to best support our communities. Their flexibility and partnership approach has again enabled us to move quickly and with confidence during very difficult times.

Magic Me is enormously grateful for the very generous support received from numerous trusts and foundations, livery companies, lotteries, businesses and individual supporters, without which our work would not be possible.

Income in 2022/23 included: the second of three annual grants of £50,000 from The Charity of Sir Richard Whittington, of which the Mercers' Company is a trustee; ongoing support from Paul Hamlyn Foundation for Artists' Residencies in Care Homes; and new multiple year grants from the Tudor Trust of £150,000 over four years and Garfield Weston Foundation of £30,000 over two years. One-off grants came from the Edward Gostling Foundation, Expat Foundation, French Huguenot Church of London Charitable Trust, Foundation for Future London, Sir Jules Thorn Charitable Trust, London Community Foundation, and a number of anonymous donors.

Local Authority support came from London Borough Tower Hamlets and Essex County Council. Project partners Bancroft Tenants Management Cooperative, Excelcare and My Home Life contributed a total of £17,750. Regular and one-off donations from individuals totalled £25,273 including our Big Give Christmas Challenge 2022 appeal.

Further details of grants are given in the Notes below.

#### **Reserves Policy and Position**

As is standard, the accounts have been prepared using the going concern approach, which is appropriate as there are no plans to cease Magic Me's operations or liquidate the charity. At 31 March 2023 the balance sheet showed £151,469 cash at the bank and total net assets of £141,068, which included £95,145 of unrestricted general and designated funds and £45,923 of restricted funds for ongoing projects.

While the total reserves of £141,068 are down compared to £211,689 at end March 2022, the majority of the fall is within restricted funds, down by £59,045. This reflects the fact that whilst funds for 2023/24 were secured during the year, these grants were not released until April 2023, a difference in payment pattern to past years. In order to maintain support for our hard-pressed communities, we drew down £11,576 designated reserves during winter 2022/23, given as part of a Cultural Recovery Fund grant from Arts Council England and the DCMS the previous year.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2023**

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The unrestricted reserve of £95,145 is below the current reserves target of £123,000. Our plan is to increase this figure by £30,000 in 2023 to 24, through running a surplus. We recognise that this target will grow with inflation and a growth in our programme activity and associated expenditure.

The trustees aim to keep a balance in reserves equal to at least three months' core and project expenditure. This to enable the charity to continue to operate in the short term in the event of unexpected delays in the receipt of income or unexpected expenditure and to enable a well managed wind up of the charity should that ever become necessary. The target reserve level will change over time and is reviewed quarterly by the Finance, Audit and Risk sub-Committee.

There are many current uncertainties due to the ongoing context, caused by national and international economic difficulties and the ongoing cost of living crisis. These are resulting in both increasing costs from inflation and fundraising challenges; grants and donations are at a lower level than usually expected as demand for them increases. Magic Me has successfully managed cyclical annual fundraising for many years and we will continue to do so. The fact that our activities address pressing needs within our communities again gives us confidence that funders and donors will continue to invest in our work and organisation.

The senior management team continue our regular practice, honed during Covid-19, of actively (i) modelling potential fundraising scenarios and (ii) managing cashflow, including reviewing discretionary costs and avoiding unnecessary liabilities. In order to retain a level of reserves consistent with honouring current liabilities, including to our staff and freelance artists, we continue to plan projects in such a way as to be able to pause or reschedule activity and thus reduce costs, should further grants not be secured.

#### **Risk review and Management**

During 2023 the Finance, Audit and Risk Sub-Committee (FAR) reviewed our process for measuring and mitigating risk. Magic Me has implemented a new Risk Register, with key risks (measured through likelihood and impact) within a rolling 3 year timeframe assessed with a RAG rating. Each item on the register is allocated to a named person or Sub-Committee and reviewed each quarter.

#### **Statement of responsibilities of the trustees**

The trustees (who are also directors of the charity 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, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2023**

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The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which 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 charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

#### **Independent examiners**

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 19 September 2023 and signed on their behalf by

*David Russell*

David Russell - Trustee

## **Independent examiner's report**

### **To the trustees of**

#### **Magic Me**

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I report to the trustees on my examination of the accounts of Magic Me (the charitable company) for the year ended 31 March 2023, which are set out on pages 10 to 24.

#### **Responsibilities and basis of report**

As the trustees of the charitable 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 charitable 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 charitable company'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**

Since the charitable 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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

Godfrey Wilson Limited also provides bookkeeping services to the charitable company. I confirm that as a member of the ICAEW I am subject to the FRC's Revised Ethical Standard 2016, which I have applied with respect to this engagement.

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

- (1) accounting records were not kept in respect of the charitable 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).

**Independent examiner's report**

**To the trustees of**

**Magic Me**

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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.

*Rob Wilson*

Date: 19 September 2023

**Rob Wilson FCA**

**Member of the ICAEW**

For and on behalf of:

**Godfrey Wilson Limited**

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

## Magic Me

### Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2023

	Note	Restricted £	Unrestricted £	2023 Total £	2022 Total £
<b>Income from:</b>					
Donations	3	8,765	120,049	<b>128,814</b>	67,295
Charitable activities	4	140,253	-	<b>140,253</b>	303,650
Other trading activities		-	106	<b>106</b>	64
Investments		-	1,247	<b>1,247</b>	38
Other		-	1,672	<b>1,672</b>	1,850
<b>Total income</b>		<u>149,018</u>	<u>123,074</u>	<b><u>272,092</u></b>	<u>372,897</u>
<b>Expenditure on:</b>					
Raising funds		-	49,113	<b>49,113</b>	35,316
Charitable activities		<u>208,063</u>	<u>85,537</u>	<b><u>293,600</u></b>	<u>390,320</u>
<b>Total expenditure</b>	6	<u>208,063</u>	<u>134,650</u>	<b><u>342,713</u></b>	<u>425,636</u>
<b>Net expenditure and net movement in funds</b>	7	<u>(59,045)</u>	<u>(11,576)</u>	<b><u>(70,621)</u></b>	<u>(52,739)</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>104,968</u>	<u>106,721</u>	<b><u>211,689</u></b>	<u>264,428</u>
<b>Total funds carried forward</b>		<u>45,923</u>	<u>95,145</u>	<b><u>141,068</u></b>	<u>211,689</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.

## Magic Me

### Balance sheet

As at 31 March 2023

	Note	£	2023 £	2022 £
<b>Fixed assets</b>				
Tangible assets	10		<u>3,592</u>	<u>3,362</u>
			<b>3,592</b>	3,362
<b>Current assets</b>				
Debtors	11	5,796		3,308
Cash at bank and in hand		<u>151,469</u>		<u>216,562</u>
		<b>157,265</b>		219,870
<b>Liabilities</b>				
Creditors: amounts falling due within 1 year	12	<u>(19,789)</u>		<u>(11,543)</u>
<b>Net current assets</b>			<u><b>137,476</b></u>	<u>208,327</u>
<b>Net assets</b>	13		<u><b>141,068</b></u>	<u>211,689</u>
<b>Funds</b>	14			
Restricted funds			<b>45,923</b>	104,968
Unrestricted funds				
Designated funds			<b>18,739</b>	47,820
General funds			<u><b>76,406</b></u>	<u>58,901</u>
<b>Total charity funds</b>			<u><b>141,068</b></u>	<u>211,689</u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper 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 Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

**Magic Me**

**Balance sheet**

**As at 31 March 2023**

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These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 19 September 2023 and signed on their behalf by

*David Russell*

David Russell - Trustee

## **Magic Me**

### **Notes to the financial statements**

#### **For the year ended 31 March 2023**

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#### **1. Accounting policies**

##### **a) Basis of preparation**

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

Magic Me 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 note.

##### **b) Going concern basis of accounting**

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

##### **c) Income**

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

##### **d) Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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

##### **e) Interest receivable**

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

**1. Accounting policies (continued)**

**f) Funds accounting**

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

**g) Expenditure and irrecoverable VAT**

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

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**h) Allocation of support and governance costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated entirely to charitable activities for the current and prior year.

**i) Tangible fixed assets**

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	4 years
Computer equipment	3 years
Website	3 years

Items of equipment are capitalised where the purchase price exceeds £500.

**j) Debtors**

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

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

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

**l) Creditors**

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

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 1. Accounting policies (continued)

##### m) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

##### n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation as described in note (i) above.

#### 2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2022 Total £
<b>Income from:</b>			
Donations	5,000	62,295	67,295
Charitable activities	272,042	31,608	303,650
Other trading activities	-	64	64
Investments	-	38	38
Other	<u>500</u>	<u>1,350</u>	<u>1,850</u>
<b>Total income</b>	<u>277,542</u>	<u>95,355</u>	<u>372,897</u>
<b>Expenditure on:</b>			
Raising funds	-	35,316	35,316
Charitable activities	<u>387,865</u>	<u>2,455</u>	<u>390,320</u>
<b>Total expenditure</b>	<u>387,865</u>	<u>37,771</u>	<u>425,636</u>
<b>Net income / (expenditure) and net movement in funds</b>	<u>(110,323)</u>	<u>57,584</u>	<u>(52,739)</u>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 3. Income from donations

	Restricted £	Unrestricted £	2023 Total £
Grants and donations > £1,000			
Tudor Trust	-	37,500	<b>37,500</b>
Expat Foundation	-	20,000	<b>20,000</b>
The Charity of Sir Richard Whittington	-	18,000	<b>18,000</b>
Garfield Weston Foundation	-	15,000	<b>15,000</b>
The Edward Gostling Foundation	-	10,000	<b>10,000</b>
Arup	-	1,200	<b>1,200</b>
Anonymous	-	1,028	<b>1,028</b>
Individual donations, grants and donations < £1,000	8,765	16,508	<b>25,273</b>
Gift aid	-	813	<b>813</b>
<b>Total income from donations</b>	<b><u>8,765</u></b>	<b><u>120,049</u></b>	<b><u>128,814</u></b>

#### Prior period comparative:

	Restricted £	Unrestricted £	2022 Total £
Grants and donations > £1,000			
The Goldsmiths' Company	-	20,000	20,000
Anonymous	-	10,000	10,000
Anonymous	-	8,000	8,000
The Big Give	-	5,350	5,350
The Masonic Charitable Foundation	-	5,000	5,000
Allen and Overy	3,000	-	3,000
Mulberry School for Girls	2,000	-	2,000
Captain Tom 100	-	1,626	1,626
Anonymous	-	1,500	1,500
The Lake House Charitable Foundation	-	1,500	1,500
Coronavirus Job Retention Scheme	-	1,261	1,261
Jules Thorn Trust	-	1,250	1,250
Individual donations, grants and donations < £1,000	-	6,510	6,510
Gift aid	-	298	298
<b>Total income from donations</b>	<b><u>5,000</u></b>	<b><u>62,295</u></b>	<b><u>67,295</u></b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 4. Income from charitable activities

	2023 Total £
Grants > £,1000	
The Charity of Sir Richard Whittington	32,000
London Borough of Tower Hamlets	27,596
Paul Hamlyn Foundation	25,000
Foundation for Future London	17,942
Bancroft Tenants Management Cooperative	9,625
London Community Foundation	9,464
French Huguenot Church of London Charitable Trust	6,000
Excelcare	5,000
My Home Life	3,125
The Sir Jules Thorn Charitable Trust	2,500
Tudor Trust	2,000
	<u>140,253</u>
<b>Total income from charitable activities</b>	<b><u>140,253</u></b>

All income from charitable activities in the current year was restricted.

#### Prior period comparative:

	Restricted £	Unrestricted £	2022 Total £
Grants > £1,000			
Arts Council England	109,446	31,603	141,049
Paul Hamlyn Foundation	60,000	-	60,000
The Charity of Sir Richard Whittington	50,000	-	50,000
London Borough of Tower Hamlets	27,596	-	27,596
Essex County Council	25,000	-	25,000
Membership fees	<u>-</u>	<u>5</u>	<u>5</u>
<b>Total income from charitable activities</b>	<b><u>272,042</u></b>	<b><u>31,608</u></b>	<b><u>303,650</u></b>

#### 5. Government grants

The charitable company receives government grants, defined as funding from the London Borough of Tower Hamlets, Essex County Council and Arts Council England to fund charitable activities. The total value of such grants in the period ending 31 March 2023 was £27,596 (2022: £194,906). There are no unfulfilled conditions or contingencies attaching to these grants in 2022/23.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 6. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2023 Total £
Staff costs (note 8)	36,617	115,893	83,020	<b>235,530</b>
Other staff costs	-	4,425	-	<b>4,425</b>
Fundraising expenses	12,496	-	-	<b>12,496</b>
Depreciation	-	-	1,505	<b>1,505</b>
Artists' fees, materials and other direct project costs	-	47,006	-	<b>47,006</b>
Premises and insurance costs	-	-	17,421	<b>17,421</b>
Administrative expenses	-	-	11,849	<b>11,849</b>
Accountancy expenses	-	-	10,769	<b>10,769</b>
Trustees expenses	-	-	377	<b>377</b>
Annual report and AGM	-	-	1,335	<b>1,335</b>
<b>Sub-total</b>	<b>49,113</b>	<b>167,324</b>	<b>126,276</b>	<b>342,713</b>
Allocation of support and governance costs	-	126,276	(126,276)	-
<b>Total expenditure</b>	<b>49,113</b>	<b>293,600</b>	<b>-</b>	<b>342,713</b>

Total governance costs were £4,352 (2022: £3,567).

#### Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2022 Total £
Staff costs (note 8)	33,112	99,547	71,285	203,944
Other staff costs	-	17,807	-	17,807
Fundraising expenses	2,204	-	-	2,204
Depreciation	-	-	3,324	3,324
Artists' fees, materials and other direct project costs	-	154,004	-	154,004
Premises and insurance costs	-	-	17,555	17,555
Administrative expenses	-	-	17,077	17,077
Accountancy expenses	-	-	8,494	8,494
Trustees expenses	-	-	27	27
Annual report and AGM	-	-	1,200	1,200
<b>Sub-total</b>	<b>35,316</b>	<b>271,358</b>	<b>118,962</b>	<b>425,636</b>
Allocation of support and governance costs	-	118,962	(118,962)	-
<b>Total expenditure</b>	<b>35,316</b>	<b>390,320</b>	<b>-</b>	<b>425,636</b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 7. Net movement in funds

This is stated after charging:

	2023	2022
	£	£
Depreciation	1,505	3,324
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Independent examiner's remuneration:		
▪ Independent examination (including VAT)	2,640	2,340
▪ Other services (management accounting)	7,029	5,592
	<u>7,029</u>	<u>5,592</u>

#### 8. Staff costs and numbers

Staff costs were as follows:

	2023	2022
	£	£
Salaries and wages	214,908	185,470
Social security costs	15,763	14,069
Pension costs	4,859	4,405
	<u>235,530</u>	<u>203,944</u>

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, Director, Programme Director and Head of Operations. The total employee benefits of the key management personnel were £125,958 (2022: £104,847).

	2023	2022
	No.	No.
Average head count	<u>8</u>	<u>6</u>

#### 9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 10. Tangible fixed assets

	Fixtures, fittings & equipment £	IT equipment & website £	Total £
<b>Cost</b>			
At 1 April 2022	1,173	18,454	<b>19,627</b>
Additions in year	-	1,737	<b>1,737</b>
Disposals	-	(1,341)	<b>(1,341)</b>
<b>At 31 March 2023</b>	<b><u>1,173</u></b>	<b><u>18,850</u></b>	<b><u>20,023</u></b>
<b>Depreciation</b>			
At 1 April 2022	1,173	15,092	<b>16,265</b>
Charge for the year	-	1,505	<b>1,505</b>
Disposals	-	(1,339)	<b>(1,339)</b>
<b>At 31 March 2023</b>	<b><u>1,173</u></b>	<b><u>15,258</u></b>	<b><u>16,431</u></b>
<b>Net book value</b>			
<b>At 31 March 2023</b>	<b><u>-</u></b>	<b><u>3,592</u></b>	<b><u>3,592</u></b>
At 31 March 2022	<u>-</u>	<u>3,362</u>	<u>3,362</u>

#### 11. Debtors

	2023 £	2022 £
Prepayments	4,930	2,178
Other debtors	<u>866</u>	<u>1,130</u>
	<b><u>5,796</u></b>	<b><u>3,308</u></b>

#### 12. Creditors : amounts due within 1 year

	2023 £	2022 £
Trade and other creditors	15,941	7,559
Accruals	<u>3,848</u>	<u>3,984</u>
	<b><u>19,789</u></b>	<b><u>11,543</u></b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 13. Analysis of net assets between funds

	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	3,592	<b>3,592</b>
Current assets	45,923	18,739	92,603	<b>157,265</b>
Current liabilities	-	-	<u>(19,789)</u>	<u><b>(19,789)</b></u>
<b>Net assets at 31 March 2023</b>	<u><b>45,923</b></u>	<u><b>18,739</b></u>	<u><b>76,406</b></u>	<u><b>141,068</b></u>
Prior period comparative	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	3,362	3,362
Current assets	104,968	47,820	67,082	219,870
Current liabilities	-	-	<u>(11,543)</u>	<u>(11,543)</u>
<b>Net assets at 31 March 2022</b>	<u>104,968</u>	<u>47,820</u>	<u>58,901</u>	<u>211,689</u>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 14. Movements in funds

	At 1 April 2022 £	Income £	Expenditure £	Transfers £	At 31 March 2023 £
<b>Restricted funds</b>					
Artists Residencies	47,485	30,000	(64,671)	-	<b>12,814</b>
Artworks	40,448	45,539	(64,089)	-	<b>21,898</b>
Essex	5,000	-	-	(5,000)	-
Magic Moments	-	10,890	(15,818)	5,000	<b>72</b>
Mercers' Company	12,035	-	(2,896)	-	<b>9,139</b>
Bancroft 2022	-	9,625	(9,625)	-	-
Pott Street +	-	50,964	(50,964)	-	-
Tudor Wellbeing	-	<u>2,000</u>	-	-	<u><b>2,000</b></u>
<b>Total restricted funds</b>	<u>104,968</u>	<u>149,018</u>	<u>(208,063)</u>	-	<u><b>45,923</b></u>
<b>Unrestricted funds</b>					
<i>Designated funds:</i>					
ACE Cultural Recovery Fund	31,603	-	-	(31,603)	-
Equipment	1,000	-	-	-	<b>1,000</b>
Office renovations	2,522	-	-	-	<b>2,522</b>
Staff cover	8,000	-	-	-	<b>8,000</b>
Safeguarding	2,000	500	-	-	<b>2,500</b>
Training	<u>2,695</u>	<u>2,022</u>	-	-	<u><b>4,717</b></u>
<i>Total designated funds</i>	<u>47,820</u>	<u>2,522</u>	-	<u>(31,603)</u>	<u><b>18,739</b></u>
General funds	<u>58,901</u>	<u>120,552</u>	<u>(134,650)</u>	<u>31,603</u>	<u><b>76,406</b></u>
<b>Total unrestricted fund</b>	<u>106,721</u>	<u>123,074</u>	<u>(134,650)</u>	-	<u><b>95,145</b></u>
<b>Total funds</b>	<u><u>211,689</u></u>	<u><u>272,092</u></u>	<u><u>(342,713)</u></u>	-	<u><u><b>141,068</b></u></u>

#### Purposes of restricted funds

Artists Residencies Project which paired four leading arts companies to work with four care homes across Essex, introducing dance, movement, film and other artforms, challenging the arts and care sectors to raise expectations of the arts opportunities which older people will enjoy.

Artworks A four-year project to provide placements, supporting Tower Hamlets residents to pursue careers in the arts, focused on those who currently face barriers, e.g. Black and Asian people and those from working-class backgrounds.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

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#### 14. Movements in funds (continued)

##### Purposes of restricted funds

Essex	To support Magic Me's work in care homes across Essex.
Magic Moments	Development of a programme of sensory arts activities for older people living in care homes, which increase quality of life, delivered by care home staff, with Magic Me artists providing training and support.
Mercers' Company	Range of arts projects and development of future work, with and for older people in London.
Bancroft 2022	A partnership project with Bancroft Estate in Stepney, connecting residents of all ages to create a community mural, achieving the aim of reducing anti-social behaviour.
Pott Street +	Programme of intergenerational and other arts activities at our Pott Street base, combating isolation for older people and building community cohesion.
Tudor Wellbeing	Fund provided by Tudor Trust to be used to support staff wellbeing during the four years of their unrestricted grant.

##### Purposes of designated funds

ACE Cultural Recovery Fund	One-off grant to support organisational sustainability and development during the pandemic, including contribution to unrestricted reserves. A transfer has been made to general funds this year to represent this contribution.
Equipment	For unexpected replacement or purchase of new IT or other equipment.
Office renovations	For completion of renovations at Magic Me office.
Staff cover	Additional support to cover long-term staff absence, e.g. during long-term illness.
Safeguarding	For unexpected costs relating to safeguarding of children or vulnerable adults, e.g. expert advice, additional staff or freelance artists time.
Training	Additional training for staff, artists or trustees, e.g. following changes in legislation, new kinds of activity, urgent identified need for training.

##### Restricted funds in deficit

Restricted funds in deficit represent recoverable overspends, to be recovered via further restricted income expected in 2023-24.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 14. Movements in funds (continued)

Prior period comparative	At 1 April 2021	Income	Expenditure	At 31 March 2022
	£	£	£	£
<b>Restricted funds</b>				
ACE Cultural Recovery Fund	-	104,496	(104,496)	-
Artists Residencies	106,055	60,000	(118,570)	47,485
Arts & Ages	18,145	3,000	(21,145)	-
Artworks	12,887	27,596	(35)	40,448
Essex	5,000	-	-	5,000
Generation Rebellion	43,555	6,950	(50,505)	-
Inside Out	29,649	-	(29,649)	-
Magic Moments	-	25,000	(25,000)	-
Mercers' Company	-	50,500	(38,465)	12,035
<b>Total restricted funds</b>	<u>215,291</u>	<u>277,542</u>	<u>(387,865)</u>	<u>104,968</u>
<b>Unrestricted funds</b>				
<i>Designated funds:</i>				
ACE Cultural Recovery Fund	-	31,603	-	31,603
Equipment	1,000	-	-	1,000
Office renovations	2,522	-	-	2,522
Staff cover	8,000	-	-	8,000
Safeguarding	2,000	-	-	2,000
Training	2,695	-	-	2,695
<i>Total designated funds</i>	<u>16,217</u>	<u>31,603</u>	<u>-</u>	<u>47,820</u>
General funds	<u>32,920</u>	<u>63,752</u>	<u>(37,771)</u>	<u>58,901</u>
<b>Total unrestricted funds</b>	<u>49,137</u>	<u>95,355</u>	<u>(37,771)</u>	<u>106,721</u>
<b>Total funds</b>	<u>264,428</u>	<u>372,897</u>	<u>(425,636)</u>	<u>211,689</u>

#### 15. Related party transactions

There were no related party transactions in the current or prior year.

**MAGIC ME**

England & Wales - Charity number 328331

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# Accounts

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# ANNUAL REPORT

## 2021/22



## **MAGIC ME'S VISION**

*A world without ageism,  
where everyone can enjoy  
their unique creativity  
and full potential*

## **MAGIC ME'S MISSION**

*To inspire change  
- for individuals,  
communities and  
systems - through  
extraordinary art,  
sparking magic  
between generations*



# From our Chair and Director

## Welcome to our Annual Report 2021/22.

The pandemic and its ongoing impacts are without doubt the biggest challenge Magic Me and our communities have faced in our 33+ year history. This report describes many ways in which, despite everything, generations have come together to face this crisis.

Magic Me usually works by bringing people together, in rooms, to meet and make art, sharing skills and experiences. With meeting in person still impossible, our artists and staff have worked creatively with individual participants and partner care home and school staff, discovering together what *was* possible. The new approaches they developed inspired singing, photography, storytelling, adventures in colour, light and touch. Activity Organisers and other care professionals, who have given so much for two years, were excited to experiment with fresh ideas, reconnecting with older people isolated too long in their bedrooms. Read more on page 8.

***“Magic Me was the magnet that brought everyone together.”*** Care home staff

In July 2021 our first regular group met again, for the *Generation Rebellion* project at Magic Me’s new home base in Pott Street, Bethnal Green. In September these older

women joined Mulberry School for Girls students exploring intergenerational activism, determined to get their voices heard on climate change. On page 10 read how they inspired audiences at COP26, Glasgow, then locally in Poplar.

In our *Arts & Ages* project, schools celebrated their partnerships with local older people, nurtured through lockdown, and shared their learning from this 3 Year Programme. See what they made on page 6.

At our October AGM, sadly online again, we welcomed five new Trustees, making our Board more representative of those we serve. David Russell, elected Chair of Trustees, took the baton from Alison Harvie. We thank her for six years of great leadership and service to Magic Me.

As 2022 began we knew we needed to take stock, listen and design a new strategic plan to best respond as we emerged from the pandemic. Our process is described overleaf. Our new plans grow out of learning from our lockdown experiments, building on decades of intergenerational arts expertise. This Report reflects that continuity, grouping last year’s achievements under our five new strategic objectives.

We are very grateful to our many funders and supporters who, without exception, have trusted us to spend their grants and donations in new ways, to best support our communities. Your flexibility and partnership approach has enabled us to move quickly and with confidence during ever changing times.

Thank you to everyone who has been part of Magic Me this year. We know the coming 12 months will be tough. We look forward to our continued work together.

**David Russell, Chair of Trustees**  
**Susan Langford MBE, Founder/Director**



# A new way forward



## The pandemic has brought huge change and learning, in our work and organisation.

From April 2020 Magic Me reworked many project activities under the banner *At Home Together*, 'new ways to meet, to make and to party.' By phone, post and with our printed Magic Monthly newsletter we reached people of all ages with no digital access and many more online.

*"Being able to talk to people has picked me up and kept me connected to the community"* Older participant

Covid both increased and highlighted longstanding issues within the east London communities we serve. The virus and restrictions particularly impacted people from racially marginalized communities, those most likely to be living with long-term poor physical and mental health and in overcrowded housing. 1 in 2 children and 1 in 3 older people in Tower Hamlets already live in poverty, exacerbating social isolation and loneliness; growing inflation brings real hardship.

From January to March 2022, keen to explore where Magic Me might make the biggest difference, trustees and staff consulted with our freelance artists, current and potential partners, regular participants, funders and supporters. Together we wrote a four year Strategic Plan to run from April 2022, with five key objectives:

- 1 Improving Wellbeing
- 2 Depth and Inclusion
- 3 Increased Reach
- 4 Activism
- 5 Leadership

In the following pages we describe Magic Me's work and impact during 2021/22, grouping these project stories under the same five headings.

**1 in 2 children and 1 in 3 older people in Tower Hamlets live in poverty**

# 1 Improving Wellbeing

**Internationally a growing body of evidence details the benefits that the arts can bring for people's mental and physical wellbeing.**

Participants in Magic Me arts projects describe joy and pride in their creative work, increased sense of purpose and usefulness, hope, and pleasure from collaborating and sharing skills with other people.

The arts also offer non-verbal ways to express who we are and how we feel, of particular value to those who struggle with words, including some people living with a dementia.

**At Magic Me we believe that everyone, whatever their age, has a past, a present, a future and an imagination.**

Older people tell us many services moved online during covid, becoming less accessible to them. Whilst London is rich in arts opportunities, few cater for people with limited confidence, low incomes, mobility or sensory impairments.

*"The project helped me understand that my life is okay, my mind is okay, my body is okay and I'm still the same."* Older participant

This summer, after so long at home, many older and younger people remained tentative about venturing out. We tested regular creative Get-Togethers at our new Pott Street base, workshops to gauge people's appetite for intergenerational arts activity and trial how to establish Pott Street as a welcoming, safe, accessible venue.

*"When I come here, for a while, I can stop thinking about bills, bills, bills."* Participant

School leaders report reduced confidence, social and communication skills amongst pupils post-lockdown. In 2022/23 we are consulting on Magic Me's potential to support children's mental wellbeing. We will also work with project partners and artists to design and test a framework to better measure and evaluate the impact on wellbeing of Magic Me's work across all our projects.

*"I feel heard. Everyone listens to you and you feel heard"* Younger participant



# 2

## Depth and inclusion

**Intergenerational arts projects linking children and young people with older adults have always been core to Magic Me's work.**

Building partnerships and weaving intergenerational approaches into organisations' plans and priorities takes time. In recent years, with schools, older peoples' venues and community organisations, we have developed new models that grow the skills and confidence of participants and staff longterm.

*"...brings joy to our community; older and younger people together bring a different energy."* Community Centre Manager

**Highlights in 2021/22 included:**

### Arts & Ages

Our ambitious programme nurturing joint working between eight primary schools and eight older people's groups completed its final year. Three partnerships continued throughout covid, supported by teachers and staff at their partner venues: a community centre and two extra-care schemes.

*"Working together on this final project has proved we can do so in the future. I feel very confident about that."* Assistant Headteacher

Magic Me artists facilitated celebratory arts projects. With meeting indoors still restricted, the generations worked separately but together, exchanging artworks each week, building joint creations, reflecting timely themes: writing new lyrics for the song *Lovely Day*, creating 'dream home' collages, making a banner map of local landmarks and favourite places to visit.



*"Before, we didn't really meet with other people, we only met with people our age. Now we have discovered older people are really kind and fun."* Pupil

### Bancroft Estate mural

After lockdown, Bancroft Estate Tenant Management Co-operative invited us to join them in creating opportunities for people of all ages to 'come together'. We jointly raised funds and recruited a mural artist to lead community events to co-design and create a beautiful artwork over summer 2022, and nurture a longer partnership.

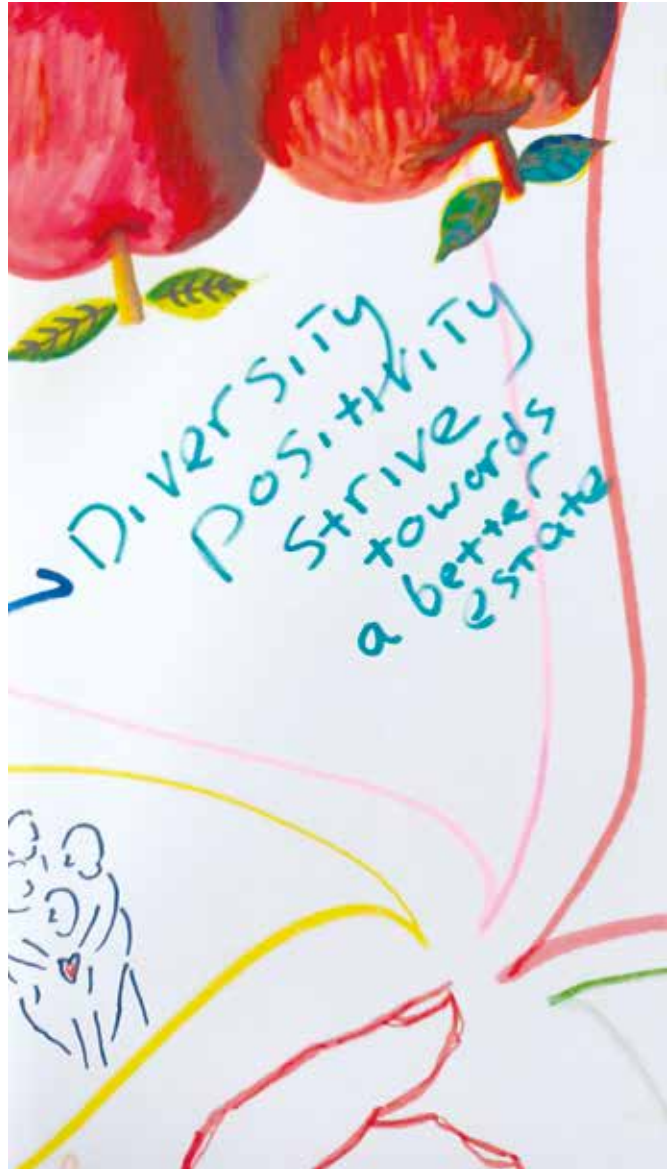


## Artworks

Launched in 2019, our *Artworks* trainee scheme supports under-represented young people from ethnic minority and working class backgrounds in Tower Hamlets into arts careers. After a lockdown pause, with local partners, we recruited three new *Artworks* trainees, with us until October 2022, followed by a new cohort in Spring 2023.

***“...I truly felt a sense of direction, albeit an older people’s care home wasn’t exactly a place I thought I’d look”*** *Artworks* Trainee about her first workshop visit

*Artworks* is a key strand in our Anti-Racism Action Plan, published in October 2021, to ensure Magic Me is truly inclusive and challenging embedded racism. In 2022/23 we will continue to work on increasing the diversity of our own team and deepening local partnerships to reach underserved



# 2

## Increasing our Reach

**With lockdown ongoing for care homes life was tough for older residents, often isolated in their rooms, with no visitors allowed inside.**

How could Magic Me offer inspiring arts activities from outside, when zoom and digital just did not work for so many?

### Inside Out

Through *Inside Out* in Spring and Summer 2021 we partnered artists with care staff in three London Borough of Waltham Forest homes. They worked together to identify each home's unique challenges, developing creative activities and interventions to benefit the residents and bring back sense of community. These included: a carnival-inspired activity trolley, touring bespoke creative activities room to room; an Activities Arcade of recording equipment, with which staff and residents created a Sound Library of songs and stories; collaging scrapbooks to inspire conversations in the garden visiting 'pods', a way to reconnect with family and friends.



With artists on the outside, staff took the lead on running activities inside the homes and reported a huge boost in their own confidence to initiate one-to-one interactions.

***"Brought out some creative side that I did not know that I had.....The more I did, the more I wanted to put in."***

Care staff

***"For me, the most important thing was quality time and giving that quality time to those residents."***

Care staff

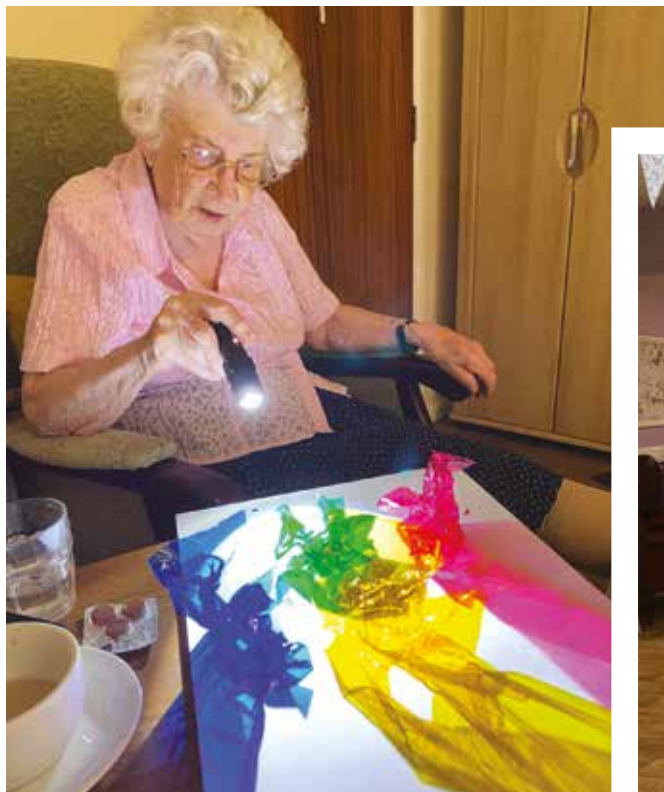
### Magic Moments

Commissioned by Essex County Council to reduce isolation of older people through arts activities, *Magic Moments* developed a new remote working model. In Tendring, north Essex, two artists delivered weekly creative sessions in two pilot care homes, working with staff to trial sensory activities focused on light, colour, touch, experimental film-making and mindfulness. After the isolation and exhaustion of dealing with covid, people were more than ready for new input and support. A wider group of staff from six more homes, met monthly on zoom to test and further develop the activities with their residents, an opportunity to share expertise and get fresh creative ideas.

***"I never thought I'd do this again. You've brought me to life today."***

Older participant

From this experimentation the Magic Moments Activity Resource was honed and published online. Activities are suitable for residents with a wide range of needs including those who are unable to or prefer not to leave their rooms, people always in bed, and those with later stage dementia. They can be easily replicated in care settings anywhere using everyday materials and resources.



***“Gets people putting their brains together. It’s refreshing and people talk about it after.”*** Older participant

Staff and residents reported many benefits from arts participation including improved wellbeing, dexterity, social engagement and increased communication and creative skills.

***“We look at things differently now and try to be more creative with the way we do things. You have helped us be braver in our choices.”*** Care staff

### **Growing demand**

In Spring 2022 the project artists ran more *Magic Moments* online sessions with extra-care schemes in Tower Hamlets and Bromley. In 2021/22 they thus partnered staff in 16 care settings, directly reaching 240+ residents, with many more benefitting over time.

There is growing interest in this innovative model. The Rights Made Real campaign in Scotland invited us to trial *Magic Moments* at a distance. Our third cohort of Scottish care homes is now underway.

We believe this inclusive model has much to offer. In 2022/23 we are exploring how we can best scale up *Magic Moments* to reach even the most geographically isolated care homes and older people, country-wide.

***“When you work with other people you learn things.”*** Resident

***“Mr M hasn’t stopped drawing since yesterday!”*** Care staff



# 4

## Activism

**Ageism undermines people at all stages of their lives, but it impacts the youngest and oldest most. Intergenerational arts practice can broker new understanding and collaboration, explode prejudice.**

Challenging ageism is fundamental to Magic Me's vision and practice. More people than ever before are living to 80, 90, 100+, inventing for humanity what that means. Our work challenges ageist structures and low expectations that turn growing older into a problem. At the same time we champion the skills and talents of younger people, too often marginalised when decisions are made that impact their lives.

### Generation Rebellion

In the 2020's the Earth seems to be shouting at us about climate change. Global warming threatens the future of our world. What can younger and older people do together to combat this, the biggest intergenerational injustice?

Over two years, our *Generation Rebellion* project brought together older women from east London with students from Mulberry Schools for Girls. Working with artists and activists they used art, writing and voicework to explore how to be a rebel, in quiet and noisy ways.



During lockdown they published a zine, honing their views on the climate emergency. And as it became possible to meet again, they regrouped to get their voices heard.

***"It's been empowering learning from each other"*** Participant

Over Summer 2021 the older women met online with local Hackney MP Diane Abbott to learn from her experience of political power and successful campaigns. From the Autumn, back at Mulberry School, two intergenerational groups focused on Global and Local Activism, creating placards, songs and films.

In November one group hosted a film screening and virtual Q&A at COP26 Glasgow, the UN Climate Change Conference. The women demonstrated the power of intergenerational activism, showing audiences in the room and online how to come together to take action.



***"That was the best thing I've been to since I came here... Those women, young and old – inspirational!"***

Audience member COP26



Through Spring 2022 the focus was on local activism. The women explored what is already happening in Tower Hamlets and found ways to motivate others to get involved. For International Women’s month they hosted their own event for local audiences in Poplar, with film and song, challenging the audience to pledge change in their own lives.

## Intergenerational Activism

In 2022/23 we will harness the power of intergenerational activism to fight ageism and bring positive, lasting change. We will explore how ageist assumptions intersect with those around race, gender, disability and class.

***“I will drive less and walk more”***

Audience member Poplar

***“Extremely engaging and inspiring. Loved the film, art and music! Very thought-provoking.”*** Audience Member

Through our arts practice we challenge and inspire change for individuals, communities and systems. We can only do this through partnerships locally, nationally and beyond, and learning from others. Contact us if you are interested in working with Magic Me to fight ageism.



***“It is because of people like you that communities are stronger and people are more confident and less lonely. Thank you.”*** Older participant

# 5

# Leadership

For 35 years Magic Me has pioneered intergenerational arts in the UK. Our success and growing national recognition of the value of this work, in building community, combatting isolation and improving wellbeing, means others have taken up the approach. As society continues to age and change, Magic Me will remain pioneering, inventing fresh approaches to emerging situations and dynamics.

During 2021/22 we worked in partnership with others to champion the role of the arts and culture within care and other services. With Kids in Museums we delivered training in intergenerational work for museum professionals in England and Wales.

People over 75 are one of the most marginalized groups in terms of arts participation. Ageism still colours the way older arts audiences are viewed as less important, not open to new work and even, not 'on brand' by some arts organisations. We are committed to changing that.

## Artists' Residencies in Care Homes

Magic Me is supporting four leading arts companies to work with staff and residents of four care homes across Essex as co-creators and collaborators. Artists' Residencies, a four year programme from Sept 2019, was interrupted by covid and now runs until March 2024.

*New Adventures, Fevered Sleep, curious directive* and *Gecko* had just partnered up with four Excelcare homes when covid hit. In this second year of restrictions arts partners experimented with different ways to build their relationships and support hard-pressed



care home staff. Zoom workshops co-led with care home staff 'in the room', beautiful printed pamphlets to inspire mindfulness, 'door-step duets' by professional dancers were offered. *Gecko* built a dance studio in a marquee in the home's garden, to great enjoyment.

Regular visits by artists inside homes were only possible from April 2022. A final year of residencies is now underway, still negotiating around covid outbreaks and staff shortages. Our evaluation partners Anglia Ruskin University have tracked the project throughout. Their Report, due in late 2023 will highlight learning and best practice in building relationships between arts organisations, artists and care staff: a vital foundation for future innovative arts practice.

***"Care homes are the butt of jokes or feared places of last resort, not people's homes. I passionately believe that just because someone lives in a care home they don't stop being entitled to extraordinary arts and culture, or to a participative experience that is more than just something to pass the time."*** Susan Langford, Founder/Director, Magic Me

4K | Ultra-Bright



THE WORLD

# Projects 2021/22

## ARTS & AGES

**Artists:** Mia Harris, Freya Wynn-Jones

**Partnerships:** Halley Primary School and Coopers Court; Christ Church Primary School and Toynbee Hall Wellbeing Centre; Lansbury Lawrence Primary School and Duncan Court

**Funders:** Aldgate and Allhallows Foundation, Allen & Overy, Lucas Tooth Trust, The Mercers' Company, The Haberdashers' Company, Gateway Housing Association, Woodroffe Benton Foundation



## ARTWORKS

**Funder:** London Borough Tower Hamlets

## GENERATION REBELLION

**Artist:** Sue Mayo

**Creative Activist:**

Maz Morris

**Designer:** Ben Connors

**Film makers:** Colloquial Collective

**Partners:** Mulberry School for Girls, Poplar Union

**Funders:** Arts Council England, Foundation for Future London, Garfield Weston Foundation, Mulberry School for Girls



## ARTISTS' RESIDENCIES IN

## CARE HOMES

**Partnerships:** curious directive and Longfield, Maldon; Fevered Sleep and Sherrell House, Chigwell; Gecko and Lime Court, Harwich; New Adventures and St Fillans, Colchester

**Dementia Specialist:** Sally Knocker

**Partners:** Anglia Ruskin University, Excelcare UK, Essex County Council

**Funders:** Excelcare UK, Paul Hamlyn Foundation





## INSIDE OUT

### Partnerships:

Sandra and Agnes at Alliston House, Walthamstow with Georgia Akbar, artist;

Maxine with the involvement of many of her colleagues at George Mason Lodge, Leytonstone with Chuck Blue Lowry and Paula Varjack, artists;

Cathy and Linda at Mapleton Road, Chingford with Ishwari Bhalerao and Leonie Rousham, artists (known collectively as Kneed)

**Funders:** Players of the People's Postcode Lottery, The Rayne Foundation, Wates Foundation, Woodroffe Benton Foundation

## MAGIC MOMENTS

**Artists:** Georgia Akbar, Lily Ash Sakula

Care Home Partners in Tendring, Essex: Edensor, Glengariff, The Haven, Kingsgate, Lime Court, Marmora, The Oaks, Quenby

Care Home Partners in London: Coopers Court, Sue Starkey House, Duncan Court, Shipton House, Donnybrook Court, Sutherland Court, Regency Court, Apsley Court

**Partners:** Essex Wellbeing Service, Creative Support

**Funders:** Essex County Council, The Charity of Sir Richard Whittington



# Thank You

## Grants and donations in 2021/22

Allen & Overy  
Anonymous  
Arts Council England  
Bank of England  
Culture Recovery Fund  
Essex County Council  
London Borough Tower Hamlets  
Masonic Charitable Foundation  
Mulberry School for Girls  
Paul Hamlyn Foundation  
Sir Jules Thorn Charitable Trust  
Southern Co-op via Neighbourly  
The Charity of Sir Richard Whittington  
The Goldsmiths' Company

## Earlier grants supporting work

### in 2021/22

Aldgate & Allhallows Foundation  
French Huguenot Church of London Charitable Trust  
Garfield Weston Foundation  
Lucas Tooth Trust  
Players of People's Postcode Lottery  
Rayne Foundation  
The Haberdashers' Company  
The Mercers' Company  
Wates Foundation  
Woodroffe Benton Foundation

**And thank you to over 139 donors who gave one-off or regular donations**

ALLEN & OVERY



Aldgate and Allhallows Foundation



## Thank you for In Kind support

Louise Kellaway and Allen & Overy for support with our new lease  
34SP for website hosting

# Our Finances

This summary is taken from Magic Me's full, independently examined accounts. If you would like a copy, please visit our website [www.magicme.co.uk](http://www.magicme.co.uk) or contact Magic Me on [info@magicme.co.uk](mailto:info@magicme.co.uk)

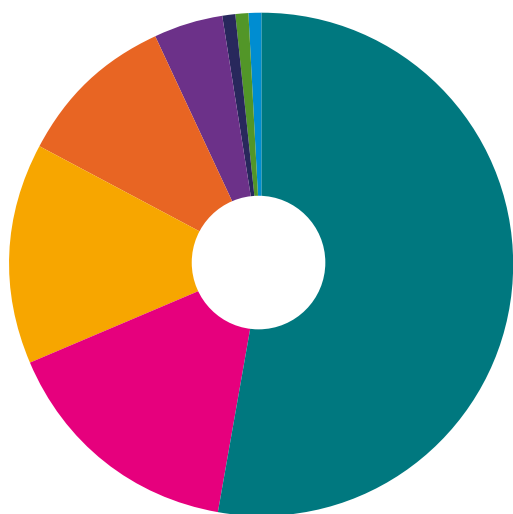
Income during the year 2021/22 was £372,897. As you can see from the pie charts, the majority of our expenditure of £425,636 is on people – staff and freelance artists who make our programmes possible – plus arts materials, venues and other activity costs.

The generosity of our donors and the ongoing support of our funders has enabled us to keep our finances stable during another challenging pandemic year. We are extremely grateful to all of you.

Very little of our income is year on year core funding. Fundraising is ongoing throughout the year to ensure that our income stream matches our plans for the future. We hold a certain amount of money, in reserve, to ensure that we can cover unexpected expenses. Thanks to a major Cultural Recovery grant from DCMS /Arts Council England, we were able to increase this reserve, even after such a tough year.

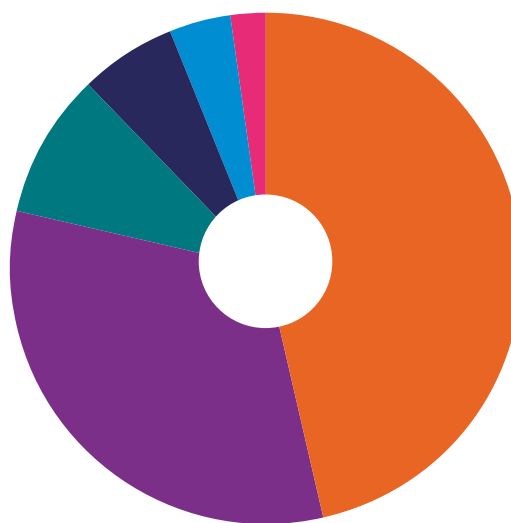
If you'd like to be part of the Magic, whether it's through financial support, in-kind donations of materials or expertise or fundraising for us, then please contact Tham at [thamhuynh@magicme.co.uk](mailto:thamhuynh@magicme.co.uk)

## Income 2021/22



Culture Recovery Fund	37%
Trusts and Foundations	21%
Livery Companies	19%
Local Authority and other Public money	14%
Donations from Individuals	6%
Arts Council England: National Lottery	1%
Business Donations	1%
Project Partners	1%

## Expenditure 2021/22



Staff Salaries and costs	46%
Artists' and Arts Partners' fees	32%
Rent, Office and Communications	9%
Fundraising	6%
Materials, Venues, Transports, Volunteer costs	4%
Governance including Accountancy	2%

# Our People

## Associate Artists 2021/22

**Georgia Akbar**  
**Lily Ash Sakula**  
**Polly Beestone**  
**Ishwari Bhalerao**  
**Ben Connors**  
**Liane Harris**  
**Mia Harris**  
**Chuck Blue Lowry**  
**Shepherd Manyika**  
**Amanda Mascarenhas**  
**Sue Mayo**  
**Maz Morris**  
**Leonie Rousham**  
**Pooja Sitpura**  
**Julian West**  
**Freya Wynn-Jones**  
**Paula Varjack**  
**Hassan Vawda**

## Current Staff

**Hamida Begum** Artworks Trainee  
**Shazna Begum** Artworks Trainee  
**Jan Biedrzycki** Artworks Trainee  
**Emily Bird** Project Manager  
**Catherine Connell** Senior Project Manager  
**Chloe Davies** Head of Operations  
**Kate Hodson** Programme Director  
**Tham Huynh** Fundraising Coordinator  
**Susan Langford** Director

## Former Staff during 2021/22

**Nanette Daniels** Director of Finance & Operations  
**Deborah Mason** Communications Manager  
**Sarah Watson** Inside Out Project Manager  
**Nazifa Yazmin** Artworks Trainee

## Trustees in 2021/22

**Yaa Adansi-Pipim**  
**Afsana Begum**  
**Harriet Cheng**  
**Caroline Gellatly**  
**Max Glazer-Munck** Treasurer  
**Hazel Gould**  
**Damian Hebron** Secretary  
**Louisa Joseph**  
**Jimena Meza Mitcher**  
**Dominique Moore**  
**David Russell** Chair

## Trustees who stood down Oct 2021

**Alison Harvie**  
**Aimee O'Malley**

## Thank you to

Our good neighbours and landlord at Bethnal Green Meeting House, Pott Street

### **D.R. ink**

**Photo credits:** Georgia Akbar, Lily Ash Sakula, Samia Meah, Tham Huynh, Rich Rusk for Gecko, Knead Collective, Partner Staff

**Front Cover image:** Colloquial Collective

**Artworks credits:** Alison Williams, Generational Rebellion participants with Ben Connors, Arts & Ages participants, Pott Street & St Hilda's East Community Centre participants

# We remember

Magic Me participants who passed away in 2021 and  
2022 including

Barbara Beasley

Brian Nightingale

Stanley Carr

All the thousands of care home residents and staff who  
have been lost to the Covid 19 virus

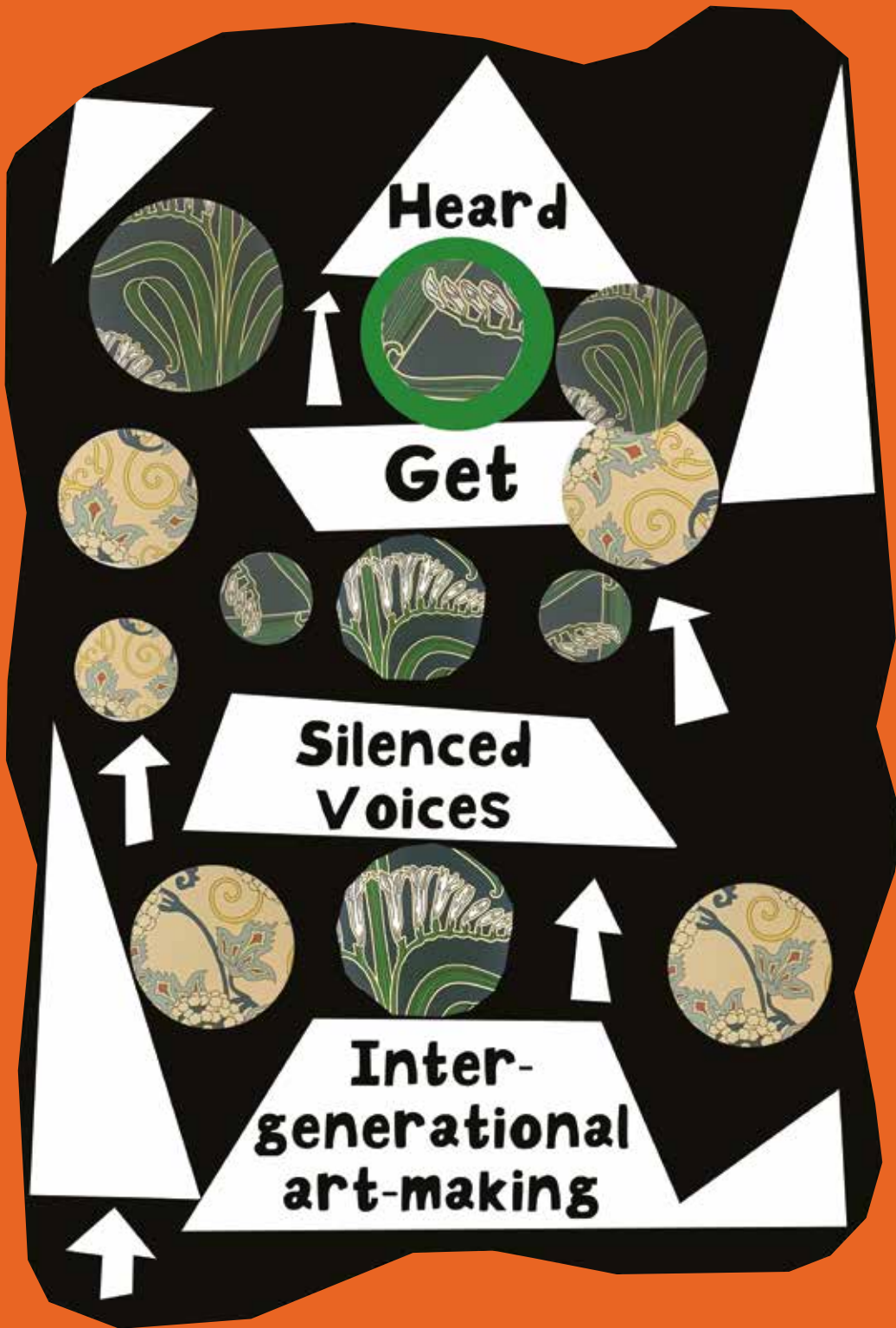
Safe

***"Magic Me makes  
me feel I can walk and  
tumble and get up, walk  
and tumble and get up –  
and that I should not feel  
afraid of walking  
and tumbling because  
I am safe"***

Older participant



as capes



**26 Pott Street, London E2 0EF**

Tel: 020 3222 6064

info@magicme.co.uk

**www.magicme.co.uk**

Registered Charity No. 328331

Thanks to Allen & Overy LLP for printing this report

**ALLEN & OVERY**

Company no. 02394189  
Charity no. 328331

**Magic Me**  
**Report and Unaudited Financial**  
**Statements**  
**31 March 2022**

## Magic Me

### Reference and administrative details

#### For the year ended 31 March 2022

---

<b>Company number</b>	02394189
<b>Charity number</b>	328331
<b>Registered office and operational address</b>	26 Pott Street London E2 0EF
<b>Trustees</b>	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:  Yaa Adansi-Pipim (appointed 12 October 2021) Afsana Begum Harriet Cheng (appointed 12 October 2021) Caroline Gellatly Max Glazer-Munck Hazel Gould Alison Harvie (resigned 12 October 2021) Damian Hebron Louisa Joseph (appointed 12 October 2021) Jimena Meza Mitcher (appointed 12 October 2021) Dominique Moore (appointed 12 October 2021) David Russell
<b>Company secretary</b>	Susan Langford Nanette Daniels (resigned 20 June 2021)
<b>Bankers</b>	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
<b>Independent examiners</b>	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2022**

---

The Trustees present their report along with the financial statements of the charity for the year ended 31 March 2022.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

#### **Objectives and activities**

The charity's objects are the improvement and advancement of the education of children and adults towards a better understanding of ageing and the needs of elderly people, and methods by which those needs may best be met.

Magic Me's vision is, *"A world without ageism, where everyone can enjoy their unique creativity and full potential"*.

Our mission is, *"To inspire change - for individuals, communities and systems - through extraordinary art, sparking magic between generations"*.

Magic Me works for the benefit of the public both now and for future generations. Research has shown that perhaps 1 in 3 children born this year will live to be a 100.

By bringing younger and older people together in shared creative activities, we bring enjoyment, improved wellbeing and greater mutual understanding across generations, today. Longer term we support individuals and organisations to imagine different ways of growing older and to design the future society we need to build for our ageing population. Our activities, exhibitions and performances challenge both participants and audiences to reconsider ageist expectations and stereotypes, which can limit the aspirations and lives of younger and older people. All our projects are designed and facilitated by skilled, professional artists, working across the performing, visual, literary, media, combined and other artforms.

During the covid pandemic and lockdowns Magic Me served individual participants and our partner groups in new ways: keeping people connected and combatting isolation and loneliness; providing creative activities and projects which offered pleasurable challenge, fun and sense of achievement; supporting partner schools and older people's organisations to maintain their relationships and foster intergenerational exchanges of artworks, messages and hope.

The Trustees have referred to the Charity Commission's guidance on public benefit in reviewing the charity's aims and objectives and in planning its future actions.

#### **Who used and benefitted from our activities?**

Magic Me benefits people of all ages at many different levels: young and older participants enjoy new opportunities, learn skills and form new friendships; our partners (e.g. staff in care homes) gain new insights and form deeper and more rewarding relationships with those for whom they care; artists and creative practitioners develop new skills and expertise; and our volunteers gain skills in communicating with older people and form wider connections and social links within their communities.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2022**

---

Magic Me is based in Tower Hamlets, east London, however the activity we deliver and our influence on other people benefits people and communities much more widely.

During the year 2021/22 Magic Me:

- Ran arts workshops, projects and events in partnership with more than 35 partner schools, care homes and housing schemes for older people, community, cultural and arts organisations;
- Involved and directly benefitted 371 older people and 55 children and younger people; supported 128 staff and 29 family and friends in care home communities and housing schemes, 10 teachers and school staff. Many more benefitted indirectly, though data was not recorded;
- Served people in 3 London Boroughs: Tower Hamlets, Waltham Forest and Bromley;
- Continued to support four leading arts organisations - Matthew Bourne's *New Adventures*, *curious directive*, *Gecko* and *Fevered Sleep* - to maintain relationships with their partner care home communities across Essex, in Colchester, Maldon, Tendring and Epping, as covid disrupted our Artists Residencies in Care Homes programme. Partners created on-line activities, beautiful artworks and some live sessions: Gecko pitched a marquee in the care home garden with a dance floor and inspirational lighting and effects. *Anglia Ruskin University* researchers continued to capture learning on how artists can best work with care home staff to benefit older residents; and
- Designed new ways of working at a distance and shared learning about these through: publishing reports and resources on our website; presenting at on-line conferences for UK arts and community professionals; facilitating training for museum professionals in Wales and England, with Kids in Museums.

#### **Challenges and new ways of working during the pandemic**

The Covid-19 pandemic and its ongoing impact through 2021/22 and beyond is without doubt the biggest challenge Magic Me and our communities have faced in our 33+ year history. Covid-19 has impacted people of all ages, directly through infection, death and bereavement, indirectly through the effects of restrictions. In east London, people from Black, Asian and other minoritised communities living in poverty and poor housing, or with existing health conditions, have been disproportionately affected by covid.

Lockdowns and the need for shielding continued to reduce access to education, everyday community activities and services, and greatly increased social isolation and loneliness. The impact of covid on care homes for older people has been particularly hard. Residents have lived in lockdown for months at a time with no visits allowed from family and friends; visits, within tight guidelines, only started for many in April 2022. Many care homes initially lacked wifi or digital equipment; Magic Me raised funds to buy mobile phones, tablets and data packages so that staff could more easily communicate with our project artists and staff and to link older people into conversations, online resources and activities on zoom.

Throughout the pandemic Magic Me has continued to deliver on our mission as much as possible, working closely with our partners and regular participants to design new ways to keep meeting and being creative in safe ways, often at a distance. Unable to go into classrooms or care homes artists have led activities from the outside – posted activity parcels, phone calls, zoom workshops – with teachers and activities organisers co-leading inside the room with pupils or residents.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2022**

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##### **Innovation in London, Essex and beyond**

From Summer 2021, as meeting in groups with our artists became more possible, some projects restarted. Our three year *Arts & Ages* project partners - primary schools and older people's groups - were able to celebrate their relationships through joint activities and exchanges of songs and artworks. *Generation Rebellion* restarted bringing together younger and older women to explore the climate emergency and the power of intergenerational activism. The women secured a slot at COP26 the UN Climate Change Conference in Glasgow, hosting a film screening and virtual Q&A for delegates. For International Women's Week in March 2022, the group led a special event in Poplar, Tower Hamlets, inspiring a local audience to pledge actions they would personally take to combat climate change.

Despite the many frustrations of remote working, we have developed new levels of trust and co-operation with our partners, enabling us to invent new approaches which we continue to develop in order to serve a wider audience. *Inside Out*, with three care homes across Waltham Forest, East London, partnered artists with care home staff, to co-create arts activities and interventions, designed to meet specific needs ideas identified by the homes. In one home, to bring a sense of occasion to older people who never leave their rooms or even their beds, our artist built a bespoke, carnival-inspired activity trolley, inspiring fresh conversations and one-to-one activities between residents and staff.

*Magic Moments*, commissioned by Essex County Council to combat isolation amongst older people, served a cohort of 8 care homes in Tendring. Magic Me artists paired with care professionals creating connections and creative experiences for residents less likely to join group activities. Through workshops in homes and monthly zoom network sessions the group trialled and honed a series of sensory activities using light, colour and touch, published in a booklet shared online for all Essex homes. A second series of *Magic Moments* with 8 extra-care schemes in Tower Hamlets and Bromley, again proved successful in building staff's confidence and capacity to initiate creative and one-to-one activities. A third series in Scotland in Spring 2022 cultivated our new relationship with Rights Made Real, a campaigning organisation for residents' rights. More cohorts are planned.

After being on pause for a year, our *Artworks* Community Arts Training programme restarted in Spring 2022, supporting talented young people living in Tower Hamlets, from Black, Asian, working class and other communities under-represented in the arts. The new cohort of three trainees will gain knowledge, skills and confidence through workshops, mentoring and delivering their own intergenerational arts event in summer 2022.

*Artworks* is key strand of our Anti-Racism Action Plan, written by Dr Nadena Doharty after consultation with diverse Magic Me stakeholders, published in Autumn 2021. Other recommendations were identified across: recruitment and retention, policy and practice, racial literacy and organisational culture, governance and safe spaces. The Plan is available on our website, with the first progress update published in summer 2022.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2022**

---

##### **Future strategy**

After consultation with a wide range of stakeholders during January to March 2022, staff and Trustees wrote a new 4 Year Strategy for Magic Me. It draws on learning from our 30+ year track record of intergenerational work and during the past two years of the pandemic. The Strategy responds to the much changed context of our work and current priorities: rebuilding communities and supporting care homes post-covid, growing racial justice and inclusion, and the growing impact of inflation and poverty on well-being.

Our five Strategic Objectives are:

- Leadership: To be a pioneer and leader in both intergenerational arts and arts activity with care home communities;
- Increased Reach: To bring Magic Me's lifelong creativity approach to as many care homes as possible;
- Well-being: To demonstrably improve the wellbeing of individuals and communities;
- Depth & Inclusion: To grow long-term partnerships and offer fresh approaches that serve the needs of east London communities; and
- Activism: To harness the power of intergenerational activism to fight ageism and bring positive, lasting change.

In Spring 2021 Magic Me moved to new premises, part of Bethnal Green Meeting House, in Pott Street, E2. This gives us accessible spaces to hire for events and activities, with direct street access near the high street, with great transport links. During 2022/23, through our programme of projects and pilot activities, we continue to consult with current and potential partners and participants about the way forward.

**More details of our activities** and their impact are given within our Annual Report 2021/22.

This will be available on-line at [www.magicme.co.uk](http://www.magicme.co.uk) following our AGM in October 2022 and in printed format on request from our office, [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064.

##### **Financial review**

The financial transactions of the charity during the year and the position at the end of the year are set out in the attached accounts.

In the 2020/21 Accounts, some restricted grant income was shown as deferred in the balance sheet. The accountants have now restated last year's figures to recognise restricted grant income upon receipt. An explanation of this is given in Note 16, Page 26 below.

Income during the year 2021/22 was £372,897, compared to £453,578 in 2020/21. Total expenditure in 2021/22 was £425,636 similar to £433,321 in the previous year.

We are indebted to our many funders and supporters who, without exception, have trusted us to spend their grants and donations, sometimes in new ways, to best support our communities. Their flexibility and partnership approach has again enabled us to move quickly and with confidence during very difficult times.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2022**

---

From April 2021 we were particularly grateful to Arts Council England and DCMS for a Cultural Recovery Fund grant of £136,099 for staff salaries, artists' fees, consultancy, overheads and IT. This grant not only vitally sustained and underpinned Magic Me at a time when continuing uncertainty and change through the winter had made project fundraising very difficult, it also enabled us to invest in new remote models of delivery and the anti-racism consultancy described above.

The Cultural Recovery Fund grant included £31,603 specifically to build Magic Me's reserves, increasing sustainability longer-term. The surplus in unrestricted funds in the year reflects this, and also reduced staffing costs in the second half of the year when we were unfortunately unable to recruit to key posts. Colleagues covered elements of these roles until a new Head of Operations joined us in April 2022. Communications tasks remain shared amongst the staff team.

Magic Me receives no core public subsidy and we are enormously grateful for the very generous support received from numerous trusts and foundations, livery companies, lotteries, businesses and individual supporters – without which our work would not be possible.

Income in 2021/22 included: the first of three annual grants of £50,000 from The Charity of Sir Richard Whittington, of which the Mercers' Company is a Trustee; the third of three grants of £20,000 from the Goldsmiths' Company; ongoing support from Paul Hamlyn Foundation for Artists' Residencies in Care Homes; plus grants from the Masonic Charitable Foundation, Jules Thorn Trust and a number of anonymous donors. Local Authority support came from London Borough Tower Hamlets and Essex County Council. Regular and one-off donations from individuals totalled £18,732 including our Big Give Christmas Challenge 2021.

Details of grants are given in the Notes below and in our separate Annual Report.

#### **Reserves Policy and Position**

As is standard, the accounts have been prepared using the going concern approach, which is appropriate as there are no plans to cease Magic Me's operations or liquidate the charity. Additionally, the balance sheet remains strong, with a healthy cash position at 31 March 2022, with £216,562 cash at the bank and total net assets of £211,689, which includes £106,721 of unrestricted general and designated funds (slightly below the reserves target of £113,000).

There are many current uncertainties due to the ongoing context, caused by national and international economic difficulties and the growing cost of living crisis. These are resulting in both increasing costs from inflation and fundraising challenges; grants and donations are at a lower level than usually expected as demand for them increases. Magic Me has successfully managed cyclical annual fundraising for many years and we will continue to do so. The fact that our activities address pressing needs within our communities gives us confidence that funders and donors will continue to invest in our work and organisation.

The senior management team continue our regular practice, honed during Covid-19, of actively (i) modelling potential fundraising scenarios and (ii) managing cashflow, including reviewing discretionary costs and avoiding unnecessary liabilities. In order to retain a level of reserves consistent with honouring current liabilities, including to our staff and freelance artists, we continue to plan projects in such a way as to be able to pause or reschedule activity and thus reduce costs, should further grants not be secured.

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2022**

---

##### **Risk review and management**

The Trustees have reviewed during the year the major risks to which the charity is exposed. They have looked at existing risk and further control measures required and the process by which Trustees are kept up to date about these risks. These risks have been classified under the headings set out below, with some of the key actions taken to mitigate them:

**Governance Risk.** To continue to ensure that the Trustees have the relevant skills, commitment and capacity to govern Magic Me to enable the charity to be the best that it can be, steadfastly focused on achieving its vision, mission and purpose, so as to transform the lives of the beneficiaries whom we serve.

**Operational Risk.** To continue to ensure that: Policies and Procedures including those for Safeguarding of Children and Vulnerable Adults, Health and Safety, and Equality, Diversity and Inclusion are in line with current best practice and implemented; appropriate systems for contracting, managing, supporting and supervising all staff and freelance artists and workers, and for working with volunteers are in operation; clear written agreements of roles and responsibilities are negotiated and signed with project partners.

**Financial Risk.** To continue to ensure: good forward financial planning, fundraising and cashflow awareness; appropriate levels of up to date financial information for budget holders, managers and the Board to ensure good decision making; the maintaining of a suitable reserves policy aiming to build up a reserve of at least three months' running costs.

**Regulatory and Compliance Risk.** To continue to ensure: best practice is followed regarding employment practices and the policies noted under operational risk; compliance with relevant legislation regarding charities and companies including GDPR; to remain alert to the changing context within the many sectors in which Magic Me operates.

**External and Reputational Risk.** To continue to build on the charity's reputation for best practice and to develop good working relationships with partners for example schools, care providers, funders.

**Commitment to Anti-Racism.** In 2021 the Trustees and Director publicly recognised that Magic Me is a majority white organisation, in terms of Trustees, staff and artists, working with many Black, Asian and other racially minoritised people in east London communities. Not addressing this situation would be wrong. It also brings regulatory, operational and reputational risks, not least the risk of being no longer relevant to our local communities. We are committed to becoming an anti-racist organisation and continue to work to implement our Anti-Racism Action Plan, published Autumn 2021, and develop future actions.

**Covid-19.** Since March 2020 risks relating to Covid-19 and its impact have been added to our Risk Register with plans made to mitigate these as far as possible. Guidelines for staff, freelancers and volunteers have been put in place and are regularly reviewed and updated in relation to changing government advice or legislation, partner venue requirements and emerging best practice.

##### **Statement of responsibilities of the trustees**

The trustees (who are also directors of the charity 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, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

## **Magic Me**

### **Report of the trustees**

#### **For the year ended 31 March 2022**

---

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 charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which 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 charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

#### **Independent examiners**

Godfrey Wilson Limited were appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 28 September 2022 and signed on their behalf by

David Russell - Trustee

## **Independent examiner's report**

### **To the trustees of**

### **Magic Me**

---

I report to the trustees on my examination of the accounts of Magic Me (the charitable company) for the year ended 31 March 2022, which are set out on pages 11 to 26.

#### **Responsibilities and basis of report**

As the trustees of the charitable 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 charitable 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 charitable company'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**

Since the charitable 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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

Godfrey Wilson Limited also provides bookkeeping services to the charitable company. I confirm that as a member of the ICAEW I am subject to the FRC's Revised Ethical Standard 2016, which I have applied with respect to this engagement.

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

- (1) accounting records were not kept in respect of the charitable 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).

**Independent examiner's report**

**To the trustees of**

**Magic Me**

---

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.

Date: 28 September 2022

**Rob Wilson FCA**

**Member of the ICAEW**

For and on behalf of:

**Godfrey Wilson Limited**

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

## Magic Me

### Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2022

	Note	Restricted £	Unrestricted £	2022 Total £	Restated 2021 Total £
<b>Income from:</b>					
Donations	3	5,000	62,295	<b>67,295</b>	127,907
Charitable activities	4	272,042	31,608	<b>303,650</b>	324,175
Other trading activities		-	64	<b>64</b>	31
Investments		-	38	<b>38</b>	104
Other		500	1,350	<b>1,850</b>	1,361
<b>Total income</b>		<u>277,542</u>	<u>95,355</u>	<b><u>372,897</u></b>	<u>453,578</u>
<b>Expenditure on:</b>					
Raising funds		-	35,316	<b>35,316</b>	25,465
Charitable activities		387,865	2,455	<b>390,320</b>	407,856
<b>Total expenditure</b>	6	<u>387,865</u>	<u>37,771</u>	<b><u>425,636</u></b>	<u>433,321</u>
<b>Net income / (expenditure) and net movement in funds</b>	7	<u>(110,323)</u>	<u>57,584</u>	<b><u>(52,739)</u></b>	<u>20,257</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>215,291</u>	<u>49,137</u>	<b><u>264,428</u></b>	<u>244,171</u>
<b>Total funds carried forward</b>		<u>104,968</u>	<u>106,721</u>	<b><u>211,689</u></b>	<u>264,428</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.

Prior period income has been reclassified to reflect the requirements of the Charities SORP (FRS 102) and to be comparable with the current year. The restatements effect the net income / (expenditure) position at the prior year end, as shown in note 16 to the accounts.

## Magic Me

### Balance sheet

As at 31 March 2022

	Note	£	2022 £	Restated 2021 £
<b>Fixed assets</b>				
Tangible assets	10		<u>3,362</u>	<u>2,234</u>
			<b>3,362</b>	2,234
<b>Current assets</b>				
Debtors	11	<b>3,308</b>		44,859
Cash at bank and in hand		<u><b>216,562</b></u>		<u>224,499</u>
		<b>219,870</b>		269,358
<b>Liabilities</b>				
Creditors: amounts falling due within 1 year	12	<u><b>(11,543)</b></u>		<u>(7,164)</u>
<b>Net current assets</b>			<u><b>208,327</b></u>	<u>262,194</u>
<b>Net assets</b>	13		<u><u><b>211,689</b></u></u>	<u><u>264,428</u></u>
<b>Funds</b>	14			
Restricted funds			<b>104,968</b>	215,291
Unrestricted funds				
Designated funds			<b>47,820</b>	16,217
General funds			<u><b>58,901</b></u>	<u>32,920</u>
<b>Total charity funds</b>			<u><u><b>211,689</b></u></u>	<u><u>264,428</u></u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper 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 Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

**Magic Me**

**Balance sheet**

**As at 31 March 2022**

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These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 28 September 2022 and signed on their behalf by

David Russell - Trustee

## **Magic Me**

### **Notes to the financial statements**

#### **For the year ended 31 March 2022**

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#### **1. Accounting policies**

##### **a) Basis of preparation**

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

Magic Me 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 note.

##### **b) Going concern basis of accounting**

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted general reserves of £58,901 and cash at the bank balance of £216,562. There are no material uncertainties about the charity's ability to continue as a going concern.

##### **c) Income**

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

##### **d) Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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

##### **e) Interest receivable**

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

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2022

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#### 1. Accounting policies (continued)

##### f) Funds accounting

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

##### g) Expenditure and irrecoverable VAT

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

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

##### h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated entirely to charitable activities for the current and prior year.

##### i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	4 years
Computer equipment	3 years
Website	3 years

Items of equipment are capitalised where the purchase price exceeds £500.

##### j) Debtors

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

##### k) Cash at bank and in hand

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

##### l) Creditors

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

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2022

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#### 1. Accounting policies (continued)

##### m) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

##### n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation as described in note (i) above.

#### 2. Prior period comparatives: statement of financial activities

	Restricted	Unrestricted	Restated 2021 Total
	£	£	£
<b>Income from:</b>			
Donations	55,857	72,050	127,907
Charitable activities	322,593	1,582	324,175
Other trading activities	-	31	31
Investments	-	104	104
Other	-	1,361	1,361
<b>Total income</b>	<b>378,450</b>	<b>75,128</b>	<b>453,578</b>
<b>Expenditure on:</b>			
Raising funds	-	25,465	25,465
Charitable activities	355,428	52,428	407,856
<b>Total expenditure</b>	<b>355,428</b>	<b>77,893</b>	<b>433,321</b>
<b>Net income / (expenditure) and net movement in funds</b>	<b>23,022</b>	<b>(2,765)</b>	<b>20,257</b>

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2022

#### 3. Income from donations

	Restricted £	Unrestricted £	2022 Total £
Grants and donations > £1,000			
The Goldsmiths' Company	-	20,000	<b>20,000</b>
Anonymous	-	10,000	<b>10,000</b>
Anonymous	-	8,000	<b>8,000</b>
The Big Give	-	5,350	<b>5,350</b>
The Masonic Charitable Foundation	-	5,000	<b>5,000</b>
Allen and Overy	3,000	-	<b>3,000</b>
Mulberry School for Girls	2,000	-	<b>2,000</b>
Captain Tom 100	-	1,626	<b>1,626</b>
Anonymous	-	1,500	<b>1,500</b>
The Lake House Charitable Foundation	-	1,500	<b>1,500</b>
Coronavirus Job Retention Scheme	-	1,261	<b>1,261</b>
Jules Thorn Trust	-	1,250	<b>1,250</b>
Individual donations, grants and donations < £1,000	-	6,510	<b>6,510</b>
Gift aid	-	298	<b>298</b>
<b>Total income from donations</b>	<b>5,000</b>	<b>62,295</b>	<b>67,295</b>
<b>Prior period comparative:</b>			Restated 2021 Total £
	Restricted £	Unrestricted £	£
Grants and donations > £1,000			
London and Quadrant Housing Trust	30,500	-	30,500
Aurum Charitable Trust	20,000	-	20,000
The Goldsmiths' Company Charity	-	20,000	20,000
Coronavirus Job Retention Scheme	-	15,327	15,327
Anonymous	-	10,000	10,000
Anonymous	-	10,000	10,000
The Big Give	-	4,514	4,514
Allen and Overy	3,000	-	3,000
Anonymous	-	2,000	2,000
Foundation for Future London	1,868	-	1,868
Individual donations, grants and donations < £1,000	489	9,614	10,103
Gift aid	-	595	595
<b>Total income from donations</b>	<b>55,857</b>	<b>72,050</b>	<b>127,907</b>

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2022

#### 4. Income from charitable activities

	Restricted £	Unrestricted £	2022 Total £
Grants > £,1000			
Arts Council England	109,446	31,603	<b>141,049</b>
Paul Hamlyn Foundation	60,000	-	<b>60,000</b>
The Charity of Sir Richard Whittington	50,000	-	<b>50,000</b>
London Borough of Tower Hamlets	27,596	-	<b>27,596</b>
Essex County Council	25,000	-	<b>25,000</b>
Membership fees	-	5	<b>5</b>
<b>Total income from charitable activities</b>	<b>272,042</b>	<b>31,608</b>	<b>303,650</b>

#### Prior period comparative:

	Restricted £	Unrestricted £	Restated 2021 Total £
Grants > £1,000			
Paul Hamlyn Foundation	102,000	-	102,000
Arts Council England	79,550	-	79,550
London Borough of Tower Hamlets	27,596	-	27,596
Mercers' Company	25,000	-	25,000
Aldgate and Allhallows Foundation	20,000	-	20,000
The Rayne Foundation	20,000	-	20,000
Players of People's Postcode Lottery	20,000	-	20,000
Wates Foundation	8,636	-	8,636
London Community Foundation	6,381	-	6,381
French Huguenot Church of London Charitable Trust	5,000	-	5,000
Haberdashers' Company	5,000	-	5,000
Woodroffe Benton Foundation	3,000	-	3,000
Grants < £1,000	430	1,570	2,000
Membership fees	-	12	12
<b>Total income from charitable activities</b>	<b>322,593</b>	<b>1,582</b>	<b>324,175</b>

#### 5. Government grants

The charitable company receives government grants, defined as funding from the Coronavirus Job Retention Scheme, London Borough of Tower Hamlets, Essex County Council and Arts Council England to fund charitable activities. The total value of such grants in the period ending 31 March 2022 was £194,906 (2021: £142,473). There are no unfulfilled conditions or contingencies attaching to these grants in 2021/22.

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2022

#### 6. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2022 Total £
Staff costs (note 8)	33,112	99,547	71,285	203,944
Other staff costs	-	17,807	-	17,807
Fundraising expenses	2,204	-	-	2,204
Depreciation	-	-	3,324	3,324
Artists' fees, materials and other direct project costs	-	154,004	-	154,004
Premises and insurance costs	-	-	17,555	17,555
Administrative expenses	-	-	17,077	17,077
Accountancy expenses	-	-	8,494	8,494
Trustees expenses	-	-	27	27
Annual report and AGM	-	-	1,200	1,200
<b>Sub-total</b>	<b>35,316</b>	<b>271,358</b>	<b>118,962</b>	<b>425,636</b>
Allocation of support and governance costs	-	118,962	(118,962)	-
<b>Total expenditure</b>	<b>35,316</b>	<b>390,320</b>	<b>-</b>	<b>425,636</b>

Total governance costs were £3,567 (2021: £2,222).

#### Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2021 Total £
Staff costs (note 8)	25,465	183,655	23,078	232,198
Depreciation	-	2,227	-	2,227
Artists' fees, materials and other direct project costs	-	159,275	-	159,275
Premises and insurance costs	-	-	16,751	16,751
Administrative expenses	-	-	20,648	20,648
Accountancy expenses	-	-	1,008	1,008
Annual report and AGM	-	-	1,214	1,214
<b>Sub-total</b>	<b>25,465</b>	<b>345,157</b>	<b>62,699</b>	<b>433,321</b>
Allocation of support and governance costs	-	62,699	(62,699)	-
<b>Total expenditure</b>	<b>25,465</b>	<b>407,856</b>	<b>-</b>	<b>433,321</b>

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2022

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#### 7. Net movement in funds

This is stated after charging:

	<b>2022</b>	2021
	£	£
Depreciation	<b>3,324</b>	2,227
Trustees' remuneration	<b>Nil</b>	Nil
Trustees' reimbursed expenses	<b>Nil</b>	Nil
Independent examiner's remuneration:		
▪ Independent examination (including VAT)	<b>2,340</b>	1,008
▪ Other services	<b>5,592</b>	-
	<u><b>5,592</b></u>	<u>-</u>

#### 8. Staff costs and numbers

Staff costs were as follows:

	<b>2022</b>	2021
	£	£
Salaries and wages	<b>185,470</b>	212,122
Social security costs	<b>14,069</b>	15,278
Pension costs	<b>4,405</b>	4,798
	<u><b>203,944</b></u>	<u>232,198</u>

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, Director, Programme Director and General Manager. The total employee benefits of the key management personnel were £104,847 (2021: £97,293).

	<b>2022</b>	2021
	No.	No.
Average head count	<u><b>6</b></u>	<u>9</u>

#### 9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**Magic Me****Notes to the financial statements****For the year ended 31 March 2022****10. Tangible fixed assets**

	Fixtures, fittings & equipment £	IT equipment and website £	<b>Total</b> £
<b>Cost</b>			
At 1 April 2021	1,173	15,731	<b>16,904</b>
Additions in year	-	4,452	<b>4,452</b>
Disposals	-	(1,729)	<b>(1,729)</b>
<b>At 31 March 2022</b>	<b>1,173</b>	<b>18,454</b>	<b>19,627</b>
<b>Depreciation</b>			
At 1 April 2021	1,173	13,497	<b>14,670</b>
Charge for the year	-	3,324	<b>3,324</b>
Disposals	-	(1,729)	<b>(1,729)</b>
<b>At 31 March 2022</b>	<b>1,173</b>	<b>15,092</b>	<b>16,265</b>
<b>Net book value</b>			
<b>At 31 March 2022</b>	<b>-</b>	<b>3,362</b>	<b>3,362</b>
At 31 March 2021	-	2,234	2,234

**11. Debtors**

	<b>2022</b> £	2021 £
Prepayments	<b>2,178</b>	5,726
Other debtors	<b>1,130</b>	1,383
Trade debtors	-	30,500
Accrued income	-	7,250
	<b>3,308</b>	44,859

**12. Creditors : amounts due within 1 year**

	<b>2022</b> £	Restated 2021 £
Trade and other creditors	<b>7,559</b>	3,600
Accruals	<b>3,984</b>	3,564
	<b>11,543</b>	7,164

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2022

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#### 13. Analysis of net assets between funds

	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	3,362	<b>3,362</b>
Current assets	104,968	47,820	67,082	<b>219,870</b>
Current liabilities	-	-	(11,543)	<b>(11,543)</b>
<b>Net assets at 31 March 2022</b>	<b><u>104,968</u></b>	<b><u>47,820</u></b>	<b><u>58,901</u></b>	<b><u>211,689</u></b>
<b>Prior period comparative</b>				
	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	2,234	2,234
Current assets	215,291	16,217	37,850	269,358
Current liabilities	-	-	(7,164)	(7,164)
<b>Net assets at 31 March 2021</b>	<b><u>215,291</u></b>	<b><u>16,217</u></b>	<b><u>32,920</u></b>	<b><u>264,428</u></b>

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2022

#### 14. Movements in funds

	At 1 April 2021 £	Income £	Expenditure £	At 31 March 2022 £
<b>Restricted funds</b>				
ACE Cultural Recovery Fund	-	104,496	(104,496)	-
Artists Residencies	106,055	60,000	(118,570)	47,485
Arts & Ages	18,145	3,000	(21,145)	-
Artworks	12,887	27,596	(35)	40,448
Essex	5,000	-	-	5,000
Generation Rebellion	43,555	6,950	(50,505)	-
Inside Out	29,649	-	(29,649)	-
Magic Moments	-	25,000	(25,000)	-
Mercers' Company	-	50,500	(38,465)	12,035
<b>Total restricted funds</b>	<b>215,291</b>	<b>277,542</b>	<b>(387,865)</b>	<b>104,968</b>
<b>Unrestricted funds</b>				
<i>Designated funds:</i>				
ACE Cultural Recovery Fund	-	31,603	-	31,603
Equipment	1,000	-	-	1,000
Office renovations	2,522	-	-	2,522
Staff cover	8,000	-	-	8,000
Safeguarding	2,000	-	-	2,000
Training	2,695	-	-	2,695
<i>Total designated funds</i>	<b>16,217</b>	<b>31,603</b>	<b>-</b>	<b>47,820</b>
General funds	32,920	63,752	(37,771)	58,901
<b>Total unrestricted funds</b>	<b>49,137</b>	<b>95,355</b>	<b>(37,771)</b>	<b>106,721</b>
<b>Total funds</b>	<b>264,428</b>	<b>372,897</b>	<b>(425,636)</b>	<b>211,689</b>

#### Purposes of restricted funds

ACE Cultural Recovery Fund

One-off grant to support organisational sustainability and development during the pandemic, including contribution to unrestricted reserves.

Artists Residencies

Project which pairs four leading arts companies to work with four care homes across Essex, introducing dance, virtual reality, immersive theatre and other forms, challenging the arts and care sectors to raise expectations of what older people will enjoy and understand.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2022

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#### 14. Movements in funds (continued)

##### Purposes of restricted funds

Arts & Ages

A three-year intergenerational arts programme nurturing partnerships between 8 primary schools and 8 groups of older people in Tower Hamlets, completed Autumn 2021.

Artworks

A four-year project to provide placements, supporting Tower Hamlets residents to pursue careers in the arts, focused on those who currently face barriers, e.g. Black and Asian people and those from working-class

Essex

To support Magic Me's work in care homes across Essex.

Generation Rebellion

A two-year project with younger and older women exploring the role of the arts and intergenerational activism in relation to the Climate Emergency, completed Spring 2022.

Inside Out

Inside Out paired three care homes with artists, working together to design, explore and experiment with new creative activities and approaches around a central question that would benefit each care home, completed Summer 2021.

Magic Moments

Programme of arts activity to combat isolation of older people living in 8 care homes in Tendring, north Essex, delivered by Magic Me artists working in partnership with care home staff in person and remotely, completed Autumn 2021.

Mercers' Company

Range of arts projects and development of future work, with and for older people in London.

##### Purposes of designated funds

ACE Cultural Recovery Fund

One-off grant to support organisational sustainability and development during the pandemic, including contribution to unrestricted reserves.

Equipment

For unexpected replacement or purchase of new IT or other equipment,

Office renovations

For completion of renovations at Magic Me office.

Staff cover

Additional support to cover long-term staff absence, e.g. during long-term illness.

Safeguarding

For unexpected costs relating to safeguarding of children or vulnerable adults, e.g. expert advice, additional staff or freelance artists time.

## Magic Me

### Notes to the financial statements

For the year ended 31 March 2022

#### 14. Movements in funds (continued)

##### Purposes of designated funds

Training

Additional training for staff, artists or trustees, e.g. following changes in legislation, new kinds of activity, urgent identified need for training.

##### Prior period comparative

	At 1 April 2020 £	Income £	Expenditure £	At 31 March 2021 £
<b>Restricted funds</b>				
Artists Residencies	125,221	102,000	(121,166)	106,055
Arts & Ages	1,628	61,000	(44,483)	18,145
Artworks	6,913	27,597	(21,623)	12,887
At Home Together	-	41,381	(41,381)	-
Cocktails in Care Homes	21,720	20,918	(42,638)	-
Essex	5,000	-	-	5,000
Generation Rebellion	18,000	46,418	(20,863)	43,555
Inside Out	-	38,636	(8,987)	29,649
Players of the People's Postcode Lottery	-	10,000	(10,000)	-
Quality Street	10,382	30,500	(40,882)	-
Youth Projects	3,405	-	(3,405)	-
<b>Total restricted funds</b>	<b>192,269</b>	<b>378,450</b>	<b>(355,428)</b>	<b>215,291</b>
<b>Unrestricted funds</b>				
<i>Designated funds:</i>				
Equipment	1,000	-	-	1,000
Office renovations	4,000	-	(1,478)	2,522
Staff cover	8,000	-	-	8,000
Safeguarding	2,000	-	-	2,000
Training	2,695	-	-	2,695
<i>Total designated funds</i>	<i>17,695</i>	<i>-</i>	<i>(1,478)</i>	<i>16,217</i>
General funds	34,207	75,128	(76,415)	32,920
<b>Total unrestricted funds</b>	<b>51,902</b>	<b>75,128</b>	<b>(77,893)</b>	<b>49,137</b>
<b>Total funds</b>	<b>244,171</b>	<b>453,578</b>	<b>(433,321)</b>	<b>264,428</b>

#### 15. Related party transactions

There were no related party transactions in the current year (2021: £1,500). 2021 related party transactions relate to a fee paid to the husband of Susan Langford for financial consultancy work. This was at arms length with trustee approval having been gained in advance of the work being completed.

## Magic Me

### Notes to the financial statements

#### For the year ended 31 March 2022

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#### 16. Prior period restatement

The prior period comparatives have been restated to recognise grant income upon receipt. Rather than deferring grant income in line with expenditure and activity, grant income is now recognised either when the cash is physically received, or in advance of payment when income recognition is deemed to be met - whichever comes earlier.

This has impacted prior period restricted income, prior period deferred income and total funds brought forward to 1 April 2021 as follows:

<b>Deferred income</b>	<b>2021</b>
	<b>£</b>
Total deferred income per original accounts:	102,000
Recognition of grant income in periods prior to 2021:	<u>(102,000)</u>
Total deferred income after restatement:	<u><u>-</u></u>

#### Restricted funds brought / carried forward

Due to the reversal of deferred income balances in periods prior to 2021, the carried forward restricted fund balances have also been restated, as follows:

	<b>2021</b>	2020
	<b>£</b>	<b>£</b>
Total restricted funds carried forward per original accounts:	113,291	64,269
Reversals of deferrals in periods prior to 2021:	-	130,000
Further miscellaneous income deferral prior to 2021:	-	(2,000)
Net effect of reversal of deferred income in 2021:	<u>102,000</u>	<u>-</u>
Total restricted funds carried forward after restatement:	<u><u>215,291</u></u>	<u><u>192,269</u></u>

#### Income

Total income recognised in 2021 has therefore been affected as follows:

	<b>2021</b>
	<b>£</b>
Income recognised per original accounts:	479,578
Reversals of deferrals in periods prior to 2021:	(130,000)
Immaterial miscellaneous income deferral prior to 2021:	2,000
Net effect of reversal of deferred income in 2021:	<u>102,000</u>
Restated income:	<u><u>453,578</u></u>

**MAGIC ME**

England & Wales - Charity number 328331

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# Accounts

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I Love you  
all and I'll  
be glad to see  
you again

I've enjoyed  
working with  
you, it's a  
nice change  
Kathy & Liliane



SYBIL  
It's been lovely  
having you  
visit, we would  
love to have  
You come back!

Thankyou for  
the message  
God Bless  
Steve



# ANNUAL REPORT

2020/21



IT'S IMPORTANT  
TO LEARN  
THROUGH  
HAVING FUN  
- DAVID.



I was glad to  
See you all  
hope to see you  
all again soon  
All my Love  
Rene

# DON'T EVER FORGET

About 30 years ago, an older lady, came with me to the front door of her care home, to wave off a group of children, who'd just shared in an intergenerational drawing session with residents. She grabbed my hand and said, "Sometimes in here, we don't know what day of the week it is, but when you come, we know we are not forgotten."

Although much has changed for the better in that 30 years, care homes are still very much the forgotten part of the health and social care sector.

The Covid 19 virus is exposing, not causing, problems that have too long been filed in the 'too difficult' tray on decision makers' desks. How do we as a nation fund the 24/7 care we need for a growing population enjoying longer lives, including the increasing number of people living with a dementia?

This week the media spotlight has quite rightly highlighted the hidden toll of Covid 19 related deaths within the frail and vulnerable care home resident population. Perhaps this spotlight will bring government action to address the lack of PPE and testing, the staff shortages and exhaustion. But will the current lockdown be enough of a crisis this time, to jolt the system into real, long-term change?

At Magic Me our approach has always been to offer care homes new opportunities and great activities, here, now, today. Joint activities with local younger people and public showing of artworks and performances, also help older people to be more visible, recognised and valued as neighbours, when decisions are made at the town hall or in Westminster.

And right now, something is changing. I see a glimmer of hope for the forgotten care sector.

When I talk to friends on the phone, they say "I've lost touch. I don't know what day of the week it is." Millions of adults in the UK are currently experiencing, week by week, day by day, hour by slow hour, social isolation, in a way that they never have before. It's one thing to hear or read about loneliness and social isolation for other people – it's another thing to live it yourself.



We don't know when we'll be able to go out and about again. Before that day comes, please do one thing.

**Write down what this feels like.  
Don't ever forget.**

Because when lockdown ends for you, too many people will still be indoors, watching from the window, waving from the door. And they need you to remember what this feels like and to keep the pressure up, so things change this time, so no-one gets forgotten.

# From our Chair and Director

Magic Me works by bringing people together in rooms, to meet and to make art, sharing skills and experiences. In March 2020 that became no longer possible.

The Covid-19 pandemic and its ongoing impacts are without doubt the biggest challenge Magic Me and our communities have faced in our 32+ year history.

This report details the challenges faced by younger and older people we serve in east London and Essex, and the many ways in which despite everything, generations have come together to face this crisis. Lockdown didn't change our mission, just the way we deliver on it.

Magic Me has continued to provide as much as possible, adapting our programmes to serve our regular participants and partners, at a distance. In April 2020 we reworked all our planned activities and launched At Home Together, a series of projects which enabled individuals and groups to continue to meet, to make and to party in new ways, by phone, post or exchanges of artworks and online. In July's short lockdown gap, we staged a celebratory outdoor event in Leyton, connecting children and older adults, with a decorated bike parade. As the year continued and lockdown returned we designed fresh ways to support care home communities and schools, our artists at home, partnering with staff and participants at a distance, via zoom or smartphone.

Over the past year our staff have been stretched as never before but have delivered week in and week out. The challenges of working from home to deliver new activities, in new ways with people in crisis have been



ongoing. Our artists have had to reinvent their practice, in collaboration with our participants and partners. Our Board have stepped up to support in ever more ways.

We are incredibly proud of them all and grateful for their creativity, ingenuity and sheer stamina in such challenging times.

We are also indebted to our many funders and supporters who, without exception, trusted us to spend their grants and donations in new ways, to best support our communities. Their flexibility and partnership approach has enabled us to move quickly and with confidence during very difficult times.

As we write in August 2021 restrictions have eased but the pandemic is still very much with us. We continue to review and renew our approach to intergenerational community building, staying flexible to whatever comes next.

Thank you to everyone who has been part of our journey this year. We look forward to our future work together.

**Alison Harvie, Chair of Trustees**  
**Susan Langford MBE, Founder / Director**

# IT MAKES YOU THINK

At Magic Me, how we do things is as important as what we do. We are an intergenerational arts organisation and the arts are absolutely core to the way we work with people. Whilst we have adapted and flexed and changed over the last year we have always stayed true to the essence of Magic Me.

Tower Hamlets is still one of the most deprived boroughs in the UK. Many of the people we work with live in the, typically, small houses and flats that make up the bulk of homes in this area. When the 'stay at home' message came to us all, people welcomed something that could lift the imagination out of the four walls of home, away from the city streets.

***"She so enjoys the Magic Me projects. With social activities and contacts so restricted these days it hugely helps her sense of well-being and her mental health that you guys are in touch with her and doing creative stuff together. Thank you!"***

**Sister of At Home Together participant.**

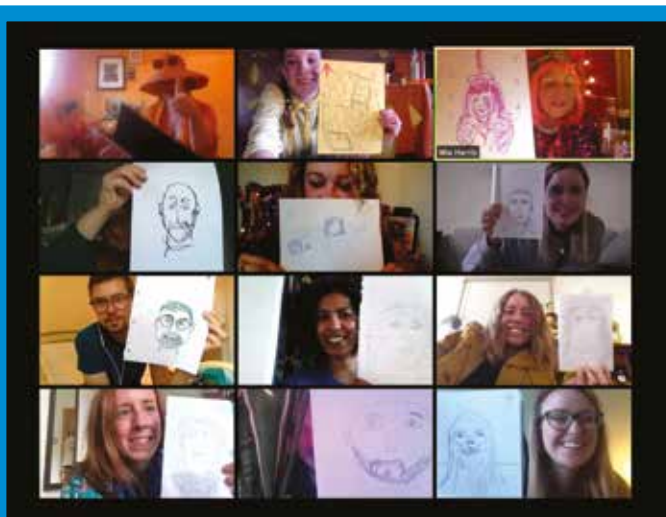
Participants enjoyed projects that focussed on an imagined reality, or a dream scenario, because everyone can dream.



***"Actions were very nice, creative and artistic – a bit wacky and colourful – literally! I love colours... at a time when the world is not very colourful, there was happiness and joy"***

**Care staff taking part in The After Party**

Our participants needed a range of different approaches to make projects as easy and as accessible as possible, so we developed not 'blended solutions' but tailor made ones. Simple things like group phone calls and printed out worksheets worked just as well as zoom calls (if not better for some people). Sometimes there is joy in small things and simple innovations such as our printed and posted newsletter - The Magic Monthly (see page 9). There is no reason not to continue with these innovations even when the pandemic is truly behind us.



## The Challenge – creating a party in a pandemic

The **After Party** was our solution to creating the intergenerational connection, fun and joy of the **Cocktails in Care Homes** project as a remotely delivered project. In the early days of the pandemic, in April 2020, this was always going to be a challenge.

Our four project artists adapted rapidly to the changing needs of the care settings resulting in the delivery of 'care packages'. Providing everything the care setting might need to deliver an activity made it achievable for over stretched staff – all materials (wearables, props, playlists) were sent 'ready to go' including any printed out instructions. To enhance communication between residents and volunteers, care staff and artists, Magic Me provided phones with data packages.



# THE POWER OF INTERGENERATIONAL ARTS

Despite the challenges of the past year Magic Me continues to celebrate the power of intergenerational arts to bring people and communities together. Our **Quality Street** project is a great example of how this can be achieved. The two year project funded by L&Q Foundation came to an end in 2020, having involved over 900 people of at least three generations (children, younger and older adults) in and around Leyton. Key to the project was creating a greater sense of community, connecting local people and organisations and bringing the benefits of artist-led creative activity to primary aged pupils and older people living in care settings.

Despite the disruption of the pandemic, the outcomes from this project clearly demonstrate the value of intergenerational connection and particularly its value in creating stronger communities.

***“The greatest pleasure for me was to welcome local residents to work in our school on arts projects with our children, and for our children to visit local residents in their homes too. Some wonderful and special bonds have been made.”***

**Head of Primary Phase, George Mitchell  
AllThrough School**

***“It helps me to mix, and I think it is a very good idea. I didn’t know the local area, I knew about the local park [...] but I didn’t know very many people”***

**Older participant**

**92% of people involved in Quality Street said they felt more part of the community**

The first year of the project saw four different project strands come together in a celebratory event, Meet the Street, involving over 300 people. Children and older adults worked together on making kites, puppets, costumes and a mural for the school playground. The second year started with a project working on a tapestry together, this was completed just before the pandemic. Two more projects brought people together virtually creating two new video artworks: Our Story Our Street and Colours of Us. The steering group made up of local people helped ensure that the We Bloom project (see page 13) and live event ran smoothly and in a covid safe way.

Those involved in the project felt part of a wider community and that their horizons had been widened. This was particularly important as the pandemic saw many of the older people increasingly stuck at home and younger people isolated from their friends and wider families.





*“They’re getting to connect with people. A lot aren’t seeing grandparents or anyone of an older generation so at this point especially this is extremely valuable – this really came through when they watched the video, heard the adults’ voices and gave feedback – this really struck a chord.”*

**Teacher, George Mitchell School**

12 of the older people living in supported housing remained engaged when projects became remote. Some of them had not had a single visitor, except for a carer, or left their flat except for medical appointments, in 11 months. It was clear from feedback, that making artworks together gave older and younger people a joint focus and experience which led to stronger feelings of connection and an increased sense of wellbeing.

*“Being able to talk to people has picked me up and kept me connected to the community.”*

**Older Participant**

*“Magic Me is different to my other lessons because it makes me feel connected to everyone and we get to meet new people.”*

**Pupil at George Mitchell School**

## Quality Street

**Artists:** Sam Alexander, Polly Beestone, Ben Connors, Mia Harris, Kathy Horak-Hallett, Chuck Blue Lowry, Irene Pulga, Jo Scholar, Surya Turner, Grace White

**Local Partners:** George Mitchell Primary School, Glebelands, Albany Court, Leyton Orient Walking Football Club, Members of the Quality Street Steering Group

**Funder:** L&Q Foundation

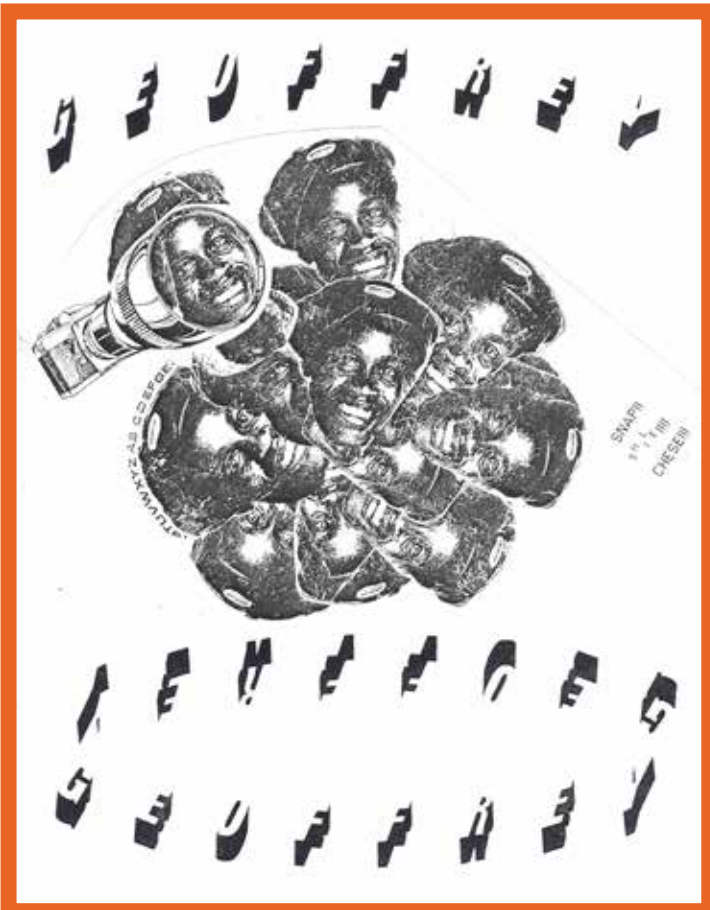
**48%** of younger participants felt ‘connected’ to their community and/or said their relationship with the older people was significant to them.

Magic Me’s work has never been more important and it was clear from this project that our work bringing generations together has great value. Although solutions have been found to keep connections going through the pandemic we know that even more benefit can be achieved when generations can meet face to face once again.



# TRUST AND RESPECT

Magic Me has been working in east London for over 30 years. Creating partnerships is part of our essence and core to how we operate. This means that, alongside a wealth of experience, schools, care providers, community groups and individuals in Tower Hamlets, Waltham Forest and Essex know us and trust us. This strong base of mutual understanding and respect proved invaluable in allowing us to continue our work, adapting to the changing needs and restrictions of the Covid 19 pandemic. These strong relationships were essential in delivering projects especially when everyone was trying something new and making the best of difficult situations. They also provided an impetus and desire to make things work, despite the challenges.



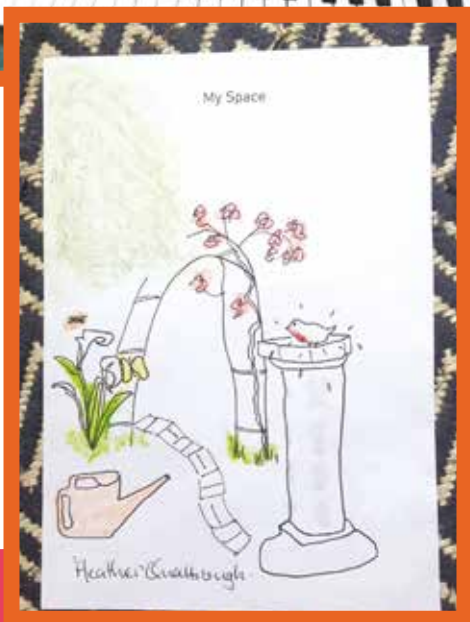
Learning from our regular partners enabled us to forge new partnerships in the current context- even with people we had never met in real life and in places we have never visited. In Waltham Forest we began work in two new care homes (and a third existing partner) for Inside Out 2021. We built on our existing relationship with Essex County Council to create an entirely new project with 8 care homes in the county. During the first phase of these projects Magic Me staff held many conversations with partner staff getting to know them, their situation and their specific challenges, all helping to build the strong relationships needed for the projects' success.



## The Challenge – making it work for everyone involved

Our **Arts & Ages** project is all about connecting local primary school children with residents of local care settings or who are part of local community groups. A big challenge when the whole country is locked down and meetings between any groups restricted. **The View from Here** (our covid response ) met that challenge by creating activities that led to intergenerational exchange and provoked thinking about how other people might be feeling, living, coping.

Our project team also found new ways of tailoring activities to the different needs of partners and individuals including phone calls, zoom calls, posted activity packs and a regular newsletter, *Magic Monthly* that provided news snippets from across the partnerships as well as simple creative fun.



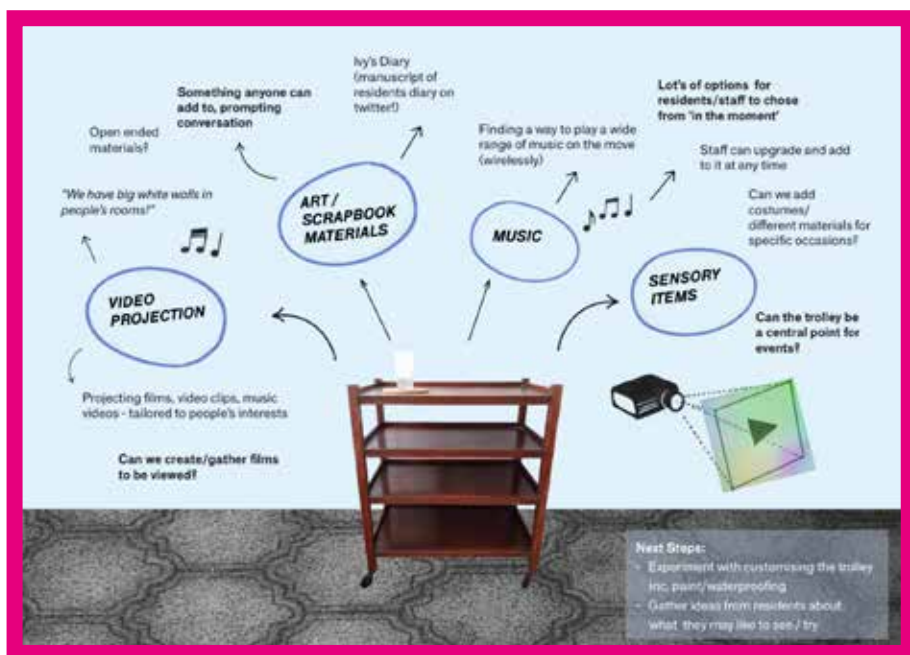
# CONNECTING PEOPLE

Magic Me's tried and tested method has always been to bring people of different generations face to face, with artists, to work together to create new work. Nothing we have learnt from the last year undermines our faith in this way of working. What we have learnt is that the future continues to be uncertain, that it might include further restrictions, further lockdowns and that we can take heart from the ways in which we have been able to bring people together over the past 18 months, and that when face to face meeting isn't possible there are still ways to connect.

All the people we work with have faced difficult challenges. Older participants living independently (whether in extra care schemes, sheltered housing or in their own homes) have faced multiple barriers to getting online. Schools and teachers have also found that digital poverty affects many of their pupils with 1 in 5 children not accessing online teaching at all during lockdown and around 50% having difficulties with access. Care staff have taken on multiple roles and sacrificed much whilst dealing with trauma and grief, and the logistical challenges of residents

having to stay isolated due to infection control measures, but no wifi in individual or communal rooms.

Our work with care homes highlighted the real value of one-to-one conversations and the useful 'excuse' of a creative project to help tease out an individual's personality, their likes and dislikes, their memories and desires. This was particularly valuable with residents who had difficulties with verbal communication where the focussed attention of a one-to-one session meant that their 'voice' was heard.



Getting to know the people we work with is an essential part of the process of setting up a project. Magic Me team members put in many hours, particularly with older independent participants, talking over tea and cake or joining residents' meetings, in order to introduce Magic Me and what we do. Establishing this kind of relationship was hugely beneficial when the Covid 19 pandemic forced a move to remote contact.

***"I recently got the chance to try and play with marbling inks and I watched as the drops wandered and spread and met. I would love that freedom for us all to choose our lives and whatever the future holds for us in the different post Covid world."***

**Participant, *The View From Here.***

## The Challenge of isolation

**Inside Out 2021** built on the work we had been doing with care settings throughout the Covid Pandemic. With care homes still excluding all but family and essential health visitors, the project was designed to connect a creative team of artists on the outside and care professionals on the inside. To make this happen we provided the care professionals with mobile phones with data packages so that they could easily share and communicate with their artist partners. Across all 3 homes a key outcome was increased one-to-one communication between care staff and residents, particularly those isolated in their bedrooms. Equally important was the increased confidence of care staff to deliver creative activities.



# TOGETHER WE CAN MAKE IT HAPPEN



In any crisis good people look for, and find, the best in themselves. This has been true of the Covid 19 pandemic as much as any other challenge we face. Our partners in the teaching and care professions have certainly borne the brunt of the crisis and we can't thank them enough for staying with us, working with us and helping us do our best to enhance the lives of the children, young people and adults they serve.

Our work with care homes during this period has highlighted again the strength and resilience of care staff and their flexibility and responsiveness to new challenges. Even whilst they responded to ever changing guidance around the virus they were still open to trying new ways of bringing creative stimulation into the lives of often isolated residents.

In May 2020 Magic Me adopted the 'Scratch' process, originally developed by BAC, which values experimentation and collaboration – ideal for the ever-changing nature of covid. Scratch puts all participants on an equal footing, whether offering or testing new

ideas, and our partners and communities embraced this approach. Scratch will be part of Magic Me's tool box for the future

Our funders are key partners in any Magic Me activity. They too have had a tough time as lockdown hit and then continued. Communities needed increased funds more quickly and urgently, whilst some funders saw their own investment income fall. We are very grateful for our funders' support and permission to be flexible and to quickly adapt our work to meet current needs. The need for flexibility has also seen funders rethink their funding strategies and develop new ways of working, sparking conversations on how we might better the relationship between funders and charities.

We are particularly indebted to Arts Council England, Paul Hamlyn Foundation and the London Community Foundation who provided covid emergency grants to keep us going and cover the additional costs of covid: IT to get care homes online, time to plan and re-plan as restrictions shifted, emotional support sessions for staff and artists working with people living through difficult times.

## The Challenge – delivering a live event during the pandemic

Our original plan for the second year of **Quality Street** was to build on the success of **Meet The Street** in 2019 when 300+ people gathered at George Mitchell School for a day of celebration. The pandemic made that impossible but the **We Bloom** team of artists found ways to create a live event that could be delivered safely within the tier restrictions at the time. Key to the project's success was the embedding of *Quality Street* in the community with all three artists already involved in the project in some way and working closely with the steering group of local people and partners. Activities were designed to be shared and exchanged and the culminating event in July 2020 allowed children and adults to take part and for a bike cavalcade to travel the streets of Leyton bringing colour and joy to passersby.



# WHERE WE ARE NOW

This report was written in the summer of 2021, restrictions had just been lifted across England but case numbers were soaring. The future looks uncertain even to the most optimistic viewer. What is clear is that Magic Me, and the work we do are needed. The pandemic shone a bright spotlight on the fragility of the adult care system, the result of chronic, long-term underfunding. It also showed how easily the independence and quality of life of older people could be set aside for expediency. School children living in poverty, many on free school meals struggled both to access education but also to get enough food and daily necessities. Primarily the people Magic Me works with in Tower Hamlets, Waltham Forest and Essex are these people.

Since April 2021 we have been developing an Anti-racism Action Plan, employing an external

consultant to ensure we, as a majority white staff team and trustee board, do not overlook or misunderstand changes we need to make. A Cultural Recovery Fund grant from Arts Council England is supporting us in this work of reviewing and building for the next phase.

Despite the lockdown we continued our new Artworks programme funded by the London Borough of Tower Hamlets. Nazifa Yazmin our first trainee successfully completed her placement going on to quickly find work.

Since Spring 2020, we have asked ourselves 3 key questions to set the course of our future work:

- What do our communities need now?
- What can Magic Me offer best, which others can't?
- What will it take to do that well?



*"After leaving secondary school with adequate GCSEs and no desire to be in a classroom again,*

*I found myself dabbling in different things. From working in a nursery, to door-to-door sales and some voluntary charity work, I concluded I was a little lost. I never intended to stumble across this traineeship with Magic Me, as arts didn't really come to mind when looking for a 'real' job but somehow, I crossed paths with exactly what I needed and I find myself wondering how life would've been without Magic Me.*

*I was invited to visit Magic Me's intergenerational workshops to see what it was like, almost like a trial day and it was that day where I truly felt a semblance of a sense of direction, albeit an older people's care home wasn't exactly a place I thought I'd ever look. But there I was in an intergenerational space with a class from Lansbury Lawrence Primary School and residents from Duncan Court, all coming together to create art. However, it wasn't the making of the art, but the sight of seeing two generations who would never in the outside world really mix, interacting and bonding like friends. There was purpose."*  
**Nazifa Yazmin, Artworks**

We have seen two major programmes come to an end in 2021 – **Quality Street** our 2 year project with housing provider L&Q and **Arts & Ages** our schools and communities programme. Both aimed to forge bonds between the school partners and the care and community partners which would continue when Magic Me withdrew. We are already seeing evidence of this happening and encouraging feedback from care home managers and staff also shows that our creative approaches have changed their ways of thinking.

When we discovered that our landlords at Victoria Park Square had sold the building and we would need to find a new office by January 2021, it felt like a challenge too far on top of all that we were doing, but it was a challenge we met and one that has provided exciting new opportunities. Our new base at Pott Street (barely a stone's throw away) is wheelchair accessible, with our own meeting rooms and front door. We can now hold creative and social activities for participants at our home and look forward to welcoming many new people as the future unfolds. We are currently piloting some workshops for small groups, testing how to run these in a time of continuing risk and growth of covid cases. For the autumn/winter 2021 onwards we plan small scale activities which are flexible and can be revised if restrictions continue or return.

Our brilliant Chair of Trustees, Alison Harvie, is stepping down after six years at the helm – we thank her for all she has done to lead us to this point and through this difficult year. With a few other trustees moving on during the year we have had the opportunity to run a recruitment campaign so that from our



October 2021 AGM our board will be more reflective of the communities we serve.

During the year we have welcomed new staff colleagues, some of whom we never met in person, and said goodbye to others. We've marked births, deaths and marriages, festivals and birthdays with on line gatherings and feasts. This period of change and disruption will continue through 2022 at least. After 17 months of the pandemic our current staff and artist team continue to be amazing. We look forward with them to a new phase of challenge and discovery, hand in hand with our communities through 2021/22.

# PROJECTS



## ARTS & AGES / THE VIEW FROM HERE

**Arts & Ages** is our ambitious three year intergenerational arts programme nurturing partnerships between 8 primary schools and 8 groups of older people in Tower Hamlets. Three of these partnerships continued through the pandemic, supported by teachers and partners staff. **The View from Here** was part of that as our adapted response to the Covid 19 pandemic. The aim is to continue building long lasting relationships between schools and older people's venues, even if we are unable to meet in person

**Artists:** Ben Connors, Shepherd Manyika, Lezni Lamide Davies, Liane Harris, Polly Beestone, Mia Harris, Pooja Sitpura, Chuck Blue Lowry, Amanda Mascarenhas, Freya Wynn-Jones

**Partnerships:** Halley Primary School and Coopers Court, Osmani Primary School and Rochester Court, Christ Church Primary School and Toynbee Hall Wellbeing Centre, Lansbury Lawrence Primary School and Duncan Court

**Corporate Partners:** Allen & Overy

**Funders:** Aldgate and Allhallows Foundation, Allen & Overy, Lucas Tooth Trust, The Mercers' Company, The Haberdashers' Company, Gateway Housing Association, Woodroffe Benton Foundation



## ARTISTS RESIDENCIES IN CARE HOMES – ESSEX

Magic Me is supporting four leading arts organisations to work with staff and residents of four care homes across Essex as co-creators and collaborators. **ARCH**, a four year programme from Sept 2019, was interrupted by covid after an initial phase of activities establishing relationships between artists and care homes. An additional grant from Paul Hamlyn Foundation means we can repeat this 'getting to know you' process, with full residencies in 2022. In the meantime artists have experimented with digital contact and zoom dance sessions.

**Arts Partners:** Matthew Bourne's New Adventures, Fevered Sleep, Gecko and curious directive

**Organisational Partners:** Excelcare UK, Anglia Ruskin University, Essex County Council

**Funders:** Paul Hamlyn Foundation

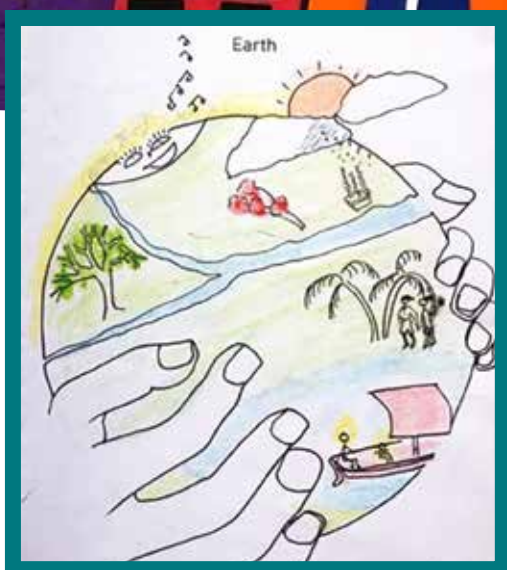
## GENERATION REBELLION

**Generation Rebellion** is an exploration of being an activist. Magic Me brought together students from Mulberry School for Girls with older women from the local community to explore the climate emergency. Following the lockdown of the Covid-19 emergency our aim changed and focused on the creation of a Generation Rebellion Zine.

**Artists:** Sue Mayo and Elsa James

**Partners:** Mulberry School for Girls, Toynbee Hall Wellbeing Centre

**Funders:** Foundation for Future London, Arts Council England, Garfield Weston Foundation, Mulberry School for Girls



## INSIDE OUT 2021

**Inside Out 2021** connected care professionals in three care homes in East London with Magic Me artists. Pooling knowledge, skills and expertise, care professionals and artists worked together to understand the unique challenges care homes face – developing creative interventions and activity to benefit the residents and each home during the pandemic.

### Creative Teams:

Alliston House, Walthamstow, care professionals, Sandra and Agnes, artist, Georgia Akbar

George Mason Lodge, Leytonstone, care professionals, Pat and Maxine, artists, Chuck Blue Lowry with Paula Varjack

Mapleton Road, Chingford, care professionals, Cathy and Linda, artists, Ishwari Bhalerao and Leonie Rousham (known collectively as Kneed)

**Funders:** Players of People's Postcode Lottery, The Rayne Foundation, Wates Foundation, Woodroffe Benton Foundation

**Care Partner:** London Borough of Waltham Forest

## THE AFTER PARTY

After 10 years our **Cocktails in Care Homes** project was due to wrap up by June 2020. The pandemic intervened. The After Party was our response. Instead of live parties we asked party volunteers to share their creativity as a new way of connecting with residents and staff in care homes.

**Artists:** Mia Harris, Kathy Horak-Hallett, Shepherd Manyika, Chuck Blue Lowry

**Care Partners:** Muriel Street, Bankhouse, Silk Court, Westport, Charleston House, Elgin Close, 73 Mildmay, Rose Court, Lennox House, Penfold Court, Queens Oak, George Mason Lodge, Lawnfield House, Lingham Court, 20/26 Mildmay, Roseberry Mansions, Rathmore House, Norton House

**Organisational Partners:** NAPA

**Funders:** Arts Council England National Lottery, Aurum Charitable Trust, Camden Giving, French Huguenot Church of London Charitable Trust, Hammersmith United Charities, Salters' Charitable Foundation, The ExPat Foundation, Westminster Amalgamated Charity, Woodroffe Benton Foundation



# BE PART OF THE MAGIC

One great thing we discovered in this difficult year was the many wonderful ways that people found to support us:

Play Dead London piloted their online murder mysteries for free at the beginning of the pandemic, but asked people to donate to charity – Magic Me was one of the chosen charities.



With mass participation challenge events off the table, people found all sorts of new creative ways to raise funds for us – including our director Susan who ran a mini marathon course in her garden!



Captain Tom was an inspiration to us all but particularly to Helen Keegan and Deborah Mason who took on the Captain Tom 100 Challenge. Helen made 100 sewn items and Deborah completed 100 portraits in 50 hours to raise over £2000 for Magic Me.



People taking part in the Saturday Collagistes workshops and Christmas origami wreath making workshop donated to Magic Me instead of paying the workshop leader.

Kelly created a bold (and important) message t-shirt “Stay at Home” and gave us a proportion of the profits.



Our regular supporters continued to keep giving – some give £10 a month, some £200 – every penny is welcome.

For the Big Give Christmas Challenge a group of supporters created their own Magic Circles of givers – bringing in new supporters and new funds to help us meet our target.

If you'd like to be part of the Magic, whether it's through financial support, corporate support, in-kind donations of materials or expertise, fundraising or simply putting us in touch with others who can help, then please contact Tham at [thamhuyhn@magicme.co.uk](mailto:thamhuyhn@magicme.co.uk)

# THANK YOU

**We would like to say thank you to everyone who has given time, energy and money to Magic Me's work over 2020/21.**

We'd particularly like to say thank you to all of our funders who, without exception, have been generous and flexible, trusting us to use their donations and grants in the best way to support our communities during changing circumstances.

## GRANTS AND DONATIONS

### 2020/21

Aldgate and Allhallows Foundation  
Arts Council England National Lottery  
ARUP  
Aurum Charitable Trust  
Bank of England  
Camden Giving  
Foundation for Future London  
French Huguenot Church of London Charitable Trust  
Garfield Weston Foundation  
Haberdashers' Company  
L&Q Foundation  
London Borough of Tower Hamlets  
London Community Foundation  
Masonic Charitable Foundation  
Monday Charitable Trust  
Neighbourly  
Paul Hamlyn Foundation  
Players of People's Postcode Lottery  
The Goldsmiths' Company Charity  
The Mercers' Company  
The Rayne Foundation  
Wates Foundation  
Woodroffe Benton Foundation



## 2019/20 GRANTS SUPPORTING WORK THIS YEAR

Hammersmith United Charities  
Lucas Tooth Trust  
Salters' Charitable Foundation  
The ExPat Foundation  
Westminster Amalgamated Charity

## NEW GRANTS AND DONATIONS IN 2021/22

Sir Jules Thorn Charitable Trust  
The Charity of Sir Richard Whittington  
Arts Council England: Culture Recovery Fund



# THANK YOU

## FUNDERS 2020-21



ALLEN & OVERY



L&Q Foundation



The London Community Foundation



wates foundation



## FUNDERS 2021-22



## CORPORATE DONORS

ARUP  
Bank of England

## IN KIND SUPPORT

34SP  
Allen & Overy

And thank you to over 150 people who gave one off or regular donations, or fundraised for us.

# OUR FINANCES

This summary is taken from Magic Me's full, independently examined accounts. If you would like a copy, please visit our website [www.magicme.co.uk](http://www.magicme.co.uk) or contact Magic Me on [info@magicme.co.uk](mailto:info@magicme.co.uk)

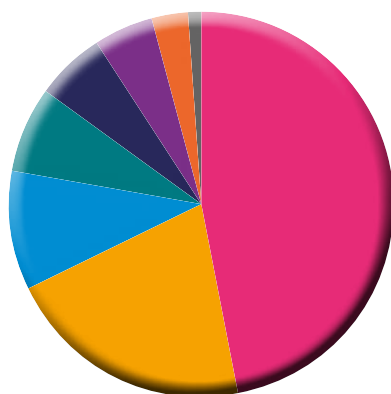
Income during the year 2020/2021 was £479,578. This compares to £410,190 in 2019/20. As you can see in the pie charts, the majority of our Expenditure of £433,321 is on people – the staff, freelance artists and project managers who make our programmes possible - plus project materials and other costs of activities.

The pandemic and need for multiple changes to planned activities, has meant that maintaining

our income and managing our budgets has been tougher than usual during the past year. The generosity of our donors and the ongoing support and flexibility of our funders has enabled us to keep our finances stable. We also benefitted from government support for part-time furloughing of staff during Spring 2021.

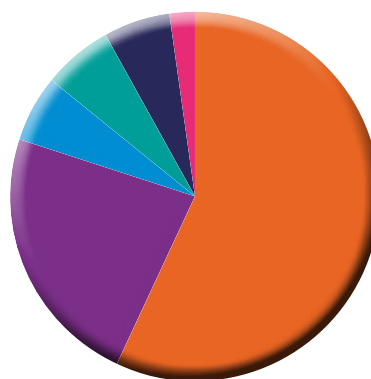
Very little of our income is year on year core funding. Fundraising is ongoing throughout the year to ensure that our income stream matches our plans for the future. We hold a certain amount of money in reserve, to ensure that we can cover unexpected expenses, and are pleased to report that these reserves remain intact, even after such a tough year.

## INCOME 2020/21



<b>Trust &amp; Foundations</b>	<b>47</b>
<b>Lottery Grants</b>	<b>21</b>
<b>Livery Companies</b>	<b>10</b>
<b>Project Partners</b>	<b>7</b>
<b>Local Authority</b>	<b>6</b>
<b>Individual Donations</b>	<b>5</b>
<b>Government Scheme</b>	<b>3</b>
<b>Business Donations</b>	<b>1</b>

## EXPENDITURE 2020/21



<b>Staff salaries and costs</b>	<b>57</b>
<b>Artists and Arts Partners fees</b>	<b>23</b>
<b>Materials, venues, transport, volunteer costs</b>	<b>6</b>
<b>Rent, Office and communications</b>	<b>6</b>
<b>Fundraising</b>	<b>6</b>
<b>Governance including accountancy</b>	<b>2</b>

# OUR TEAM

## CURRENT STAFF

**Susan Langford** Director

**Emily Bird** Schools and Communities Project Co-ordinator

**Catherine Connell** Schools and Communities Project Manager

**Kate Hodson** Programme Director

**Tham Huynh** Fundraising Coordinator

**Deborah Mason** Communications Manager

**Sarah Watson** After Party and Inside Out 2021 Project Manager

## EX STAFF WORKING

## DURING THE YEAR

**Kate Cattell** General Manager

**Nanette Daniels** Director of Finance & Operations

**Phoebe Grudzinskas** Project Manager, Care Homes Support

**Bethany Haynes** Programme Director Parental Leave Cover

**Nazifa Yazmin** Artworks Placement



## TRUSTEES

**Alison Harvie** Chair

**Max Glazer-Munck** Treasurer

**Damian Hebron** Secretary

**Afsana Begum**

**Caroline Gellatly**

**Hazel Gould**

**Aimee O'Malley**

**David Russell**

**Trustees who left in 2020/21**

**Denise Leander**

**Phil Cave**

## THANKS TO

**Anna Dinnen** Consultant

**D.R. ink**

**Photo credits:** Chuck Blue Lowry, Grace White, Elisa Dirosa, Mia Harris, Georgia Akbar, Samia Meah

**Artworks featured by:** Theo Datobhilus, Heather Qualtrough, Kumar, Geoffrey Ogunleye, Hilary Freed, Toynbee Hall & Christ Church Primary School



# **WE REMEMBER**

**Magic Me participants who passed away last year**

**Ken Lee**

**Gittens J Baptiste**

**Barbara Molaya**

**Manny Blankett**

**Shobha Watts**

## **WE ALSO REMEMBER**

**The many other past participants  
who will have passed away in the last 12 months**

**The 29,574 care home residents and the staff  
who have been lost to the Covid 19 virus in 2020/21**

**We send our condolences and regards to their  
families, friends and the staff who so diligently  
cared for them all**

Magic Me is  
food for the soul ...  
You are preparing  
Soul food for  
our hearts



I THINK WE HAD  
OUR BEST LAUGHS  
DURING LOCKDOWN  
WITH SOME OF  
YOUR PROJECTS

Thanks to Allen & Overy LLP for printing this report

**ALLEN & OVERY**

**26 Pott Street, London E2 0EF**

Tel: 020 3222 6064

info@magicme.co.uk

**www.magicme.co.uk**

Registered Charity No. 328331

Charity Registration No. 328331

Company Registration No. 02394189 (England and Wales)

**MAGIC ME**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

# MAGIC ME

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	Afsana Begum Aimee O'Malley Caroline Gellatly Damian Hebron David Russell Hazel Gould Max Glazer-Munck
<b>Secretary</b>	Susan Langford
<b>Charity number</b>	328331
<b>Company number</b>	02394189
<b>Principal address</b>	26 Pott Street London E2 0EF
<b>Registered office</b>	26 Pott Street London E2 0EF
<b>Independent examiner</b>	Richard F Hopper Chinthurst 30 St Stephens Hill Launceston Cornwall PL15 8HN
<b>Bankers</b>	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ

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# MAGIC ME

## CONTENTS

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	<b>Page</b>
Trustees' report	1 - 5
Independent examiner's report	6
Statement of financial activities	7
Balance sheet	8
Notes to the financial statements	9 - 20

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# MAGIC ME

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

---

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

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

### **Objectives and activities**

The charity's objects are the improvement and advancement of the education of children and adults towards a better understanding of ageing and the needs of elderly people, and methods by which those needs may best be met.

### **Public benefit**

Magic Me works for the benefit of the public, both now and for future generations. Research shows that 1 in 3 babies born in the UK in the past decade will live to be 100.

By bringing younger and older people together in shared creative activities we bring enjoyment, improved wellbeing and greater mutual understanding across generations today. Longer term, we support individuals and organisations to imagine different ways of growing older and design the future society we need to build for our ageing population. Our activities, exhibitions and performances challenge both participants and audiences to reconsider ageist expectations and stereotypes which can limit the aspirations and lives of younger and older people.

During the Covid pandemic and lockdowns, Magic Me has served individual participants and our partner groups in new ways: keeping people connected and combatting isolation and loneliness; providing creative activities and projects which offered pleasurable challenge, fun and sense of achievement; supporting partner schools and older people's organisations to maintain their relationships and foster intergenerational exchanges of artworks, messages and hope.

The trustees have referred to the Charity Commission's guidance on public benefit in reviewing the charity's aims and objectives and in planning its future actions.

### **Who used and benefitted from our activities?**

Magic Me benefits people of all ages at many different levels: young and older participants enjoy new opportunities, learn skills and form new friendships; our partners (for example staff in care homes) gain new insights and form deeper and more rewarding relationships with those for whom they care; artists and creative practitioners develop new skills and expertise; and our volunteers gain skills in communicating with older people and form wider connections and social links within their communities.

Magic Me is based in Tower Hamlets, east London, however the activities we deliver and our influence on other people benefit people and communities much more widely.

# MAGIC ME

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

---

During the year 2020/21 Magic Me:

- \* ran arts workshops, projects and events in partnership with more than 29 partner schools, care homes and housing schemes for older people, community, cultural and arts organisations;
- \* involved and directly benefitted 186 older people and 149 children and younger people; supported 60 staff in care homes and housing schemes and 15 teachers and school staff; with the support and involvement of 38 adult volunteers;
- \* posted 867 activity packs to younger and older people; a further 3,250 people were given access to project activities and resources online; Magic Me staff made 430+ phone calls to check in and support older individuals at home;
- \* served people in a total of 8 London Boroughs: Tower Hamlets, Camden, Hammersmith & Fulham, Islington, Lambeth, Southwark, Waltham Forest and Westminster.
- \* continued to support four leading arts organisations: Matthew Bourne's New Adventures, curious directive, Gecko and Fevered Sleep, to maintain relationships with their partner care home communities across Essex in Epping, Maldon, Colchester and Tendring, when Covid paused our Artists Residencies in Care Homes programme;
- \* designed new ways of working at a distance and shared learning about these through: publishing reports and resources on our website; presenting at online conferences for UK arts, heritage and community professionals and at Silver Arts 2020 run by the National Arts Council Singapore.

### **Challenges and new ways of working during 2020/21**

The onset in the UK of the Covid-19 pandemic in late February 2020 and its ongoing impact through 2020/21 and beyond is without doubt the biggest challenge Magic Me and our communities have faced in our 32+ year history. Covid-19 has impacted people of all ages, directly through infection, death and bereavement, and indirectly through the effects of national restrictions. In east London, people from Black, Asian and other minority communities living in poverty and poor housing have been disproportionately affected by covid. Lockdowns and the need for shielding have enormously reduced access to education, everyday community activities and services, and greatly increased social isolation and loneliness.

Throughout the year Magic Me has continued to deliver on our mission as much as possible, adapting our programmes to serve our regular participants and partners at a distance. In April 2020 we reworked all our planned activities and launched *At Home Together*, a series of projects which enabled individuals and groups to continue to meet, to make and to party in new ways, by phone, post or exchanges of artworks and online.

The impact of covid on care homes for older people has been particularly hard, with high infection and mortality rates. Residents have lived in lockdown for months at a time with no visits allowed from family and friends. Many homes lacked wifi or digital equipment, so Magic Me raised funds to buy mobile phones, tablets and data packages for care homes so that staff could more easily communicate with our project artists, staff and volunteers, and to link older people into conversations, online resources and activities on zoom.

Throughout the year Magic Me staff and artists have worked closely with our partners. Unable to go into classrooms or care homes, artists have led activities from the outside -- posted activity parcels, workshops on zoom -- with teachers and activities organisers co-leading inside the room with pupils or residents. Despite the many frustrations of remote working, we have developed new levels of trust and co-operation with our partners, which are enabling us in summer 2021 to plan future activities as restrictions ease.

**More details of our activities** and their impact are given in our Annual Report 2020/21. This will be available online at [www.magicme.co.uk](http://www.magicme.co.uk) following our AGM in October 2021 and in printed format on request from our office, [info@magicme.co.uk](mailto:info@magicme.co.uk) or 020 3222 6064.

# MAGIC ME

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

---

### Financial Report

The financial transactions of the charity during the year and the position at the end of the year are set out in the attached accounts.

Income during the year 2020/21 was £479,578 compared with £410,190 in 2019/20.

Total expenditure in 2020/21 was £433,321, a slight decrease from £452,459 in the previous year. This reflects reduced costs for activity room rental and materials, as face-to-face project work stopped, and the negotiation of a rent-free first quarter following our move to a new office in January 2021, thanks to our new landlords Bethnal Green Meeting House.

Over the past few years our Board of Trustees and senior staff have worked hard to increase our financial stability and be further ahead with our fundraising, in order to plan future project work with confidence. Magic Me thus started April 2020 in a strong financial position with some 80% of 2020/21 income already confirmed. When all of our plans and budgets had to be reworked we therefore had a strong base from which to build. Staff worked tirelessly to juggle multiple funding strands to best effect and all experienced periods of part-time furlough during Spring 2021 as budgets shrank.

We are indebted to our many funders and supporters who, without exception, trusted us to spend their grants and donations in new ways to best support our communities. Their flexibility and partnership approach enabled us to move quickly and with confidence in very difficult times.

Our income included an additional grant of £110,000 from Paul Hamlyn Foundation to support our core costs and fund a further interim year of activity by Magic Me and our many Artists in Residencies in Care Homes project partners in Essex. Paused by covid during 2020, activity has restarted and the project will now run until 2024. We are also very grateful for special grants to cover additional covid-related costs from Arts Council England, London Community Foundation and the players of the People's Postcode Lottery.

Magic Me receives no core public subsidy and we are enormously grateful for the very generous support received from numerous trusts and foundations, livery companies, lotteries, businesses, individual supporters and the Friends of Magic Me -- without which our work would not be possible. Details of grants are given below and in the Annual Report.

### Reserves policy and position

The trustees aim to keep a balance in free reserves equal to at least three months' core and project expenditure, so as to enable the charity to continue to operate in the short term in the event of unexpected delays in the receipt of income or unexpected expenditure, and to enable a well-managed wind-up of the charity should that ever become necessary. The target reserve level will change over time and is reviewed quarterly by the Finance, Audit and Risk Sub-Committee.

With budgeted expenditure for 2021/22 standing at £565,027 this figure is currently calculated at £141,257. The current total of unrestricted funds of £49,137 is therefore short of the target level. Given increased community need due to covid and rising demand for charitable funds, fundraising will remain challenging in the current and future years. Given the uncertain outlook we will continue to aim for a surplus budget in 2021/22 to increase our reserves. At the time of writing, in August 2021, we have already secured £31,600 specifically to increase our reserves, part of a larger Cultural Recovery Fund grant from Arts Council England.

The cash position at 31 March 2021 was healthy, with £224,499 cash in hand and total net assets of £162,428.

# **MAGIC ME**

## **TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)**

### **FOR THE YEAR ENDED 31 MARCH 2021**

---

#### **Risk Review and Management**

The trustees have reviewed during the year the major risks to which the charity is exposed. They have looked at existing risk and further control measures required and the process by which Trustees are kept up to date about these risks. These risks have been classified under the headings set out below, with some of the key actions taken to mitigate them.

**Governance risk:** to continue to ensure that: the trustees have the relevant skills, commitment and capacity to govern Magic Me to enable the charity to be the best that it can be, steadfastly focused on achieving its vision, mission and purpose, so as to transform the lives of the beneficiaries whom we serve.

**Operational risk:** to continue to ensure that: Policies and Procedures including those for Safeguarding of Children and Vulnerable Adults, Health & Safety and Equality, Diversity and Inclusion are in line with current best practice and implemented; appropriate systems for contracting, managing and supervising all staff and freelance artists and workers, and for working with volunteers are in operation; clear written agreements of roles and responsibilities are negotiated and signed with project partners.

**Financial risk:** to continue to ensure: good forward financial planning, fundraising and cashflow awareness; the maintaining of a suitable reserves policy aiming to build up a reserve of at least three months' running costs

**Regulatory and external risk:** to continue to ensure: best practice is followed regarding employment practices and the policies noted under operational risk; compliance with relevant legislation regarding charities and companies including GDPR ; to remain alert to the changing context within the many sectors in which Magic Me operates.

**Reputational risk:** to continue to build on the charity's reputation for best practice and to develop good working relationships with partners, for example schools, care providers, funders.

**Commitment to Anti-Racism:** during the past year the trustees and the director have publicly recognised that Magic Me is a majority white organisation, in terms of trustees, staff and artists, working with many Black, Asian and other minoritised people in east London communities. Not addressing this situation would be wrong and also brings regulatory, operational and reputational risks, not least the risk of no longer being relevant to the local communities we wish to serve. We have committed to becoming an anti-racist organisation and are working in summer 2021 with a consultant to create an Anti-Racism Action Plan for this and future years.

**Covid-19:** Since March 2020 risks relating to Covid-19 and its impact have been added to our Risk Register with plans made to mitigate these as far as possible. New guidelines for staff, freelancers and volunteers have been put in place and are regularly reviewed and updated in relation to changing government advice or legislation and emerging best practice. Financial and governance risks relating to a changed funding landscape, economic downturn, remote working and potential for illness of key people are also under regular review.

# MAGIC ME

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

---

### Structure, governance and management

Magic Me is a company limited by guarantee (no. 2394189) formed on 12 June 1989 and is registered as a charity (no. 328331).

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

Afsana Begum

Denise Leander

(Resigned 13 October 2020)

Aimee O'Malley

Caroline Gellatly

Damian Hebron

David Russell

Alison Harvie

Hazel Gould

Max Glazer-Munck

Philip Cave

(Resigned 13 October 2020)

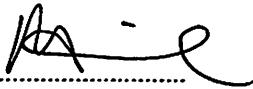
None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The charity is run by a board of directors/trustees which meets every three months. Through three sub-committees (Finance Audit and Risk, Fundraising and HR) the trustees also oversee key aspects of the charity's operations. The day-to-day management of the organisation is delegated to the Director who leads the delivery of activities and projects with a team of other employees, professional artists and numerous volunteers.

### Asset cover for funds

The notes to the accounts set out the assets attributable to the various funds and a description of the trusts. These assets are sufficient to meet the charity's obligations on a fund-by-fund basis.

The trustees' report was approved by the Board of Trustees.



.....  
Alison Harvie

Trustee

Dated: ..... 29/11/21 .....

# MAGIC ME

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAGIC ME

---

I report to the trustees on my examination of the financial statements of Magic Me (the charity) for the year ended 31 March 2021.

### Responsibilities and basis of report

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

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

### Independent examiner's statement

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

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

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

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



Richard F Hopper

Chartered Accountant

Chinthurst  
30 St Stephens Hill  
Launceston  
Cornwall  
PL15 8HN

Dated: 1 December 2021

# MAGIC ME

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2021

	Notes	Unrestricted funds £	Restricted funds £	Total 2021 £	Total 2020 £
<b><u>Income and endowments from:</u></b>					
Donations and grants	3	73,632	404,450	478,082	406,933
Other trading activities	4	31	-	31	31
Investments	5	104	-	104	776
Other income	6	1,361	-	1,361	2,450
<b>Total income</b>		<b>75,128</b>	<b>404,450</b>	<b>479,578</b>	<b>410,190</b>
<b><u>Expenditure on:</u></b>					
Raising funds	7	25,465	-	25,465	19,302
Charitable activities	8	52,428	355,428	407,856	433,157
<b>Total resources expended</b>		<b>77,893</b>	<b>355,428</b>	<b>433,321</b>	<b>452,459</b>
<b>Net (expenditure)/income for the year/ Net movement in funds</b>		<b>(2,765)</b>	<b>49,022</b>	<b>46,257</b>	<b>(42,269)</b>
Fund balances at 1 April 2020		51,902	64,269	116,171	158,440
<b>Fund balances at 31 March 2021</b>		<b>49,137</b>	<b>113,291</b>	<b>162,428</b>	<b>116,171</b>

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

All income and expenditure derive from continuing activities.

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

# MAGIC ME

## BALANCE SHEET

AS AT 31 MARCH 2021

	Notes	2021 £	£	2020 £	£
<b>Fixed assets</b>					
Tangible assets	12		2,234		4,461
<b>Current assets</b>					
Debtors	13	44,859		12,476	
Cash at bank and in hand		224,499		240,940	
		<u>269,358</u>		<u>253,416</u>	
<b>Creditors: amounts falling due within one year</b>	14	(109,164)		(141,706)	
Net current assets			160,194		111,710
<b>Total assets less current liabilities</b>			<u>162,428</u>		<u>116,171</u>
<b>Income funds</b>					
Restricted funds	17		113,291		64,269
<u>Unrestricted funds</u>					
Designated funds	18	16,217		17,695	
General unrestricted funds		32,920		34,207	
		<u>49,137</u>		<u>51,902</u>	
			<u>162,428</u>		<u>116,171</u>

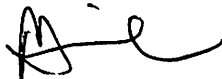
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2021.

The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

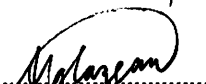
The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

The financial statements were approved by the Trustees on 20/11/21

  
.....

Alison Harvie  
Trustee

  
.....

Max Glazer-Munck  
Trustee

Company Registration No. 02394189

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 MARCH 2021

---

#### 1 Accounting policies

##### Charity information

Magic Me is a private company limited by guarantee incorporated in England and Wales. The registered office is 26 Pott Street, London, E2 0EF.

##### 1.1 Accounting convention

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

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

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

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

##### 1.2 Going concern

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

##### 1.3 Charitable funds

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

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

##### 1.4 Incoming resources

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

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

##### 1.5 Resources expended

Expenditure is charged in the accounts at the time when a liability to make payment is incurred.

# MAGIC ME

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

---

### 1 Accounting policies (Continued)

#### 1.6 Tangible fixed assets

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

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

Fixtures, fittings & equipment	25% p.a. on cost
IT equipment & website	25% - 33.33% p.a. on cost

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

#### 1.7 Impairment of fixed assets

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

#### 1.8 Cash and cash equivalents

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

#### 1.9 Financial instruments

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

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

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

#### **Basic financial assets**

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

# MAGIC ME

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

---

### 1 Accounting policies

(Continued)

#### ***Basic financial liabilities***

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

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

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

#### ***Derecognition of financial liabilities***

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

#### 1.10 Retirement benefits

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

### 2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

# MAGIC ME

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

### 3 Donations and grants

	Unrestricted funds	Restricted funds	Total 2021	Total 2020
	£	£	£	£
Donations and gifts	16,893	-	16,893	26,465
Grants income	56,739	404,450	461,189	380,468
	<u>73,632</u>	<u>404,450</u>	<u>478,082</u>	<u>406,933</u>
<b>For the year ended 31 March 2020</b>	<u>55,982</u>	<u>350,951</u>		<u>406,933</u>

The trustees acknowledge with thanks grant and donation income from many funders and supporters within the public, private and voluntary sectors, including the following of £1,000 or more:

£110,000	Paul Hamlyn Foundation
£79,550	National Lottery through Arts Council England
£30,500	L&Q Foundation
£27,596	London Borough of Tower Hamlets
£25,000	The Mercers' Company
£20,000	Aldgate and Allhallows Foundation
£20,000	Aurum Charitable Trust
£20,000	The Goldsmiths' Company Charity
£20,000	Supported by players of the People's Postcode Lottery
£20,000	The Rayne Foundation
£18,000	Garfield Weston Foundation
£10,000	Anonymous
£10,000	Anonymous
£8,636	Wates Foundation
£6,381	London Community Foundation
£5,000	French Huguenot Church of London Charitable Trust
£5,000	Haberdashers' Company
£5,000	Masonic Charitable Foundation
£3,000	Allen & Overy
£3,000	Woodroffe Benton Foundation
£2,400	Anonymous
£2,000	Bank of England
£2,000	Gateway Housing
£1,848	Foundation for Future London
£1,500	Monday Charitable Trust

We also acknowledge financial contributions from 152 other individuals who gave regular or one-off contributions during the year totalling of £11,374, and £15,327 central government Coronavirus Job Retention Scheme funding.

# MAGIC ME

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

### 4 Other trading activities

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Sale of books etc.	31	31

### 5 Investments

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Interest receivable	104	776

### 6 Other income

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Other income	1,361	2,450

Other income comprises fees earned from the provision of training and consultancy services.

### 7 Raising funds

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
<u>Costs of generating grants and donations</u>		
Fundraising expenses	-	2,403
Staff costs	25,465	16,899
Costs of generating grants and donations	25,465	19,302
	25,465	19,302

# MAGIC ME

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

### 8 Charitable activities

	Inter- genera- tional activities £	Training and developmt activities £	Total 2021 £	Total 2020 £
Staff costs	183,655	-	183,655	223,342
Depreciation and impairment	2,227	-	2,227	2,440
Artists' fees, materials and other direct project costs	159,275	-	159,275	143,106
	<u>345,157</u>	<u>-</u>	<u>345,157</u>	<u>368,888</u>
Share of support costs (see note 9)	60,477	-	60,477	61,576
Share of governance costs (see note 9)	2,222	-	2,222	2,693
	<u>407,856</u>	<u>-</u>	<u>407,856</u>	<u>433,157</u>
<b>Analysis by fund</b>				
Unrestricted funds	52,428	-	52,428	
Restricted funds	355,428	-	355,428	
	<u>407,856</u>	<u>-</u>	<u>407,856</u>	
<b>For the year ended 31 March 2020</b>				
Unrestricted funds	25,624	23,037		48,661
Restricted funds	384,496	-		384,496
	<u>410,120</u>	<u>23,037</u>		<u>433,157</u>

# MAGIC ME

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

### 9 Support costs

	Support costs	Governance costs	2021	Support costs	Governance costs	2020
	£	£	£	£	£	£
Staff costs	23,078	-	23,078	21,140	-	21,140
Premises and insurance costs etc.	16,751	-	16,751	23,033	-	23,033
Administrative expenses	20,648	-	20,648	17,403	-	17,403
Accountancy	-	1,008	1,008	-	1,008	1,008
Trustees expenses	-	-	-	-	185	185
Annual Report and AGM	-	1,214	1,214	-	1,500	1,500
	<u>60,477</u>	<u>2,222</u>	<u>62,699</u>	<u>61,576</u>	<u>2,693</u>	<u>64,269</u>

Governance costs includes payments to the independent examiner of £1,008 (2020- £1,008) for independent examination and accountancy fees.

### 10 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, and none of them were reimbursed any expenses (2020- none were reimbursed).

### 11 Employees

#### Number of employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Project work	7	7
Administration	1	1
Fundraising	1	1
	<u>9</u>	<u>9</u>

#### Employment costs

	2021 £	2020 £
Salaries	212,122	236,741
Social security costs	15,278	19,257
Other pension costs	4,798	5,383
	<u>232,198</u>	<u>261,381</u>

There were no employees whose annual remuneration was £60,000 or more.

# MAGIC ME

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

### 12 Tangible fixed assets

	Fixtures, fittings & equipment £	IT equipment & website £	Total £
<b>Cost</b>			
At 1 April 2020	1,173	15,731	16,904
At 31 March 2021	<u>1,173</u>	<u>15,731</u>	<u>16,904</u>
<b>Depreciation and impairment</b>			
At 1 April 2020	1,173	11,270	12,443
Depreciation charged in the year	-	2,227	2,227
At 31 March 2021	<u>1,173</u>	<u>13,497</u>	<u>14,670</u>
<b>Carrying amount</b>			
At 31 March 2021	<u>-</u>	<u>2,234</u>	<u>2,234</u>
At 31 March 2020	<u>-</u>	<u>4,461</u>	<u>4,461</u>

### 13 Debtors

	2021 £	2020 £
<b>Amounts falling due within one year:</b>		
Trade debtors	30,500	7,991
Other debtors	8,633	1,588
Prepayments and accrued income	5,726	2,897
	<u>44,859</u>	<u>12,476</u>

### 14 Creditors: amounts falling due within one year

	Notes	2021 £	2020 £
Deferred income	15	102,000	130,000
Other creditors		3,600	9,025
Accruals expenses		3,564	2,681
		<u>109,164</u>	<u>141,706</u>

### 15 Deferred income

	2021 £	2020 £
Other deferred income	<u>102,000</u>	<u>130,000</u>

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) *FOR THE YEAR ENDED 31 MARCH 2021*

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### 16 Retirement benefit schemes

#### **Defined contribution schemes**

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

The charge to profit or loss in respect of defined contribution schemes was £4,798 (2020 : £5,383).

# MAGIC ME

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

### 17 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds			
	Balance at 1 April 2019 £	Incoming resources £	Resources expended £	Balance at 1 April 2020 £	Incoming resources £	Resources expended £	Balance at 31 March 2021 £
Cocktails in Care Homes	24,014	82,408	(84,702)	21,720	20,918	(42,638)	-
Arts and Ages	26,046	71,145	(95,563)	1,628	61,000	(44,483)	18,145
Artists Residencies	-	85,000	(69,779)	15,221	110,000	(121,166)	4,055
In My Name	2,865	1,500	(4,365)	-	-	-	-
Players of the People's Postcode Lottery	4,115	29,400	(33,515)	-	10,000	(10,000)	-
Quality Street	32,369	40,600	(62,587)	10,382	30,500	(40,882)	-
Artworks	-	13,798	(6,885)	6,913	27,597	(21,623)	12,887
Generation Rebellion	-	9,000	(9,000)	-	64,418	(20,863)	43,555
Inside Out	-	18,100	(18,100)	-	38,636	(8,987)	29,649
Essex Youth projects	5,000	-	-	5,000	-	-	5,000
At Home (Covid relief)	3,405	-	-	3,405	-	(3,405)	-
	-	-	-	-	41,381	(41,381)	-
	<u>97,814</u>	<u>350,951</u>	<u>(384,496)</u>	<u>64,269</u>	<u>404,450</u>	<u>(355,428)</u>	<u>113,291</u>

# MAGIC ME

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

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### 17 Restricted funds

(Continued)

The restricted funds are held for the following purposes:

#### Cocktails in Care Homes

Programme of monthly evening parties for older residents of care homes with trained adult volunteers, providing friendship, fun and new relationships.

#### Artist Residencies in Care Homes

Artist Residencies in Care Homes pairs four leading companies to work with four care homes across Essex, introducing dance, virtual reality, immersive theatre and other forms, challenging the arts and care sectors to raise expectations of what older people will enjoy and understand

#### Arts & Ages

A three-year intergenerational arts programme nurturing partnerships between 8 primary schools and 8 groups of older people in Tower Hamlets.

#### Artworks

A four-year project to provide placements, supporting Tower Hamlets residents to pursue careers in the arts, focused on those who currently face barriers e.g. Black and Asian people and those from working-class backgrounds.

#### At Home Together

The At Home Together programme was our response to Covid-19, to find new ways to meet, to make and to party, at a distance. We offered a mixture of remote, physical and creative activities which encouraged interaction between people while relieving social isolation and loneliness.

#### Generation Rebellion

A two-year project with younger and older women exploring the role of the arts and intergenerational activism in relation to the Climate Emergency

#### Inside Out 2021

Inside Out paired three care homes with artists, working together to design, explore and experiment with new creative activities and approaches around a central question the would benefit each care home.

#### Quality Street

A two-year programme funded by the L&Q Foundation bringing three generations of residents together in Leyton.

#### Youth Projects

To support Magic Me's work, specifically benefitting young people in the UK.

#### Essex Care Homes

To support Magic Me's work in care homes across Essex.

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2021

#### 18 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 April 2019	Utilised as designated	Balance at 1 April 2020	Utilised as designated	Balance at 31 March 2021
	£	£	£	£	£
Development	23,037	(23,037)	-	-	-
Staff cover	8,000	-	8,000	-	8,000
Training	2,695	-	2,695	-	2,695
Office renovations	4,000	-	4,000	(1,478)	2,522
Equipment	1,000	-	1,000	-	1,000
Safeguarding	2,000	-	2,000	-	2,000
	<u>40,732</u>	<u>(23,037)</u>	<u>17,695</u>	<u>(1,478)</u>	<u>16,217</u>

#### 19 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Fund balances at 31 March 2021 are represented by:						
Tangible assets	2,234	-	2,234	4,461	-	4,461
Current assets/ (liabilities)	46,903	113,291	160,194	47,441	64,269	111,710
	<u>49,137</u>	<u>113,291</u>	<u>162,428</u>	<u>51,902</u>	<u>64,269</u>	<u>116,171</u>

#### 20 Related party transactions

A fee of £1,500 was paid during the year to the husband of the Company Secretary and full-time director Susan Langford for financial consultancy work. The trustees agreed the work and amount of fee in advance and are satisfied that there was no conflict of interest in this matter. There were no disclosable related party transactions in the previous year.