



# 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

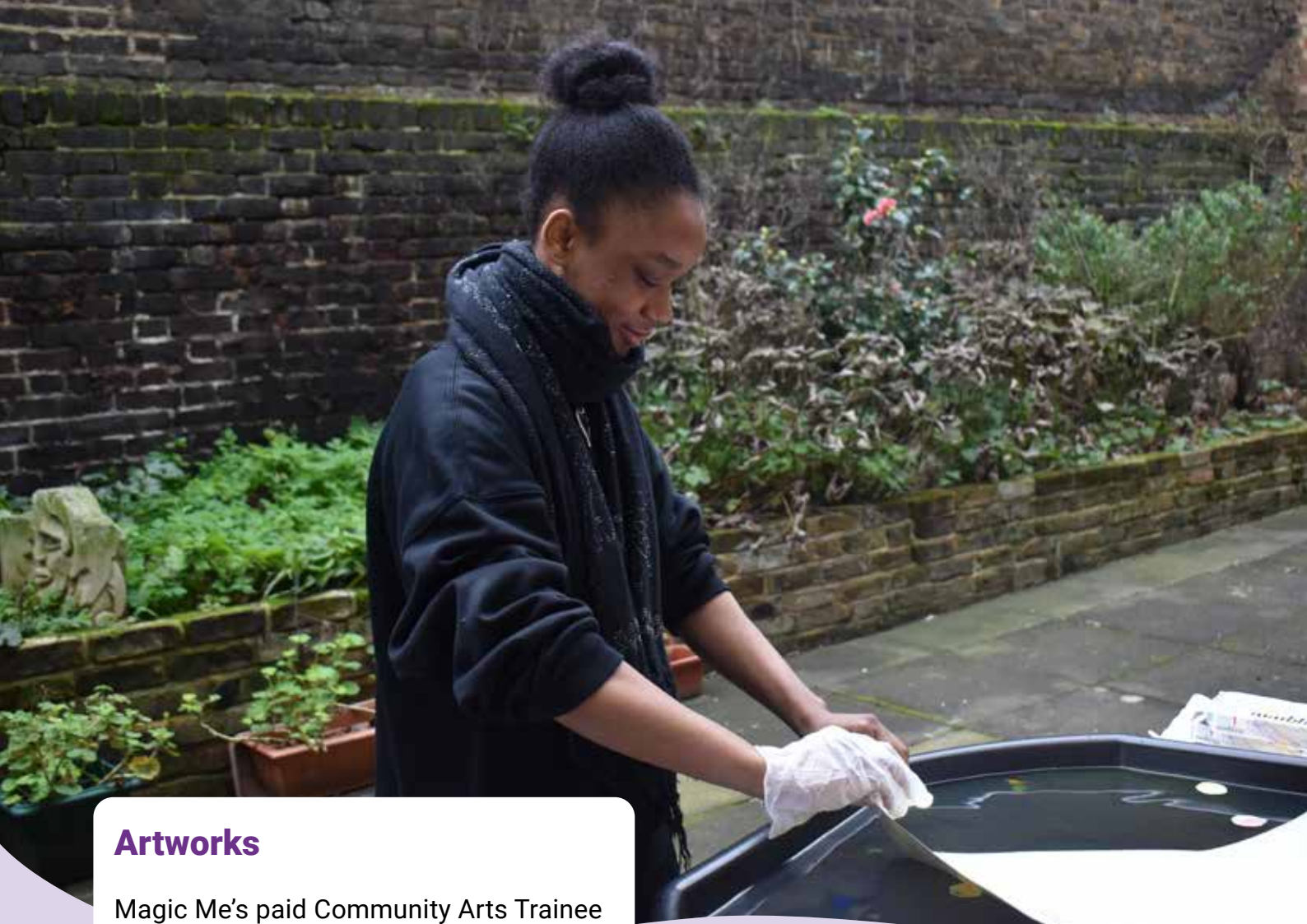
**Freelance specialist:** Sue Mayo

**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

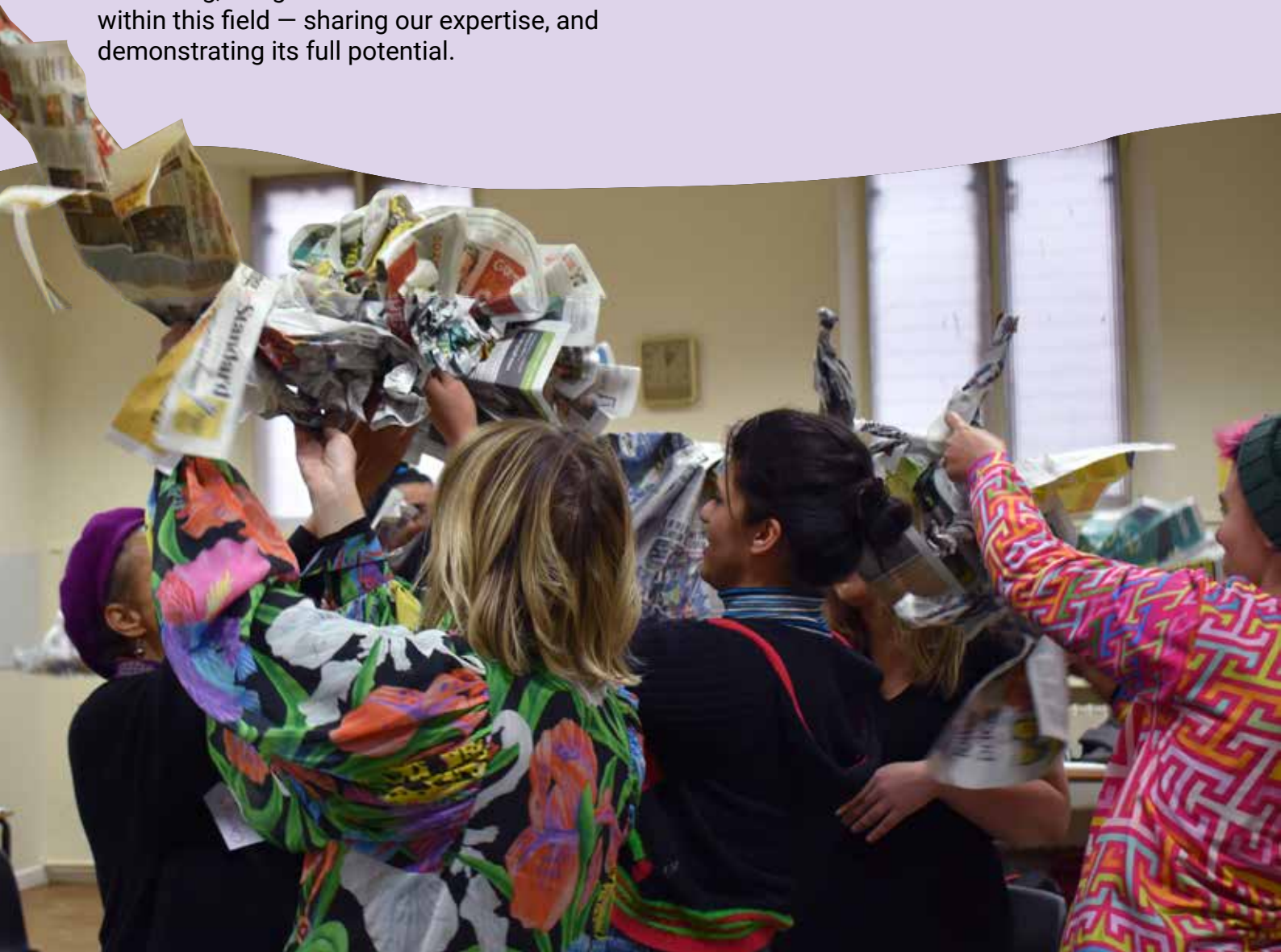
# LEADERSHIP & ACTIVISM

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.





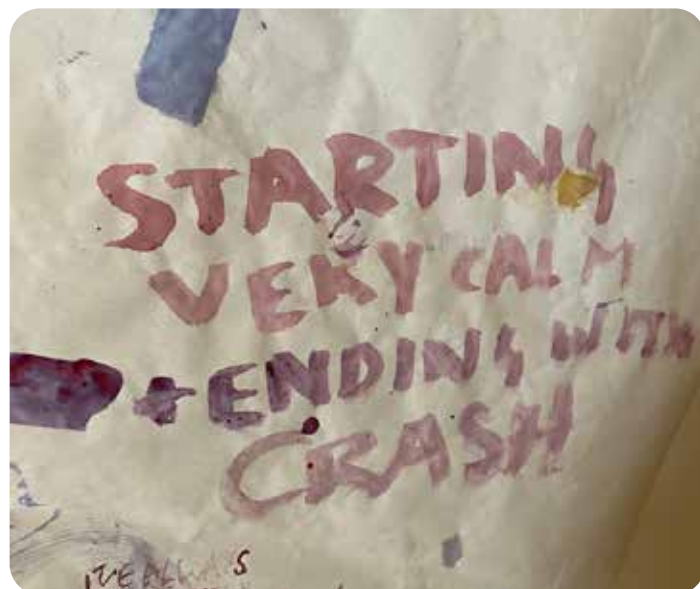


## Artists & Practice

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**



**Paul Hamlyn  
Foundation**



**The Rayne  
Foundation**



**THE  
MERCERS'  
COMPANY**  
Traders to the Clergy of St Richard Whittington



**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)

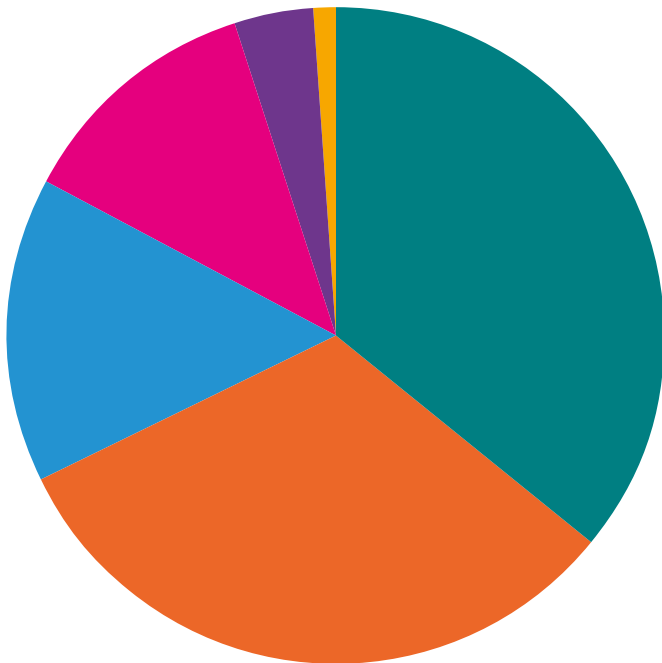


# Our Finances

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.

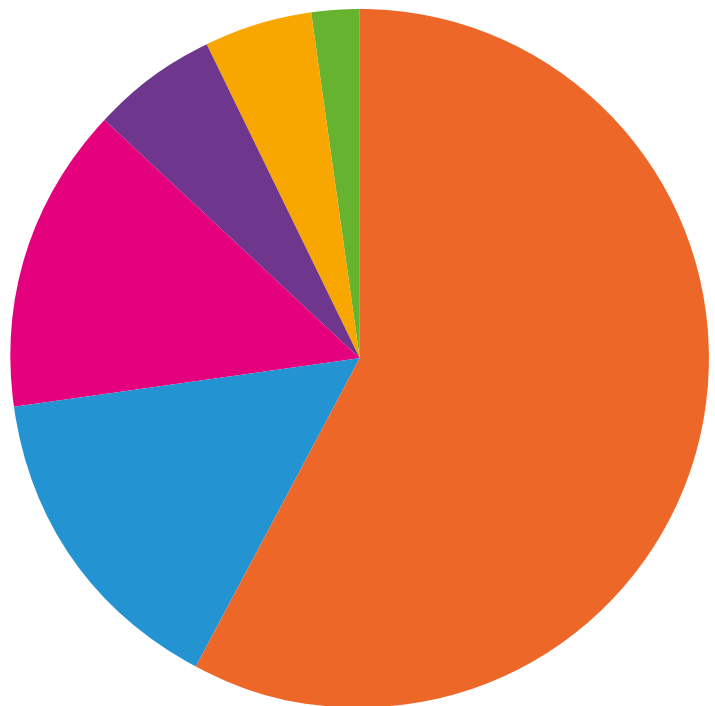
Income during the year 2023/4 was £435,978. As you can see from the pie charts, the majority of our expenditure of £413,798 is on people – the staff and freelance artists who make our programmes possible.

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

[www.magicme.co.uk](http://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>	<p>Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:</p> <table><tr><td>Yaa Adansi-Pipim</td><td></td></tr><tr><td>Afsana Begum</td><td>resigned 21 June 2023</td></tr><tr><td>Hugh Blacklock</td><td></td></tr><tr><td>Harriet Cheng</td><td></td></tr><tr><td>Hazel Gould</td><td>resigned 1 October 2023</td></tr><tr><td>Damian Hebron</td><td>resigned 1 October 2023</td></tr><tr><td>Louisa Joseph</td><td></td></tr><tr><td>Jimena Meza Mitcher</td><td></td></tr><tr><td>Dominique Moore</td><td></td></tr><tr><td>Thomas Nowacki</td><td></td></tr><tr><td>David Russell</td><td></td></tr></table>	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	
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Jimena Meza Mitcher																							
Dominique Moore																							
Thomas Nowacki																							
David Russell																							
<b>Company secretary</b>	<table><tr><td>Ben Butcher</td><td>appointed 17 June 2024</td></tr><tr><td>Susan Langford</td><td></td></tr></table>	Ben Butcher	appointed 17 June 2024	Susan Langford																			
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 benefited 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**

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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**

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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**

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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 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**

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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: 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>	<u><b>435,978</b></u>	<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>	<u><b>357,279</b></u>	<u>293,600</u>
<b>Total expenditure</b>	6	<u>211,316</u>	<u>202,482</u>	<u><b>413,798</b></u>	<u>342,713</u>
<b>Net expenditure and net movement in funds</b>	7	<u>(7,573)</u>	<u>29,753</u>	<u><b>22,180</b></u>	<u>(70,621)</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>45,923</u>	<u>95,145</u>	<u><b>141,068</b></u>	<u>211,689</u>
<b>Total funds carried forward</b>		<u><u>38,350</u></u>	<u><u>124,898</u></u>	<u><u><b>163,248</b></u></u>	<u><u>141,068</u></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><b>160,720</b></u>	<u>137,476</u>
<b>Net assets</b>	13		<u><u><b>163,248</b></u></u>	<u><u>141,068</u></u>
<b>Funds</b>	14			
Restricted funds			<b>38,350</b>	45,923
Unrestricted funds				
Designated funds			-	18,739
General funds			<u><b>124,898</b></u>	<u>76,406</u>
<b>Total charity funds</b>			<u><u><b>163,248</b></u></u>	<u><u>141,068</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.

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.



**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

#### 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

#### 4. Income from charitable activities

	2024 Total £
Grants > £,1000	
Mercers' Company	50,000
London Borough of Tower Hamlets	32,747
Essex County Council	30,000
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	2,000
	<hr/>
<b>Total income from charitable activities</b>	<b>197,959</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>140,253</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

#### 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

#### 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 No.	2023 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	(1,173)	(5,797)	<b>(6,970)</b>
<b>At 31 March 2024</b>	<b>239</b>	<b>15,287</b>	<b>15,526</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	(1,173)	(5,406)	<b>(6,579)</b>
<b>At 31 March 2024</b>	<b>90</b>	<b>12,908</b>	<b>12,998</b>
<b>Net book value</b>			
<b>At 31 March 2024</b>	<b>149</b>	<b>2,379</b>	<b>2,528</b>
At 31 March 2023	-	3,592	3,592

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	2,121	866
	<b>7,499</b>	<b>5,796</b>

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

	2024 £	2023 £
Trade and other creditors	26,180	15,941
Accruals	3,822	3,848
	<b>30,002</b>	<b>19,789</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.
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## 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 +	-	50,964	(50,964)	-	-
Tudor Wellbeing	-	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
<b>Total designated funds</b>	<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.