

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report)

Year ended 31 March 2024

The trustees, who are also the directors for the purposes of company law, present their report and the financial statements of the charity for the year ended 31 March 2024.

Reference and administrative details

Registered charity name	Cinemagic Limited
Charity registration number	XR28542
Company registration number	NI033497
Principal office	49 Botanic Avenue Belfast BT7 1JL
Registered office	c/o FEB Chartered Accountants Linenhall Exchange 26 Linenhall Street Belfast BT2 8BG
The trustees	Ms M Hatfield Mr A O'Neill Ms K Smith Ms G Mulqueen Mr M Lennox Mr P Snodden
Auditor	FEB Chartered Accountants Chartered accountants & statutory auditor Linenhall Exchange 1st Floor, 26 Linenhall Street Belfast Northern Ireland BT2 8BG
Bankers	Bank of Ireland 4-8 High Street Belfast BT1 2BA

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Structure, governance and management

Cinemagic Limited is constituted as a company limited by guarantee and is governed by a Memorandum and Articles of Association.

The Board of Trustees are responsible for the strategic management of the charity. The Board of Trustees and names of principal advisers are set out on page 1.

The Board appoints all new trustees based on selection criteria, which ensures that collectively it maintains a broad range of relevant skills and experience. An induction programme is offered to all new trustees to ensure that they are briefed on the charity's objects, strategy and activities.

The trustees have the overall responsibility for the system of internal control for the charity, which includes ensuring that there are reasonable procedures in place for the prevention and detection of fraud and other irregularities. However, such a system can provide only reasonable, but not absolute, assurance against errors and fraud.

Significant risks are highlighted for consideration and monitored by the Board. These include:

- the risk of cuts in funding beyond 2023-2024 funding agreements; and
- the risk of failing to build sufficient cash reserves;

All major risks to which the charity is exposed, which have been identified by these procedures, have been reviewed. Systems have been implemented to mitigate these risks and are continually developed or enhanced. Risk assessment is carried out on an annual basis. Financial systems for setting, controlling and monitoring budgets have been implemented and are continually monitored.

Objectives and activities

Objectives and activities

Cinemagic is a youth arts organisation that seeks to use film exhibition and production as a vehicle to inspire and engage young people. Its mission statement is to maximise the impact and reach of film, television and digital technologies to educate, motivate and inspire children and young people, with an emphasis on those at disadvantage and from disadvantaged backgrounds, through the medium of film education programmes, film screenings and skills development masterclasses and initiatives.

Cinemagic delivers against this mission through a number of ways:

The Cinemagic Belfast Film Festival is the largest film festival for Children, Families and Young People in the UK and Ireland. Now entering its 35th year and typically taking place each October, the festival provides a month-long programme made-up of film screenings, workshops, Q&As, masterclasses, film juries and film education events. The programme is split into three main sections - public film screenings, public workshops & masterclasses (focused on skills development), and education events for schools and colleges. The festival seeks to promote and celebrate a diverse and varied range of international films and film related opportunities, providing young audiences a high quality of film choice and access to new independent world cinema.

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Objectives and activities *(continued)*

Objectives and activities *(continued)*

The annual Cinemagic "On The Pulse" Festival celebrates and showcases short films. Taking place in March and targeted at children, families, schools, young adults and young filmmakers, the programme includes films and film review programmes, masterclasses and Q&A opportunities for aspiring film, television and media creators. A collection of films from the Cinemagic Young Filmmaker Competition are exhibited along with contemporary international short films. Young People have the opportunity to participate in workshops, tutorials and talks covering many aspects of the filmmaking process, illustrating the importance of short filmmaking in the development of practical skills and sustainable careers in the creative industries.

Throughout the year a Key Stage 3 programme is delivered by Cinemagic in up to 10 post-primary schools in Northern Ireland. The aim of the project is to encourage young people to consider Moving Image Art as a GCSE and to provide them with an insight to the careers available post education. Workshops and masterclasses are delivered either face-to-face in schools or online by local screen industry professionals.

A 4-week animation programme is delivered by Cinemagic to 6 Special Educational Needs Schools. Working alongside a digital artist, workshops will be delivered in schools to young people and coordinated with the school SEN Co-ordinator.

Cinemagic also offers a free access section to the festival programmes to cater for individuals and communities that would not otherwise be able to afford to attend the film. To support local Foodbanks, Cinemagic has dedicated film screenings working in partnership with the Trussell Trust. Instead of paying for a regular ticket to a film screening, audiences are asked to donate an essential item on the day as identified by the Food Bank.

Cinemagic Aims and Objectives

The aims and objectives of Cinemagic are as follows:

Aim 1 - To be recognized internationally as the leading young people's film festival.

1. To co-design a culturally diverse annual festival programme with and for young people.
2. To develop and maintain strategic partnerships in the UK and Ireland, USA and Middle East, with showcases to highlight the work of the charity.
3. To monitor media and marketing activities to evidence the engagement and reach of festival activities.
4. To gather information from festival participants that shows the impact and outcomes that the festival has achieved, including through case studies and festival alumni success stories.

Aim 2 - To give young people from all backgrounds an opportunity to access and engage with film.

1. To offer a programme of activities that are accessible to all sections of society, including free to access opportunities.
2. To target outreach activities in areas that have been identified as being socio-economically disadvantaged or that have been harder to reach in the past, including rural areas.
3. To prioritise groups that have been traditionally underrepresented in the screen industries, including young people, women, minority ethnic, disability and those that have not had the opportunity to engage in screen as a part of their learning.
4. To raise awareness amongst young audiences of current societal issues through film, including providing support to local Food Banks.

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Objectives and activities *(continued)*

Cinemagic Aims and Objectives (continued)

Aim 3 - To utilise film to educate, inspire and motivate young people, informing their career progression.

1. To provide a comprehensive programme of educational workshops, film discussions, and industry masterclasses that will enhance opportunities for young people to experience and learn about film.
2. To develop skills that contribute to future education routes and enhance potential employability prospects.
3. To increase access to hands-on filmmaking training and insights from industry professionals from companies across screen industry sectors.
4. To raise the aspirations of young people as to what they can achieve in their future careers in the screen sectors.
5. To increase awareness of job roles available in the 5 priority screen sectors in NI.

Aim 4 - To produce high-quality festival film programming for young people that celebrates film culture.

1. To organise annual festival programmes that exhibit the cultural aspects of screen, providing opportunities to view diverse and exclusive film content, both international and home grown.
2. To provide opportunities for young people to curate a cultural film programme as Young Consultants.
3. To provide opportunities for young people to view and discuss a wider range of moving image material, including as Young Jury Members.
4. To deliver a Young Film Makers competition each year, screening films made by young people celebrating and nurturing young filmmaking talent.
5. To engage with a range of stakeholders (distributors, exhibition venues, community groups, charities, media, etc.) to develop and deliver a diverse and accessible festival programme.

Aim 5 - To be a financially secure and sustainable organisation with a professional, competent and motivated workforce.

1. To secure funding from both public and private sector sources to ensure Cinemagic remains viable.
2. To increase annual box office by 5%.
3. To provide opportunities for staff development through training in areas such as funding, sponsorship, exhibition, marketing and production.
4. To support staff through the delivery of periodic appraisals.

CCEA

Cinemagic have produced resources for CCEA for the last 6 years. We produce short films that are reflective of issues that are being taught in the curriculum. This partnership works incredibly well as CCEA have the expertise in the writing the resources and our scripts/ short films bring these to light. Much of our feedback from teachers will refer to how we allow them to bring those more challenging issues into the classroom and discuss them with confidence.

We recently produced resources around Period Dignity and Consent. These will all go live on the CCEA website in the next few weeks and we be delivering some PR around these educational resources.

You can view examples of our work on CCEA's website on their Active Citizenship with Drama page

<https://ccea.org.uk/learning-resources/active-citizenship/using-film-and-drama#:~:text=CCEA%20are%20delighted%20to%20provide,teacher%20guidance%20and%20pupil%20booklets.>

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Objectives and activities *(continued)*

SEN Educational Programmes

Cinemagic completed the delivery of an OCN Level 1 in Creative Digital Practices at Cedar Lodge Special School. Throughout 2023/24 Cinemagic worked with the school to support this achievement using animation as the vehicle to deliver the key components of the accreditation. The young people learned the following skills:

- " Using technology (IPADS)
- " New applications
- " Confidence Skills
- " How to work as a "crew"
- " Deadlines
- " Communication Skills

Following this we continued our work with 6 schools to deliver an animation programme. Over 4 weeks schools across the province had access to a 2-hr weekly workshop where again they learned new animation techniques using Ipad.

This academic year we are delivering 6 x 4-week Gaming workshops. Using the app SCRATCH the young people will be create their characters and develop a game. We will also be offering 5 standalone Creative Days for SEN groups.

Cinemagic is managed by a Chief Executive who reports to a Board of Directors and as a charity, Cinemagic's fundraising model includes a combination of public funding, private sponsorship, and self-generated income from event ticket sales. Established in Belfast in 1989, during the 'Troubles', Cinemagic's aim was to bring together young Catholic and Protestant Children in a safe environment, where they could meet each other, learn about their respective cultures and traditions and develop new skills and confidence. Cinemagic believes that film and television provide more inclusive and accessible ways to promote learning, motivation, skills development and stimulating cross-community engagement among young people.

Discussion and interaction between young people from different backgrounds encourages and promotes respect and facilitates shared education and learning and social integration in a positive way between communities. Cinemagic has worked on numerous community filmmaking projects over the last 34 years, with hundreds of schools on cross community peace and reconciliation projects and the production of Northern Ireland's and Ireland's first Christmas feature film 'A Christmas Star' and in 2017, Cinemagic's second feature film Grace and Goliath. The organisation currently develops film training projects and educational outreach films throughout Northern Ireland, Ireland, LA and Middles East, providing skills opportunities and practical experience working on film sets.

Cinemagic has developed a worldwide reputation for excellence in children's programming and in creative and innovative approaches to strengthening and building skills for the future in creative industries. It is currently the largest film event for young people in Ireland and the UK, now attracting over 40,000 people annually. To date Cinemagic is focused on the cultural, social and educational benefits that film can bring to tackling poverty and social exclusion and has focused these values on all of its activities.

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Objectives and activities *(continued)*

Cinemagic delivers creative programmes which address social exclusion and associated problems of bullying, drugs, other addictions, sectarianism - i.e., hard hitting issues that young people are dealing with daily, particularly in areas of social and economic disadvantage. The organisation works with hundreds of schools and community groups at grass roots level throughout Northern Ireland, Ireland, and the USA. Building on this work the organisation delivers cross community projects which engage with similar projects on an intercontinental basis to bring young people from across Ireland, and from various backgrounds and abilities, together with international peers to learn and share ideas.

Cinemagic aims to develop the skills and capabilities of the next generation of young people, particularly those from disadvantaged areas and backgrounds, by exposing them to international expertise to help develop skills for the future.

Alongside this the organisation seeks to build powerful international political and corporate networks that can be leveraged to help to grow the creative industries locally, nationally, and internationally and scale up as outstanding creative and innovative approaches to tackle poverty and social exclusion.

Our ethos is underpinned by the belief that experiencing film and encouraging filmmaking helps young people become critical thinkers, allows them to examine the world around them and discover cultures beyond their own. Cinemagic programmes are designed to inspire, motivate, and educate young people, contributing to their cultural, creative and personal development. Cinemagic hosts annual film festivals and programmes in Belfast, Dublin, London, Boston, and Los Angeles.

Over the last number of years Cinemagic has been proud to welcome guests such as Brian Cox, Danny Boyle, Sir Alan Parker, Colin Hanks, Mark Kermode, Suranne Jones, Helen Mirren, Ralph Fiennes, Lindy Hemming, Danny Boyle, Stephen Warbeck, The Henson Company, Roy Disney, Hamish Hamilton, Dermot O'Leary, Saoirse Ronan, Liam Neeson and many more industry professionals to the festival where they have given their time to share knowledge and skills with young people.

HOW OUR ACTIVITIES DELIVER PUBLIC BENEFIT

Cinemagic delivers educational and outreach events throughout the year and with thousands of young people from very marginalised areas. Cinemagic is a vehicle which can bring young people together irrespective of their race, colour or economic background to engage in intercultural dialogue and breakdown barriers in a positive and educational creative environment.

Cinemagic projects not only develops young people's confidence, skills, perspectives but helps how they contribute to their communities and those around them. Cinemagic can facilitate cultural exchange between young people from different communities and countries and provide unique opportunities inspiring and supporting entry into the film and television sectors and the wider creative industries.

Cinemagic focuses on developing personal skills and assisting in finding ways for young people to gain valuable training and assist with closing the skills gaps which currently exist in Northern Ireland. Cinemagic is a model of excellence in using the creative industries to inspire social and economic change.

We believe that Cinemagic has a role to play in helping Northern Ireland build a peaceful, fair and prosperous society, which promotes equal opportunities and tackles social exclusion for young people from areas of extreme disadvantage.

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Achievements and performance

Now in its 35th year, Cinemagic is an award-winning international children's charity that inspires, educates and empowers young people through the medium of film and television. We run Europe's largest children's film festival with ambitions to become the largest Children's Film Festival of its kind.

Founded in 1989, Cinemagic has touched the lives of more than 500,000 young people at home and abroad. The majority of young people we work with are from marginalised or disadvantaged backgrounds. We directly touch the lives of more than 40,000 young people around the world each year with plans to increase that figure substantially over the next three years.

The focal point of our cultural outreach is 'Festival' but in recent years we have expanded our core product to include different layers of outreach - social, educational and vocational. This activity is delivered primarily through educational programmes, industry led initiatives and community-based projects.

Cinemagic's impact on the lives and cultural wellbeing of individuals and communities is profound. Our mission statement is to ignite the passion and potential of young people through the magic of moving image and our purpose to create 'WOW' through experience. Our legacy will have been to 'change the lens through which young people see themselves and their surroundings'.

KEY ACHIEVEMENTS

- o Cinemagic recently won Best Creative Business in the 2019 Belfast Business Awards
- o In March 2019 Cinemagic was Honoured to be selected and visited by The Duke and Duchess of Cambridge to Honour the work of the charity.
- o Cinemagic is recognised for its ability to engage with young people, to stimulate discussion on social issues and to inspire and encourage children and young people to thrive and be fully engaged in the social and economic life of their community. Cinemagic delivers creative programmes which address social exclusion and associated problems of bullying, drugs, other addictions, sectarianism - i.e. hard-hitting issues that young people are dealing with on a daily basis, particularly in areas of social and economic disadvantage.
- o All Cinemagic activity such as screenings, workshops, masterclasses and film camps provide complimentary places to young people from areas of social and economic disadvantage. Cinemagic also proactively works with young people with various levels of disability.
- o Cinemagic proactively targets young people aged 4 - 25 who would not normally have an opportunity to access creative initiatives that can build confidence and enhance learning. Cinemagic activities also have a strong Intergenerational Social Inclusion focus.
- o Cinemagic supports equality of opportunity for young people from disadvantaged areas and backgrounds by providing opportunities to learn from leading film and television professionals through the festival education programme. The organisation works with hundreds of schools and community groups at a very grass roots level throughout Northern Ireland.

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Financial review

Results for the year ended 31 March 2024 are given in the Statement of Financial Activities on page 15. The assets and liabilities as at 31 March 2024 are given on the Statement of Financial Position on page 16. The financial statements should be read in conjunction with their related notes, which appear on pages 17 to 27.

In summary:

- total incoming resources decreased by 3.31% (2023: increase of 3.16%) to £609,364 (2023: £630,204)
- total resources expended decreased by 0.75% (2023: increase of 0.22%) to £607,293 (2023: £611,868)
- net surplus for the year on restricted funds was £2,071 (2023 net surplus of £18,336)

The charity's key funders in 2023/24 were Northern Ireland Screen and Belfast City Council currently contribute funding towards its core activities with additional major funders of Department for Justice, CCEA, Skillset, BFI, Bank of Ireland, Big Lottery, Ignite, Arts Council, Community Art Foundation & Creative Industries & Digital Technologies Fund providing major funding for other specific projects undertaken by Cinemagic Limited.

DESIGNATED RESERVES

The Board has examined the charity's requirements for reserves in light of the main risks to the organisation. It has established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets held by the charity should be between 3 and 6 months of the expenditure.

The reserves are needed to meet the working capital requirements of the charity and the Board are confident that at the level agreed they would be able to continue the current activities of the charity in the event of a significant drop in funding.

The present level of reserves available to the charity falls just over the 3 month target level. The strategy is to continue to build reserves through planned operating surpluses.

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Plans for future periods

KEY STRATEGIC GOALS

STRATEGIC TARGETS for 2024-2025.

" Secure funding of £600,000 in 2024, to enable Cinemagic to deliver all projects. In 2024, we aim to produce a rich and diverse festival programme, Increasing engagement with schools and communities by 5% per year.

" The 2024 Cinemagic Belfast Film and Television festival will include a minimum of 216 events that will provide an even bigger platform for learning and development.

" To develop the Young Consultants programming panel, Cinemagic Film Jury programme, BFI Film Academy and additional outreach programmes and projects, growing audience participation by 5% per year.

" Grow the Young Film Maker Competition, 'On the Pulse' into a standalone event which happens as a separate time of the year to the festival, securing over 600 entries per year. The objectives are to grow the event 'On the Pulse' into an annual cultural and film making competition and festival which attracts hundreds of local and international participants each year.

" To deliver 2 international film making projects per year.

" To develop the Cinemagic Alumni network and a framework for peer to peer learning, that supports wider industry talent development. " To grow funding/sponsorship revenues by at least 5% over the next 3 years.

" To deliver minimum x 5 short films/behind the scenes documentaries per year.

International Growth

In March 2022 Cinemagic and The British Consulate in Los Angeles launched a creative and innovative new film production that will stimulate debate and discussion on environmental and climate change issues using film and media as the vehicle. The film will be produced with young people from marginalised areas in LA to raise awareness of the issue and to build skills.

In May 2022 Cinemagic Film Festival delivered a ground-breaking programme in Amman, Jordan, in partnership with Generations for Peace, founded by HRH Prince Feisal Al Hussein of Jordan. The programme supported by the Irish Department of Foreign Affairs and Irish Embassy Jordan, included online film masterclasses delivered by Cinemagic for young people in Amman who have been collaborating to raise awareness of issues they are passionate about. The culmination of the project is a Short Film Academy with 20 Jordanian and Syrian youth including Palestinian and Syrian refugees. In May 2022 the project was endorsed by HRH Princess Rym Ali, Commissioner at the Royal Film Commission Amman, and in September 28 2022: Under the patronage of His Royal Highness (HRH) Prince Feisal Al Hussein, HRH Princess Aisha Bint Feisal, and HRH Princess Sara Bint Feisal, and in the presence of His Excellency the Mayor of Amman, Dr Yousef Al Shawarbeh, Her Excellency the Ambassador of Ireland to Jordan, Marianne Bolger, and CEO of Cinemagic, Joan Burney Keatings MBE, Generations For Peace (GFP) held the first screening of the short film, Abia, at its headquarters in AlHussein Youth City in Amman. Delivering international educational film and training projects of this kind will happen on an annual basis.

The same format was repeated again in May 2023 with the production of Cinemagic's second film production "An Olive Branch" in Amman, Jordan, in partnership with Generations for Peace.

Trustees' responsibilities statement

The trustees, who are also directors 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 (United Kingdom Generally Accepted Accounting Practice).

Cinemagic Limited

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 March 2024

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, for that period.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They 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.

Auditor

Each of the persons who is a trustee at the date of approval of this report confirms that:

- so far as they are aware, there is no relevant audit information of which the charity's auditor is unaware; and
- they have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

The auditor is deemed to have been re-appointed in accordance with section 487 of the Companies Act 2006.

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 31 October 2024 and signed on behalf of the board of trustees by:

Michelle Hatfield
Michelle.Hatfield@cem.org.uk, 2024-10-31 12:52 GMT

Ms M Hatfield
Trustee