

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

Thankyou for  
the message  
God Bless  
Steve

SYBIL  
It's been lovely  
having you  
visit, we would  
love to have  
You come back!

# 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.**

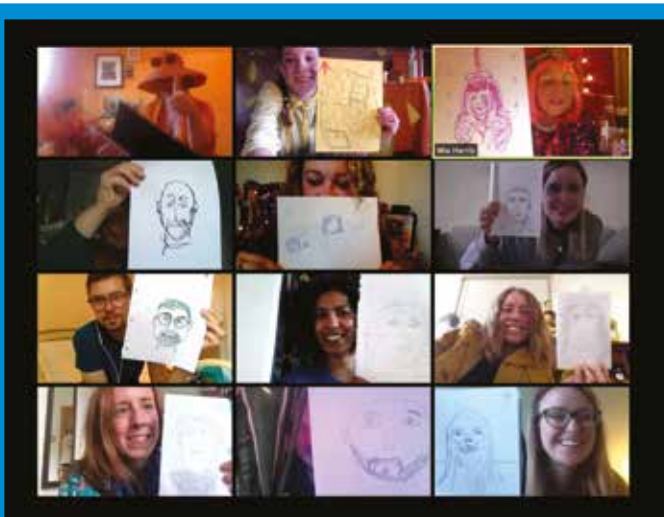
Participants enjoyed projects that focussed on an imagined reality, or a dream scenario, because everyone can dream.



***"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.

**396  
attendees  
at events**

**930  
people  
from wider  
community**

**534  
digital  
audiences**





***"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

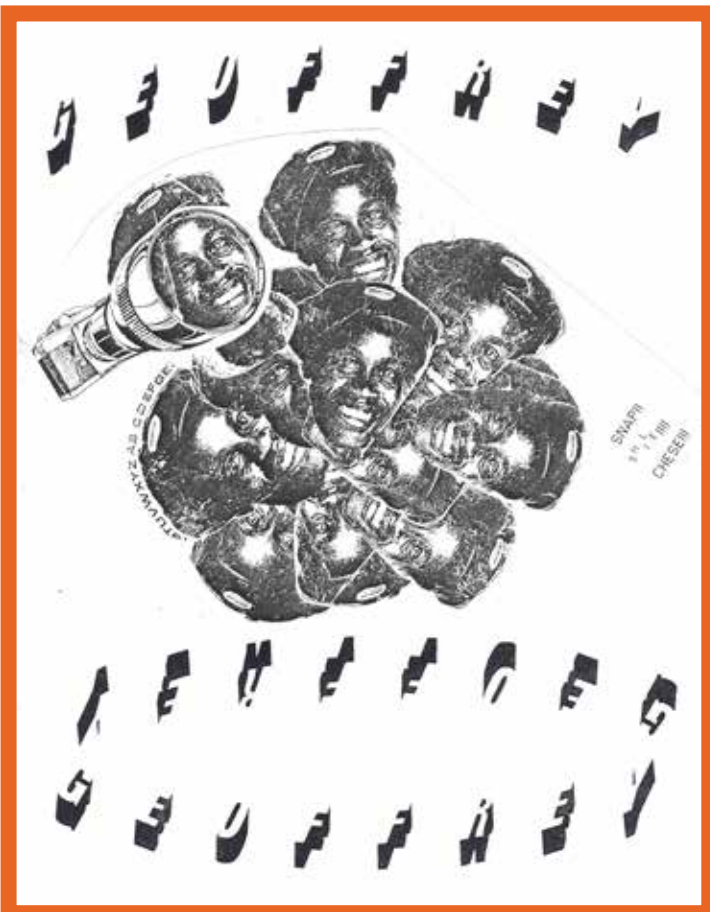
**48%** of younger participants felt 'connected' to their community and/or said their relationship with the older people was significant to them.

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.



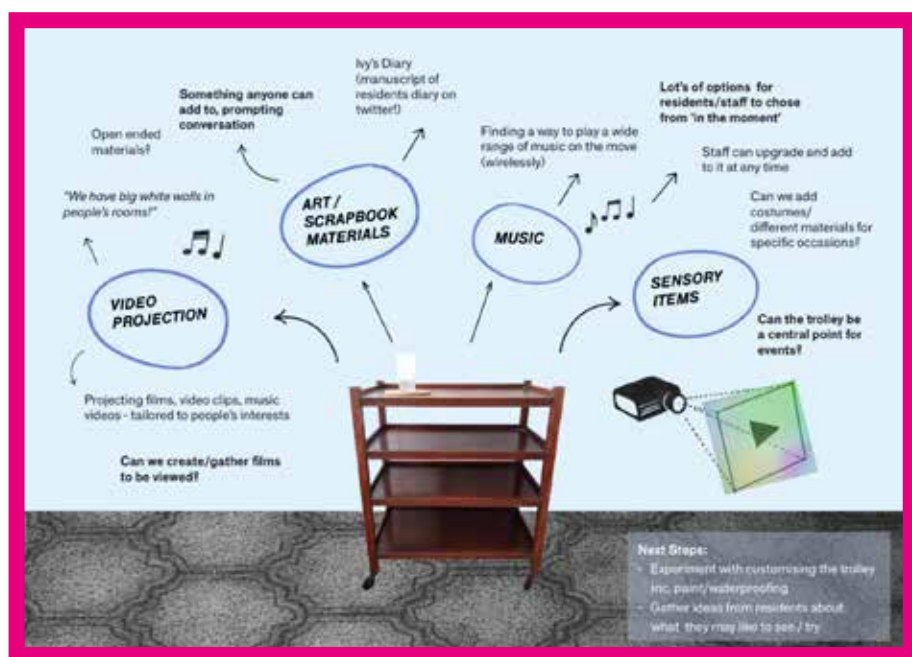
# CONNECTING PEOPLE

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, Lehani 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





## 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

## 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



# 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



## 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)

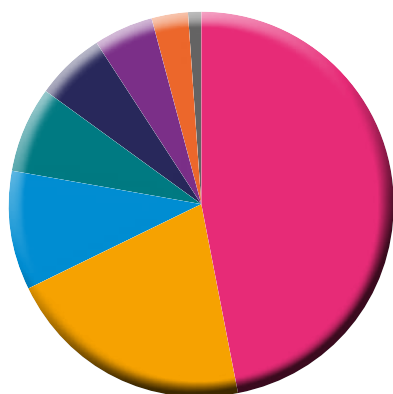
Income during the year 2020/2021 was £479,578. This compares to £410,190 in 2019/20. As you can see in the pie charts, the majority of our Expenditure of £433,321 is on people – the staff, freelance artists and project managers who make our programmes possible - plus project materials and other costs 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.

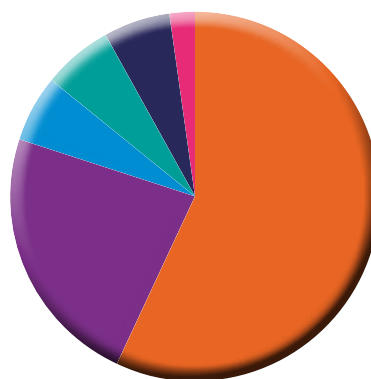
Very little of our income is year on year core funding. Fundraising is ongoing throughout the year to ensure that our income stream matches our plans for the future. We hold a certain amount of money in reserve, to ensure that we can cover unexpected expenses, and are pleased to report that these reserves remain intact, even after such a tough year.

## INCOME 2020/21



Trust & Foundations	47
Lottery Grants	21
Livery Companies	10
Project Partners	7
Local Authority	6
Individual Donations	5
Government Scheme	3
Business Donations	1

## EXPENDITURE 2020/21



Staff salaries and costs	57
Artists and Arts Partners fees	23
Materials, venues, transport, volunteer costs	6
Rent, Office and communications	6
Fundraising	6
Governance including accountancy	2

# 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 Diosa, 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](mailto:info@magicme.co.uk)

**[www.magicme.co.uk](http://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

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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)

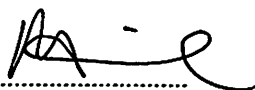
None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

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	<u>(109,164)</u>		<u>(141,706)</u>	
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		<u>32,920</u>		<u>34,207</u>	
			49,137		51,902
			<u>162,428</u>		<u>116,171</u>

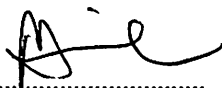
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2021.

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 22/11/21



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	1,173	15,731	16,904
<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	1,173	13,497	14,670
<b>Carrying amount</b>			
At 31 March 2021	-	2,234	2,234
At 31 March 2020	-	4,461	4,461

### 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
	44,859	12,476

### 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
		109,164	141,706

### 15 Deferred income

	2021 £	2020 £
Other deferred income	102,000	130,000

# 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	5,000	-	-	5,000	-	-	5,000
Youth projects	3,405	-	-	3,405	-	(3,405)	-
At Home (Covid relief)	-	-	-	-	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 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 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.