

Charity Registration No. 328331

Company Registration No. 02394189 (England and Wales)

**MAGIC ME**

**TRUSTEES' REPORT AND INDEPENDENTLY EXAMINED ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2015**

CHARITY COMMISSION  
FIRST CONTACT

30 OCT 2015

ACCOUNTS  
RECEIVED

# MAGIC ME

## LEGAL AND ADMINISTRATIVE INFORMATION

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|                             |   |
|-----------------------------|---|
| <b>Trustees</b>             | James Barrett<br>Cynthia Edwards Wilson<br>Alison Harvie<br>Paul Shaw<br>Sanjay Vyas        |
| <b>Company Secretary</b>    | Susan Langford  |
| <b>Charity number</b>       | 328331  |
| <b>Company number</b>       | 02394189  |
| <b>Principal address</b>    | 18 Victoria Park Square<br>Bethnal Green<br>London<br>E2 9PF                                |
| <b>Registered office</b>    | 18 Victoria Park Square<br>Bethnal Green<br>London<br>E2 9PF                                |
| <b>Independent examiner</b> | Richard F Hopper<br>Chinthurst<br>30 St Stephens Hill<br>Launceston<br>Cornwall<br>PL15 8HN |
| <b>Bankers</b>              | CAF Bank Ltd<br>25 Kings Hill Avenue<br>Kings Hill<br>West Malling<br>Kent<br>ME19 4JQ      |

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# MAGIC ME

## CONTENTS

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|                                   | <b>Page</b> |
|-----------------------------------|-------------|
| Trustees' report                  | 1 - 6       |
| Independent examiner's report     | 7           |
| Statement of financial activities | 8           |
| Balance sheet                     | 9           |
| Notes to the accounts             | 10 - 16     |

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# MAGIC ME

## TRUSTEES' REPORT

### FOR THE YEAR ENDED 31 MARCH 2015

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The trustees present their report and accounts for the year ended 31 March 2015.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's constitution, the Companies Act 2006 and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005.

#### **Structure, governance and management**

Magic Me is a company limited by guarantee (no. 2394189) formed on 12 June 1989 and is registered as a charity (no. 328331).

The trustees, who are also the directors for the purpose of company law, and who served during the year were:

|                        |                              |
|------------------------|------------------------------|
| Fahad Abdi             | (Resigned 26 November 2014)  |
| James Barratt          | (Appointed 26 November 2014) |
| Jacqueline Christian   | (Resigned 15 January 2015)   |
| Susan Clive            | (Resigned 26 November 2014)  |
| Cynthia Edwards Wilson |                              |
| Alison Harvie          | (Appointed 26 November 2014) |
| Helen Kenney           | (Resigned 16 June 2014)      |
| Paul Shaw              |                              |
| Sanjay Vyas            |                              |

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

The charity is run by a board of directors which meets every two months. The day-to-day management of the organisation is delegated to the Director who runs activities and projects with a team of other employees and numerous volunteers and paid personnel engaged on a freelance basis for particular projects.

The trustees have reviewed during the year the major risks to which the charity is exposed and will continue to do so on a regular basis. These risks have been classified under four headings with the actions set out below to be taken to mitigate these risks.

- 1) Financial risk: to continue to ensure good forward financial planning and cashflow awareness; to continue to maintain a suitable reserves policy aiming to build up a reserve of at least three months' running costs.
- 2) Operational risk: to ensure that policies including those for Health & Safety, Equal Opportunities, Vulnerable People and Child Protection are up-to-date and implemented; to ensure that training and supervision for all staff is consistent and regular; to ensure that appropriate systems for contracting, managing and supervising freelance artists and workers and for working with volunteers are in operation.
- 3) Regulatory risk: to ensure good practice is followed regarding employment issues and the policies noted under operational risk; to ensure compliance with relevant legislation regarding charities and companies.
- 4) Reputational risk: to build on the charity's reputation for good practice and to continue to develop good working relationships with others.

#### **Objectives and activities**

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

# MAGIC ME

## TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2015

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### Public benefit

The charity works for the benefit of the public by bringing young and older people together in shared creative activities which bring enjoyment, greater mutual understanding across generations and improved wellbeing. The trustees have paid due regard to guidance on public benefit issued by the Charity Commission 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 at many different levels: participants enjoy new opportunities, learn skills and form new friendships; our partners (e.g. staff in care homes) form deeper and more rewarding relationships with those for whom they care; artists and creative practitioners develop new skills and expertise; and our volunteers form wider connections and social links within their communities.

During 2014/15 we ran a diverse programme of creative projects in six London boroughs: Tower Hamlets, Newham and Barnet (intergenerational arts projects); Tower Hamlets, Islington, Southwark and Waltham Forest (*Cocktails in Care Homes*).

\* We ran 96 project workshops and events and 76 Cocktails in Care Homes parties, a total of 172, a slight increase on 165 in 2013/14.

\* We benefitted 493 individual participants, with the support of 213 volunteers, a total of 706 people, compared to 547 in 2013/14.

\* Participants included at least 98 people aged 75+.

\* We ran a total of 17 volunteer inductions and training events, providing training in communication with people living with dementia.

\* Audiences for our live performances and events totalled over 600 people and 20,000 people viewed the *Outspoken* photographic exhibition at Bishopsgate Institute in June - August 2014.

\* All our arts projects were led by Magic Me freelance, sessional artists, trained in our approach and intergenerational techniques.

Participants reported many benefits from their involvement including: increased sense of purpose and engagement in their local community; greater understanding of the needs of people of different generations and an opening up of attitudes towards them; learning new skills and using existing ones for community benefit; improved feeling of well-being.

### Achievements and performance

2014/15 was the first year of our new 3-Year Plan 2014-17. Our goals were to:

\* **maintain** current numbers of projects and participants

\* **develop and test new approaches to intergenerational practice**

\* **extend** our activity tackling loneliness and isolation among **older care home residents**

\* maintain a keen focus on **gender-specific intergenerational work**, with women-only and men-only groups.

# MAGIC ME

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2015

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Key achievements in our main areas of work included:

\* Projects with schools and older people

These projects enable younger and older people to build relationships and greater understanding, whilst learning together on creative arts projects. Intergenerational groups in the *Celebrate* project created and performed their own original songs and poetry on the theme of music and its roles in people's lives.

6th Form students and older people worked with Magic Me artists and specialist animators from the British Film Institute to design and create a campaigning animated film, *Bin Ageism*, launched in May 2014. Group members toured youth and older people's centres, City Hall and other venues to screen their film, encouraging debate and awareness. A social media campaign reached many more.

\* Projects with care homes and younger adults

We continued to grow our highly-successful *Cocktails in Care Homes* project, bringing young adults 18+ to share a drink after work with care home residents. By March 2015 the scheme was serving 7 care homes, with volunteers hosting monthly parties. The parties are of particular benefit to those residents who receive no other visitors and relish an opportunity to get dressed up and socialise with new people. Managers of care homes and care organisations recognise the lasting impact of *Cocktails*. Through the parties staff and residents build stronger relationships, residents make friends, staff learn new approaches and volunteers learn skills in communicating with people with dementia, and feel much more involved in their local neighbourhood

\* Projects with museums and cultural organisations

Inspired by the Bishopsgate Institute's archive and exhibition about Speakers Corner, a group of 9 older and 9 younger women discussed why and when women speak out. Using drama, photography and energetic debate the group discovered how powerful and celebratory speaking out can be. An estimated 20,000 people saw the *Outspoken* exhibition of the group's striking photographs on display at the Institute throughout the summer.

From January 2015 *Rooms with a View* brought together participants to explore the Tower Hamlets Local History archives and collect first-hand accounts from local people. This year-long project will see intergenerational groups create a performance based on stories of migration and what makes people feel at home in East London.

\* Ongoing groups

Older participants asked us for ways to keep in touch during breaks between our intergenerational arts projects. We continued to run two groups to encourage ongoing social contact: *Go & See*, a series of monthly outings to galleries, museums, concerts, etc.; and a monthly film club at local Rich Mix cultural centre.

### Sharing our Expertise

Ongoing evaluation is a vital tool as we develop new models of intergenerational project. Reflection on what works and why, with our participants, project artists, staff and partners, enables us to run a better programme. It also enables us to grow our expertise and provide advice and inspiration to others.

During summer 2014 we completed *A Sense of Place*, a short research project with Queen Mary University of London, which examined Magic Me's intergenerational arts practice within cultural collections (museums, galleries, archives) and the potential to provide training in this field. A successful bid to Grants for the Arts enabled us to begin further research and provide CPD days for our own artists and other arts organisations, on questions examined in our *Rooms with a View* project.

We also disseminated learning and expertise through: presentations at conferences and seminars in London, Belfast and Essex; hosting placements and supporting the research of 6 undergraduate and masters students from diverse disciplines.

# **MAGIC ME**

## **TRUSTEES' REPORT (CONTINUED)**

### ***FOR THE YEAR ENDED 31 MARCH 2015***

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The development, activities and achievements of Magic Me during the year are further reviewed in our separate Annual Report. This will be available on-line at [www.magicme.co.uk](http://www.magicme.co.uk) following our AGM, and in printed format on request from our office: 020 3222 6064.

As tough economic conditions continue to increase the pressure on society's most vulnerable people, we are committed to further extending our activity across our local communities in the year ahead -- breaking down barriers between generations, tackling loneliness and isolation, and contributing directly to social cohesion and wellbeing. We will also continue to work to share new models of intergenerational practice ever more widely, helping others across the UK to create connections and enrich lives through shared creative activity.

# MAGIC ME

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2015

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#### 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.

The year has been another challenging one for communities and the third sector with decreasing public expenditure at central and local government level and rising levels of need. The knock-on effect has been greater demand for grants from trusts, foundations and businesses and donations from individuals.

From Spring 2014 onwards Magic Me staff worked with partners and participants to design a new 3-Year Plan for 2014-17. Fundraising was successful and major grants were secured from Esmee Fairbairn Foundation, Tudor Trust, Lloyds Bank Foundation and the Worshipful Company of Haberdashers to run from April 2014 for the next two to three years. These will contribute to our core staff and running costs. We were successful in bids to the Heritage Lottery Fund and Grants for the Arts for support for the 18-month *Rooms with a View* project, with activities under way in January 2015. We also developed an ambitious programme of Artists' Residencies in care homes, working with four arts partners and Anchor Care, and secured a £100,000 grant from The Paul Hamlyn Foundation for work over two years, starting in April 2015.

Income during the 2014/15 year was £261,701 compared with £208,808 in 2013/14. This together with restricted funds brought forward to complete key projects, enabled us to maintain our expenditure (£249,686) whilst making a small surplus of £12,015.

The Statement of Financial Activities shows increased figures for the costs of generating funds and for governance costs compared with the previous year because these figures now include costs of our own staff time working on these areas of activity.

We continue to work to diversify our range of sources of income. Magic Me receives no core public subsidy and we are enormously grateful for the very generous support received from numerous trusts and foundations, and individual friends and supporters -- without which our work would not be possible.

In 2014/15 income included grants from Esmee Fairbairn Foundation, The ExPat Foundation, The Haberdashers' Company, The Henry Smith Charity, the Heritage Lottery Fund, JSF Pollitzer Charitable Trust, National Lottery via Arts Council England, Lloyds Bank Foundation, London Borough of Tower Hamlets, Lucas Tooth Trust, May and Stanley Smith Charitable Trust and Tudor Trust.

\* Other income came from project partners including schools and housing providers Tower Hamlets Homes and L&Q Foundation.

\* Individual donors gave a total of more than £14,400 including one-off gifts, monthly donations, and on-line sponsored event fundraising by committed *Cocktails in Care Homes* volunteers.

\* Councillor Lesley Pavitt, Speaker of LB Tower Hamlets, chose Magic Me as one of her two charities to support during her year in office, presenting us with a cheque for £12,500 in August 2014.

\* We benefitted from donations and grants totalling £21,685 from business supporters, both large and small, and 'in-kind' donations. In-kind support included: corporate volunteer support, particularly for *Cocktails in Care Homes*, from John Lewis, Clifford Chance, Schrodgers, Bank of England and Standard Chartered; John Lewis partners created themed decorations for the parties and Floral Angels provided beautiful flower arrangements, recycled from corporate events; Clifford Chance volunteers hosted two afternoon tea concerts for care home residents, and provided expertise on HR questions; Allen & Overy LLP printed greetings cards and our Annual Report 2014/15, together with a project grant for 2015/16; Williams Murray Hamm led workshop activities on our Bin Ageism animation project; the Bank of England hosted Magic Me's 25th Birthday Party in November 2014.

Non-financial support enabled us to keep costs down:

\* we recruited many more volunteers and students on course placements and estimate that they, together with corporate volunteers and trustees, gave 2,694 hours of support.

\* voluntary tasks included office admin, practical support during project workshops, professional support (e.g. photography) and hosting *Cocktails in Care Homes* parties.

# MAGIC ME

## TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2015

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### Reserves policy

The trustees aim to keep a balance in free reserves equal to at least three months' core expenditure (staff, office rent, insurance etc.), so as to enable the charity to continue to operate in the short term in the event of unexpected delays in the receipt of income or unexpected expenditure.

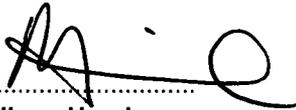
During 2014/15 we were able to increase our free-reserve funds to a total of £36,589 (up from £22,160) including a designation of £20,734 to cover unforeseen operating costs (eg. key staff long-term sickness). Budgetted core expenditure for 2015/16, minus costs covered by restricted funds, is £198,000, making the free-reserves target £49,500. Therefore, whilst increased, the present level of reserves available to Magic Me falls short of the target and we plan to address this further in the current year.

The cash balance on 31 March 2015 was healthy with £116,000 cash in hand or in the bank, and total assets less current liabilities were over £105,000.

### Asset cover for funds

The notes to the accounts set out the assets attributable to the various funds and a description of the trusts. These assets are sufficient to meet the charity's obligations on a fund-by-fund basis.

On behalf of the board of trustees



Alison Harvie

Chair of trustees

Dated: 15/10/15

# MAGIC ME

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAGIC ME

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I report on the accounts of the charity for the year ended 31 March 2015, which are set out on pages 8 to 16.

### Respective responsibilities of trustees and examiner

The trustees, who are also the directors of Magic Me for the purposes of company law, are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144 (2) of the Charities Act 2011 and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination being a Chartered Accountant.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- (i) examine the accounts under section 145 of the 2011 Act;
- (ii) to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- (iii) to state whether particular matters have come to my attention.

### Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (a) which gives me reasonable cause to believe that in any material respect the requirements:
  - (i) to keep accounting records in accordance with section 386 of the Companies Act 2006; and
  - (ii) to prepare accounts which accord with the accounting records, comply with the accounting requirements of 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities;have not been met; or
- (b) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Richard F Hopper

Chartered Accountant  
Chinthurst  
30 St Stephens Hill  
Launceston  
Cornwall  
PL15 8HN

Dated: 26 October 2015

# MAGIC ME

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2015

|   | Notes | Unrestricted funds<br>£ | Designated funds<br>£ | Restricted funds<br>£ | Total<br>2015<br>£    | Total<br>2014<br>£   |
|---|-------|-------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| <b><u>Incoming resources from generated funds</u></b>                   |       |                         |                       |                       |                       |                      |
| Donations and legacies  | 2     | 12,486                  | -                     | 1,942                 | 14,428                | 13,665               |
| Activities for generating funds   |       | 176                     | -                     | 160                   | 336                   | 233                  |
| Investment income   | 3     | 528                     | -                     | -                     | 528                   | 600                  |
|   |       | <u>13,190</u>           | <u>-</u>              | <u>2,102</u>          | <u>15,292</u>         | <u>14,498</u>        |
| Incoming resources from charitable activities                           | 4     | 111,902                 | -                     | 132,639               | 244,541               | 186,090              |
| Other incoming resources  | 5     | 1,868                   | -                     | -                     | 1,868                 | 8,220                |
|   |       | <u>126,960</u>          | <u>-</u>              | <u>134,741</u>        | <u>261,701</u>        | <u>208,808</u>       |
| <b><u>Resources expended</u></b>  |       |                         |                       |                       |                       |                      |
| <b>Costs of generating funds</b>  |       |                         |                       |                       |                       |                      |
| Costs of generating grants and donations                                | 6     | 21,842                  | -                     | -                     | 21,842                | 3,000                |
|   |       | <u>21,842</u>           | <u>-</u>              | <u>-</u>              | <u>21,842</u>         | <u>3,000</u>         |
| <b>Net incoming resources available</b>                                 |       | <b>105,118</b>          | <b>-</b>              | <b>134,741</b>        | <b>239,859</b>        | <b>205,808</b>       |
| <b>Charitable activities</b>  |       |                         |                       |                       |                       |                      |
| Intergenerational activities  |       | 81,793                  | -                     | 128,632               | 210,425               | 235,859              |
| Training and development activities                                     |       | 1,210                   | -                     | 8,522                 | 9,732                 | 14,649               |
|   |       | <u>83,003</u>           | <u>-</u>              | <u>137,154</u>        | <u>220,157</u>        | <u>250,508</u>       |
| <b>Total charitable expenditure</b>                                     |       | <b>83,003</b>           | <b>-</b>              | <b>137,154</b>        | <b>220,157</b>        | <b>250,508</b>       |
| Governance costs  |       | 7,686                   | -                     | -                     | 7,686                 | 2,100                |
|   |       | <u>7,686</u>            | <u>-</u>              | <u>-</u>              | <u>7,686</u>          | <u>2,100</u>         |
| <b>Total resources expended</b>   |       | <b>112,531</b>          | <b>-</b>              | <b>137,154</b>        | <b>249,685</b>        | <b>255,608</b>       |
| <b>Net incoming/(outgoing) resources before transfers</b>               |       | <b>14,429</b>           | <b>-</b>              | <b>(2,413)</b>        | <b>12,016</b>         | <b>(46,800)</b>      |
| Gross transfers between funds   |       | (2,000)                 | 2,000                 | -                     | -                     | -                    |
|   |       | <u>(2,000)</u>          | <u>2,000</u>          | <u>-</u>              | <u>-</u>              | <u>-</u>             |
| <b>Net income/(expenditure) for the year/<br/>Net movement in funds</b> |       | <b>12,429</b>           | <b>2,000</b>          | <b>(2,413)</b>        | <b>12,016</b>         | <b>(46,800)</b>      |
| Fund balances at 1 April 2014   |       | 3,426                   | 18,734                | 71,472                | 93,632                | 140,432              |
|   |       | <u>3,426</u>            | <u>18,734</u>         | <u>71,472</u>         | <u>93,632</u>         | <u>140,432</u>       |
| <b>Fund balances at 31 March 2015</b>                                   |       | <b>15,855</b>           | <b>20,734</b>         | <b>69,059</b>         | <b>105,648</b>        | <b>93,632</b>        |
|   |       | <u><u>15,855</u></u>    | <u><u>20,734</u></u>  | <u><u>69,059</u></u>  | <u><u>105,648</u></u> | <u><u>93,632</u></u> |

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

# MAGIC ME

## BALANCE SHEET

AS AT 31 MARCH 2015

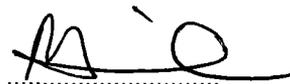
|   | Notes | 2015<br>£       | £              | 2014<br>£       | £             |
|---|-------|-----------------|----------------|-----------------|---------------|
| <b>Fixed assets</b>                                   |       |                 |                |                 |               |
| Tangible assets                                       | 10    |                 | 429            |                 | 1,831         |
| <b>Current assets</b>                                 |       |                 |                |                 |               |
| Debtors   | 11    | 7,031           |                | 12,475          |               |
| Cash at bank and in hand                              |       | 116,119         |                | 100,909         |               |
|   |       | <u>123,150</u>  |                | <u>113,384</u>  |               |
| <b>Creditors: amounts falling due within one year</b> | 12    | <u>(17,931)</u> |                | <u>(21,583)</u> |               |
| <b>Net current assets</b>                             |       |                 | <u>105,219</u> |                 | <u>91,801</u> |
| <b>Total assets less current liabilities</b>          |       |                 | <u>105,648</u> |                 | <u>93,632</u> |
| <b>Income funds</b>                                   |       |                 |                |                 |               |
| Restricted funds                                      | 13    |                 | 69,059         |                 | 71,471        |
| Unrestricted funds:                                   |       |                 |                |                 |               |
| Designated funds                                      | 14    |                 | 20,734         |                 | 18,734        |
| Other charitable funds                                |       |                 | 15,855         |                 | 3,427         |
|   |       |                 | <u>105,648</u> |                 | <u>93,632</u> |

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2015. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these accounts.

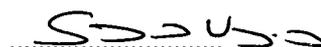
The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

The accounts were approved by the Board on 15 OCTOBER 2015



Alison Harvie  
Trustee



Sanjay Vyas  
Trustee

Company Registration No. 02394189

# MAGIC ME

## NOTES TO THE ACCOUNTS

### FOR THE YEAR ENDED 31 MARCH 2015

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#### 1 Accounting policies

##### 1.1 Basis of preparation

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 2006.

##### 1.2 Incoming resources

Donations, legacies, grants and other forms of voluntary income are recognised as incoming resources when receivable, except insofar as they are incapable of financial measurement.

##### 1.3 Resources expended

Expenditure is recognised in the accounts at the time when a liability to make payment is incurred.

General overhead costs are allocated to activities in proportion to the respective levels of direct costs.

##### 1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

|                    |                     |
|--------------------|---------------------|
| Computer equipment | 33.33% p.a. on cost |
| Other equipment    | 25% p.a. on cost    |

##### 1.5 Accumulated funds

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

Designated funds comprise funds which have been set aside at the discretion of the trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the accounts.

#### 2 Donations and legacies

|                     | Unrestricted<br>funds<br>£ | Restricted<br>funds<br>£ | Total<br>2015<br>£ | Total<br>2014<br>£ |
|---------------------|----------------------------|--------------------------|--------------------|--------------------|
| Donations and gifts | 12,486                     | 1,942                    | 14,428             | 13,665             |

#### 3 Investment income

|                     | 2015<br>£ | 2014<br>£ |
|---------------------|-----------|-----------|
| Interest receivable | 528       | 600       |

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# MAGIC ME

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2015

### 4 Incoming resources from charitable activities

|              | Unrestricted<br>funds<br>£ | Restricted<br>funds<br>£ | Total<br>2015<br>£ | Total<br>2014<br>£ |
|--------------|----------------------------|--------------------------|--------------------|--------------------|
| Grant income | <u>111,902</u>             | <u>132,639</u>           | <u>244,541</u>     | <u>186,090</u>     |

The trustees acknowledge with thanks grant income from many funders and supporters within the public, private and voluntary sectors, including the following of £1,000 or more:

|         |  |
|---------|--|
| £12,500 | Tower Hamlets Speaker of Council Charity of the Year     |
| £8,222  | LB Tower Hamlets Youth and Lifelong Learning             |
| £6,667  | LB Tower Hamlets Arts, Sports and Environmental Services |
| £27,000 | Esmee Fairbairn Foundation                               |
| £25,000 | The Haberdashers' Company                                |
| £25,000 | The National Lottery through Arts Council England        |
| £20,000 | Tudor Trust  |
| £16,000 | Lloyds TSB Foundation                                    |
| £14,740 | L&Q  |
| £12,800 | The Heritage Lottery Fund                                |
| £12,200 | The Henry Smith Charity                                  |
| £11,930 | Allen & Overy Foundation                                 |
| £11,776 | The May and Stanley Smith Charitable Trust               |
| £10,400 | Anonymous  |
| £10,000 | Lucas Tooth Trust  |
| £6,253  | Jewish Care  |
| £5,578  | Queen Mary University                                    |
| £4,120  | Mulberry School  |
| £3,000  | ExPat Foundation   |
| £2,410  | Schroders Investment                                     |
| £2,000  | Halfords   |
| £2,000  | JSF Pollitzer Charitable Trust                           |
| £1,500  | Bank of England  |
| £1,000  | Globe Business   |
| £1,000  | Liberty Global   |
| £1,000  | Uniqlo Europe  |

### 5 Other incoming resources

|              | 2015<br>£    | 2014<br>£    |
|--------------|--------------|--------------|
| Other income | <u>1,868</u> | <u>8,220</u> |

# MAGIC ME

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2015

### 6 Total resources expended

|  | Staff costs<br>£ | Depreciation<br>£ | Other costs<br>£ | Total<br>2015<br>£ | Total<br>2014<br>£ |
|--|------------------|-------------------|------------------|--------------------|--------------------|
| <b>Costs of generating funds</b>           |                  |                   |                  |                    |                    |
| Costs of generating grants and donations   | 18,842           | -                 | 3,000            | 21,842             | 3,000              |
| <b>Charitable activities</b>               |                  |                   |                  |                    |                    |
| <u>Intergenerational activities</u>        |                  |                   |                  |                    |                    |
| Activities undertaken directly             | 109,895          | 1,402             | 68,535           | 179,832            | 219,451            |
| Support costs                              | -                | -                 | 30,593           | 30,593             | 16,408             |
| Total                                      | 109,895          | 1,402             | 99,128           | 210,425            | 235,859            |
| <u>Training and development activities</u> |                  |                   |                  |                    |                    |
| Activities undertaken directly             | 1,851            | -                 | 7,544            | 9,395              | 12,640             |
| Support costs                              | -                | -                 | 337              | 337                | 2,009              |
| Total                                      | 1,851            | -                 | 7,881            | 9,732              | 14,649             |
|  | <b>111,746</b>   | <b>1,402</b>      | <b>107,009</b>   | <b>220,157</b>     | <b>250,508</b>     |
| <b>Governance costs</b>                    | <b>5,215</b>     | <b>-</b>          | <b>2,471</b>     | <b>7,686</b>       | <b>2,100</b>       |
|  | <b>135,803</b>   | <b>1,402</b>      | <b>112,480</b>   | <b>249,685</b>     | <b>255,608</b>     |

Governance costs includes payments to the independent examiner of £800 (2014: £774) for independent examination and accountancy fees.

The Statement of Financial Activities shows increased figures for the costs of generating funds and for governance costs compared with the previous year because these figures now include costs of our own staff time working on these areas of activity.

### 7 Support costs

|                                   | Intergenerational activities<br>£ | Training and development activities<br>£ | Total<br>2015<br>£ | Total<br>2014<br>£ |
|-----------------------------------|-----------------------------------|--|--------------------|--------------------|
| Premises and insurance costs etc. | 12,184                            | -  | 12,184             | 13,025             |
| Administrative expenses           | 18,409                            | 337                                      | 18,746             | 5,392              |
|                                   | <b>30,593</b>                     | <b>337</b>                               | <b>30,930</b>      | <b>18,417</b>      |

# MAGIC ME

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2015

### 8 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, and none of them were reimbursed any expenses (2014: none were reimbursed).

### 9 Employees

#### Number of employees

The average monthly number of employees during the year was:

|                     | 2015<br>Number | 2014<br>Number |
|---------------------|----------------|----------------|
| Direct project work | 3              | 3              |
| Administration      | 1              | 1              |
|                     | <u>4</u>       | <u>4</u>       |

#### Employment costs

|                    | 2015<br>£      | 2014<br>£      |
|--------------------|----------------|----------------|
| Wages and salaries | <u>135,803</u> | <u>125,621</u> |

There were no employees whose annual remuneration was £60,000 or more.

### 10 Tangible fixed assets

|                         | Computer<br>equipment<br>£ | Other<br>equipment<br>£ | Total<br>£   |
|-------------------------|----------------------------|-------------------------|--------------|
| <b>Cost</b>             |                            |                         |              |
| At 1 April 2014         | 9,128                      | 1,771                   | 10,899       |
| Disposals               | (1,584)                    | (489)                   | (2,073)      |
| <b>At 31 March 2015</b> | <u>7,544</u>               | <u>1,282</u>            | <u>8,826</u> |
| <b>Depreciation</b>     |                            |                         |              |
| At 1 April 2014         | 7,562                      | 1,506                   | 9,068        |
| On disposals            | (1,584)                    | (489)                   | (2,073)      |
| Charge for the year     | 1,137                      | 265                     | 1,402        |
| <b>At 31 March 2015</b> | <u>7,115</u>               | <u>1,282</u>            | <u>8,397</u> |
| <b>Net book value</b>   |                            |                         |              |
| <b>At 31 March 2015</b> | <u>429</u>                 | <u>-</u>                | <u>429</u>   |
| At 31 March 2014        | <u>1,566</u>               | <u>265</u>              | <u>1,831</u> |

# MAGIC ME

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2015

|           |                                |              |               |
|-----------|--------------------------------|--------------|---------------|
| <b>11</b> | <b>Debtors</b>                 | <b>2015</b>  | <b>2014</b>   |
|           |                                | £            | £             |
|           | Other debtors                  | 5,147        | 10,928        |
|           | Prepayments and accrued income | 1,884        | 1,547         |
|           |                                | <u>7,031</u> | <u>12,475</u> |

|           |   |               |               |
|-----------|---|---------------|---------------|
| <b>12</b> | <b>Creditors: amounts falling due within one year</b> | <b>2015</b>   | <b>2014</b>   |
|           |   | £             | £             |
|           | Taxes and social security costs                       | 1,840         | 3,230         |
|           | Other creditors                                       | 7,760         | -             |
|           | Accruals  | 8,331         | 2,353         |
|           | Deferred income                                       | -             | 16,000        |
|           |   | <u>17,931</u> | <u>21,583</u> |

### 13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

|                                 | Movement in funds               |                            |                            | Balance at 31<br>March 2015<br>£ |
|---------------------------------|---------------------------------|----------------------------|----------------------------|----------------------------------|
|                                 | Balance at 1<br>April 2014<br>£ | Incoming<br>resources<br>£ | Resources<br>expended<br>£ |                                  |
| Cocktails in Care Homes         | 13,566                          | 40,052                     | (47,518)                   | <b>6,100</b>                     |
| Recipes for Success             | -                               | 14,900                     | (14,900)                   | -                                |
| Lights Camera Action            | 12,233                          | -                          | (12,233)                   | -                                |
| Celebrate / Outspoke / TH Homes | 12,379                          | 12,778                     | (25,157)                   | -                                |
| Creativeworks Sense of Place    | 324                             | 5,578                      | (5,902)                    | -                                |
| Rooms with a View (incl. CPD)   | -                               | 42,250                     | (18,303)                   | <b>23,947</b>                    |
| Portraits of a Dream            | -                               | 6,253                      | (6,253)                    | -                                |
| Christchurch School             | -                               | 11,930                     | (63)                       | <b>11,867</b>                    |
| Go and See                      | -                               | 1,000                      | -                          | <b>1,000</b>                     |
| Youth projects                  | 32,970                          | -                          | (6,825)                    | <b>26,145</b>                    |
|                                 | <u>71,472</u>                   | <u>134,741</u>             | <u>(137,154)</u>           | <u><b>69,059</b></u>             |

# MAGIC ME

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2015

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### 13 Restricted funds

(Continued)

The restricted funds are held for the following purposes:

#### Cocktails in Care Homes

Programme of monthly evening parties for older residents of care homes with trained adult volunteers, providing friendship, fun and new relationships.

#### Recipes for Success

Intergenerational project about food with students of Chobham Academy Stratford and local older people

#### Bin Ageism / Lights Camera Action

Intergenerational Project leading to the creation of *Bin Ageism* anti-ageism animated film

#### Celebrate

Intergenerational singing project with two school and two older people's groups

#### Shared Views

Intergenerational photography project with young and older tenants of Tower Hamlets Homes, leading to exhibition in April 2014

#### Outspoken

Intergenerational photography, performance and discussion project for young and older women, with Bishopsgate Institute, exploring women's voices and when they speak out.

#### Creativeworks Sense of Place

Research project by Dr Caoimhe McAvinchey into Magic Me work with galleries, museums and other collections and potential for creating fee-earning income from related training courses

#### Rooms with a View

Intergenerational project creating site-specific performances, producing an exhibition and archiving of stories & images, based on collected stories of local people in LBTH

#### Rooms with a View CPD

Research and CPD days for Magic Me artists and an invited audience of arts professionals sharing learning and insights from the Rooms with a View project.

#### Portraits of a Dream

Intergenerational photography project Portraits of A Dream, with residents of Jewish Care home in LB Barnet.

#### Frames of Brick Lane

Creating visual art about the locality with primary school children, their parents and grandparents and local older people in Brick Lane area.

#### Go and See

Programme of outings and visits to cultural venues and places of interest across London by older people, supported by volunteers.

#### Appeal 2011/12 remaining funds

To support Magic Me's work, specifically benefitting young people in the UK

# MAGIC ME

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2015

### 14 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

|                    | Movement in funds               |                         |                                | Balance at 31<br>March 2015<br>£ |
|--------------------|---------------------------------|-------------------------|--------------------------------|----------------------------------|
|                    | Balance at 1<br>April 2014<br>£ | New<br>designation<br>£ | Utilised as<br>designated<br>£ |                                  |
| Development        | 7,039                           | -                       | -                              | 7,039                            |
| Staff cover        | 6,000                           | -                       | -                              | 6,000                            |
| Training           | 2,695                           | -                       | -                              | 2,695                            |
| Office renovations | 2,000                           | -                       | -                              | 2,000                            |
| Equipment          | 1,000                           | -                       | -                              | 1,000                            |
| Safeguarding       | -                               | 2,000                   | -                              | 2,000                            |
|                    | <u>18,734</u>                   | <u>2,000</u>            | <u>-</u>                       | <u>20,734</u>                    |

### 15 Analysis of net assets between funds

|  | Unrestricted<br>funds<br>£ | Designated<br>funds<br>£ | Restricted<br>funds<br>£ | Total<br>£     |
|--|----------------------------|--------------------------|--------------------------|----------------|
| Fund balances at 31 March 2015 are represented by: |                            |                          |                          |                |
| Tangible fixed assets                              | 429                        | -                        | -                        | 429            |
| Current assets                                     | 33,357                     | 20,734                   | 69,059                   | 123,150        |
| Creditors: amounts falling due within one year     | (17,931)                   | -                        | -                        | (17,931)       |
|  | <u>15,855</u>              | <u>20,734</u>            | <u>69,059</u>            | <u>105,648</u> |