



# ANNUAL REPORT

## 2019/20

Magic Me brings generations together in artist led creative activities. Our work combats social isolation and loneliness and builds stronger, safer communities.

## THIS YEAR WE

**WORKED WITH**  
**467** OLDER PEOPLE  
**331** YOUNGER PEOPLE  
**216** VOLUNTEERS

**REACHED**  
**856** LIVE AUDIENCE  
**2034** DIGITAL AUDIENCE



**WORKED WITH**  
**24** CARE SETTINGS  
**6** SCHOOLS  
**6** ARTS PARTNERS  
**AND ACROSS**  
**15** LOCAL AUTHORITIES

**WORKED WITH**  
**18** ARTISTS



# STAYING TRUE TO OUR MISSION

## From our Chair and Director

In October 2019 we came together to celebrate Magic Me's 30<sup>th</sup> Birthday Party. With participants, former trustees, artists and supporters it was a chance to review how far we've come and what's changed for all of us over three pioneering decades. Digging through the archives we saw that intergenerational connections and arts opportunities for older people, once seen as extraordinary, are now considered essential ingredients of a healthy community.

This report focuses, as it should, on Magic Me's programmes and activities during the year to March 2020. Last Autumn, already planning our new five year strategy, we were anticipating what the future would bring and the new challenges we might face. We never imagined what Spring 2020 had in store. So writing now, in August, after five months of Covid-19 lockdown and disruption, we also report on Magic Me's response to the crisis so far.

***It is because of people like you that communities are stronger and people are more confident and less lonely. Thank you.*** ”

**Khalisha, Young Participant**

Lockdown didn't change our mission, just the way we deliver it. When our groups could no longer meet in person, we worked with our regular participants and partners to invent our *At Home Together* programme.

Our staff and artists have delivered week in week out since April, finding new ways for people to meet, to make and to party. We are proud of them all and grateful for their creativity, ingenuity and stamina in such



challenging times. We are indebted to our funders and supporters who stayed alongside, encouraging us to experiment and do what was most needed to combat increased social isolation, particularly for cut-off care home communities.

***I learned about my community that they are kind, calm and respectful to other people.*** ”

**Year 5 participant**

Covid-19 has highlighted again, especially in East London, the core issues that haven't changed enough this past 30 years. This new disease is layered on existing patterns of poverty, poor housing and health inequalities; structural racism is clear in the disproportionate death and illness rates of Black and Asian people.

Our own organisation and the arts and charity sectors, of which we are part, are just as racist as the societies in which we operate. To date, Magic Me has not done enough to change this. The murder of George Floyd in June and the global response to it, has made the task ahead of us even clearer.

As we rework and reimagine our programme for a new world, Magic Me's board and staff are committed to action, to change and to creating a truly anti-racist organisation.

Thank you to everyone who has been part of Magic Me's journey so far. We look forward to working with you in the coming year.

**Alison Harvie, Chair of Trustees**

**Susan Langford MBE, Founder / Director**



# WHY THIS WORK IS IMPORTANT

Through 2019/20 and into the current year, our goals have been to:

- **Connect generations through creative arts projects**
- **Bring communities together**
- **Combat social isolation and loneliness**
- **Challenge ageism**
- **Champion the rights of people living and working in care settings**



To achieve our goals we have focused on:

- **Supporting our community partners, eg schools and care settings, to grow long-term relationships**
- **Keeping artists and imagination at the heart of what we do, valuing all participants as co-creators**
- **Making our work and our organisation as inclusive as possible**
- **Expanding our reach in outer east London and Essex**
- **Sharing our learning with others, across the sectors in which we operate.**

Magic Me's work has always been important. Covid-19 has highlighted both to government and the public just why it is important. The whole nation has experienced what isolation feels like. The deathly toll of cases in care homes has shown they really are under prioritized, the people who live in them often forgotten and seen only in negative terms. Staff in the care sector are underpaid and undervalued.

There is an intergenerational dimension to this disease that risks increasing division between different age groups. When times are difficult it is as easy for society to fracture into factions as it is to come together in solidarity.

The work that Magic Me does – bringing people together, developing empathy and connection across generations, tackling loneliness – is absolutely vital in building the society we want post-Covid, rather than the one we had in March 2020.

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***The support I received to plan activities from Magic Me resources gave me direction for supporting residents and it was wonderful to see results, and witness residents with anxiety achieve purpose and pleasure. It also helped staff know that residents with dementia who wander were being provided with an activity that would help them stay safe*** ” **Care home staff member**

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## MAGIC STORY

### TONY

“Hello, I’m Tony I’m 54 and I recently moved into sheltered housing in January this year. I was born in Mile End Hospital and I’ve lived in Tower Hamlets for most of my life. Within a couple of weeks of moving in someone told me that we were going to be working with Magic Me and I was hoping it was going to help me make friends and it has. I was interested in meeting the children and having fun together.

It was great to be in a fun environment, the atmosphere was a happy atmosphere and it just made you feel good and lightens your mood.

Taking part in the project has made me more optimistic about the future and because of this project I have reconnected with my own son who is now 29 years old, after the project I felt I had the energy I needed to take that step. Working with Magic Me means the dark clouds get blown away and you can take on more challenges.”

***Working with Magic Me means the dark clouds get blown away and you can take on more challenges.”***

**Tony**





# COMBATTING SOCIAL ISOLATION AND LONELINESS

Loneliness is as bad for our health as smoking 15 cigarettes a day. In an area of regeneration like Tower Hamlets buildings come and go and people move in and out in fast succession making it difficult to establish meaningful connections. The sense of dislocation and exclusion can be particularly strong for older people who have lived in the area longer, and also for people living in care settings who are physically removed from the community, but young people are also not immune.

***Before I came here I felt not wanted. It's a very deep thingy to be wanted.***”

**Resident participant in *Inside Out***

Our *Inside Out* project sought to address the desire of care home residents for activity and connection (particularly in evenings and weekends) and also to give young adult volunteers an opportunity to meaningfully connect with their care home neighbours through creative activity. This pilot project, funded by and part of the Waltham Forest London Borough of Culture, was very successful and future plans for Magic Me include more of this type of work.

***It was a really intense experience and it will definitely stay with me for a long time. It made me reflect and see things in a different way.***”

**Participant at George Mason Lodge**

*Inside Out* built on the work we had done through our *Cocktails in Care Homes* project, which over the 10 years of its life had delivered around 800 parties in 18 care homes across London involving hundreds of volunteers and residents. At the end of February we reluctantly told our *Cocktails In Care Homes* volunteers that we were having

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***We had a lot of laughter with some of The After Party projects. The activities also kept us talking about them for weeks especially the imaginary dinner party invite. ”***

**Care Staff member**

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to close down the project due to lack of funds. The close down was designed to be phased with an opportunity for everyone to have a last celebratory party and say goodbye. When the Covid-19 pandemic arrived we knew that our volunteers would want to stay connected to the residents. It was also more important than ever for those residents, and the staff who care for them, to connect with the outside world, and, in the worst moments when even that was difficult, to know that the outside world was thinking of them and wanted to stay in touch. Our new project, *The After Party*, was our response to

this new situation. It boldly asked something different of the Cocktails volunteers. Having signed up to chat, party, sing and dance we asked them to embrace their own creativity in order to connect remotely to the care home residents and staff. Bringing the results of those creative activities together Magic Me continued to share messages back and forth between the two groups using a combination of online and offline communications.

As the realities of the lockdown became apparent our Schools and Communities team members, Emily and Catherine, started to call all the participants who were living independently, replacing their usual engagement with Magic Me with a phone call and helping to signpost them to other services where required.

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***The more we do, the better our brains will function and the healthier we will be. ”***

**Sarah, older participant**

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# MAGIC STORY INSIDE OUT

We gathered responses from participants in the Inside Out project which took place over two weekends at two different care settings, see here and on the previous page:

***"The art we produced on this project has been genuinely experimental and collaborative. I found the team so welcoming and open."*** Participant at Glebelands

***"Jack doesn't usually get on with new people or new groups but enjoyed it. I usually ask him down to the common***

***room for biscuits and he sometimes doesn't want to join. When I made the film camera sign (referencing the cinema theme of the festival) – Jack stood up right away and wanted to go downstairs."*** Bibi, Manager at Glebelands

***"I really liked it, and talking to people about it. I liked seeing it on the TV"*** Pamela resident at Glebelands

***"When will you be back? When will everyone be back?"*** Mr. Adjabeng, resident at Glebelands

***"I never thought I had the confidence to do something like that"*** Mary, resident at Glebelands





# BRINGING COMMUNITIES TOGETHER

When generations are brought together it also brings together people from communities that are often living parallel lives, only minimally aware of each other in their shared neighbourhood. The intergenerational connection dispels prejudice and misunderstanding and builds bridges through common ground.



## MAGIC STORY QUALITY STREET

*Quality Street* is our two year collaboration with L&Q Foundation to bring generations together in Leyton. In June 2019, The Meet the Street Festival showcased the first year's projects to over 300 people. Here is what they had to say about it:

***"Quality Street has been a total privilege to be part of. All the activities the children have been part of have been rich, engaging and great fun – from paper sculpture to drumming and mural design. The school has been a hive of activity. Over the project, our wonderful school has been enriched further and an exciting place to be."*** **Helen Williams, Head of Primary, George Mitchell All Through School**

***"I think it's really good because it gives the older and younger people the chance to work on a project together, and they get to know each other, because a lot of the preconceptions they had of the older people they now realise as not being right. It's really good for them and the kids have really enjoyed it."*** **Sabrina, Parent**

***"It was really nice to meet the children's families at the final event, now I meet them out on the street and we say hello and I feel closer to the community."*** **Fatima, Older participant**

***"I was pleasantly surprised to find so many different backgrounds, cultures and religions playing and working together and that children are the same whatever their heritage and upbringing."*** **David, Older participant**

***"The best thing about Quality Street was meeting people from different backgrounds."*** **Y3 participant**

# CHALLENGING AGEISM AND CHAMPIONING THE RIGHTS OF PEOPLE LIVING IN CARE HOMES

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***Arts programmes can support interactions between carers and those receiving care and can help with the humanization of the person being cared for, thereby improving care strategies. ”***

**From World Health Organisation Europe report *What is the evidence for the role of the arts in improving health and wellbeing***

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## Valuing the lives of those living in care homes

On the first National Day of Arts in Care Homes on 24th September 2019 Magic Me announced a new round of *Artists' Residencies in Care Homes*, this time featuring Matthew Bourne's New Adventures, Fevered Sleep, Gecko and curious directive paired with four care homes in Essex run by Excelcare UK. The project is funded by Paul Hamlyn Foundation.

Working with arts organisations who are at the cutting edge of their art forms and leaders in their field, the project is designed to challenge not just the public's perception of what 'old people' living in care homes want,

but also the artists themselves who will be exploring a whole new audience and way of working. Staff and management of the care settings will also gain a greater understanding of what arts can do for their residents and of the hidden talents of the people they care for.

## Valuing Care Staff

Increasingly we see staff as participants as much as facilitators and Anglia Ruskin University will be looking specifically at how arts organisations working in care homes can work with care staff as part of the *ARCH* programme. Care homes staff are highly skilled, whether as carers or activities co-ordinators. Their role as partners on projects has always been vital, but is increasingly so during lockdown. Our *The After Party* evaluation report captures the feedback and insights of staff recognising their importance and what we are learning from them.

***“The postcards activity hit a note with the residents, we have sent some out to our volunteers - from Magic Me and others. The legacy of this still goes on and we are still making them. It allows the residents to think about the outside.”*** **Care Home Activities Co-ordinator taking part in *The After Party***

## Challenging ageism and making care homes inviting and accessible

Our Inside Out project was also designed to highlight the people inside care homes to the outside world. The artists' brief was to create work that would be an invitation to the local and casual passersby to 'enquire within' and to provoke thought about what a care home is, and how it can be transformed into an arts space.

***There are self-evident reasons not to segregate old from young, not to segregate people with dementia from those without it, not to categorise people by any limiting labels.”*** **Kate Organ quoted in *Older and Wiser? Creative Ageing in the UK 2010-19*** by Dr Rebecca Gordon-Nesbitt of Kings College London on behalf of the Baring Foundation









# GROWING LONG-TERM PARTNERSHIPS FOR THE FUTURE

Our *Arts & Ages* programme brings together primary schools with care settings and community hubs with the aim of establishing long term relationships between the partners which are only initially facilitated by Magic Me's artists and project teams. So far the project has involved 5 partnerships of schools with local care settings or community hubs, involving 193 school children and 81 older people.

In phase one Magic Me brings together the partners with a team of artists and Magic Me staff help to facilitate the project. Once the relationship is established, partners take on more responsibility for setting up the second phase of activities but with Magic Me still on hand to facilitate and support. Partners choose how their intergenerational relationship grows, developing their own style and processes. Magic Me will help develop

ideas and artists will deliver shorter projects or events, designed in collaboration with partners. In year 3, the partners confidently lead on an intergenerational activity or event, led by ideas that have come from younger and older people along the way, and Magic Me continues to support them.

Several partnerships were due to start their year 2 projects in April 2020 and it was crucial that those connections would be continued and reinforced over the Covid-19 lockdown period. The group of artists working on these projects came together to develop an alternative 'socially-distanced' version of the project *The View from Here*. With the closure of community spaces and the reduction in support for sheltered housing, the project team has taken on the role of mediating and connecting the groups together.

*Quality Street* was developed in a different way but with similar aims. Centred around a specific locality, Leyton, and using a single school as a key partner to work with a range of other partners across a range of care settings, community organisations and local neighbours. In order to strengthen the relationships in the community a steering group has been set up formed of local people and members of this group led on the development of an alternative festival *We Bloom* to replace the, now impossible, street festival planned for July 2020.



# IMAGINATION AT THE HEART OF WHAT WE DO

Our work has always been about empowering people through creativity and also bringing them together as a community. We continue to do this through our *At Home Together* programme using both online and offline methods to connect people through shared creative endeavour. Sharing the work of these everyday artists who's ages range from 8 to 100+ continues to be a vital part of what we do and their work reached 856 people in live performances, shows and celebrations and over 2,000 via digital channels.

In the extraordinary circumstances of the Covid-19 pandemic the people we work with have stepped up and given more than ever whether they are staff, artists, volunteers, partners or funders. Our artists have worked tirelessly to create projects that can be

delivered remotely. We have involved them in (paid) meetings to develop our thinking about the future and how we can continue to sustain our practice as the Covid-19 pandemic continues. Through our *At Home Together* programme we have been able to employ 14 artists across 6 projects between March and September 2020.



## MAGIC STORY CHUCK

Chuck Blue Lowry is a Magic Me Associate Artist who has worked on a number of projects over the last 4 years. For Intergenerational Arts week she wrote a blog for Magic Me from which this is an extract:

"One of the things I was particularly drawn to in this work, was that it democratizes the arts. For me, the best kind of art is the one that holds up a mirror to society, allowing one to reflect on the world around us and show us ideas, emotions and stories in an innovative and engaging way. Art is a form of communication. I think there is a perception that artworks created by communities, by 'non artists', in non-

traditional spaces such as schools, care homes, community centres and sheltered housing schemes are somehow 'lesser than', lower in quality and usually involve a large degree of finger painting.

What excites me about intergenerational and social practice, is working with the perceived 'barriers', embracing the challenges and really finding the artistry in everyone in the room. It challenges you to celebrate what people can do, rather than focus on what they can't do, and to be really creative in how you elevate the quality of the work within the limitations of the group.

I think that the work created in collaborative intergenerational spaces can be not only accessible and democratizing, but truly innovative, boundary pushing and beautiful."

# GETTING EVERYBODY INCLUDED

Magic Me's approach to intergenerational arts practice aims to be as inclusive as possible. Our artists design projects which are flexible and open to people of very different ages and life experiences. Arts activities can offer dementia-friendly, non-verbal ways to communicate and build relationships.

Our Equality, Diversity and Inclusion Plan 2019/20 focused on employment, governance and access:

## Artworks: A Start in the Arts

*Artworks* is our new four year initiative addressing financial and social barriers into the arts for Black, Asian and minoritised ethnic people and those from working-class

backgrounds. Funded by London Borough Tower Hamlets, *Artworks* offers paid placements at Magic Me for the Borough's residents. We are particularly interested to reach those who might not otherwise be able to get the entry level experience needed to start an arts career, so we are working with local community partners to ensure targeted recruitment and appropriate support.

Nazifa Yazmin our first placement, recruited through City Gateway, had just joined us when Covid-19 closed the office and hands-on activities. As we open up again in September she will work with us to pilot this new initiative and start recruitment for future placements.

## Living Wage Employer

Unpaid work experience or low wages exclude from the arts people from poorer backgrounds and those with limited family support. Magic Me is committed to making our workplace as inclusive as possible. In 2019 we became a Living Wage Employer and were also recognised by Rest Less as an age-friendly employer.







## Board Development

Having a diverse and multi-talented Board is an essential ingredient of good governance. When three trustees stood down, we targeted recruitment to find, alongside a new Treasurer, and an experienced fundraiser, a Community Ambassador, someone with local knowledge and insights. We will build on this successful approach to further diversify and enrich our Board in 2020/21.

## Artists

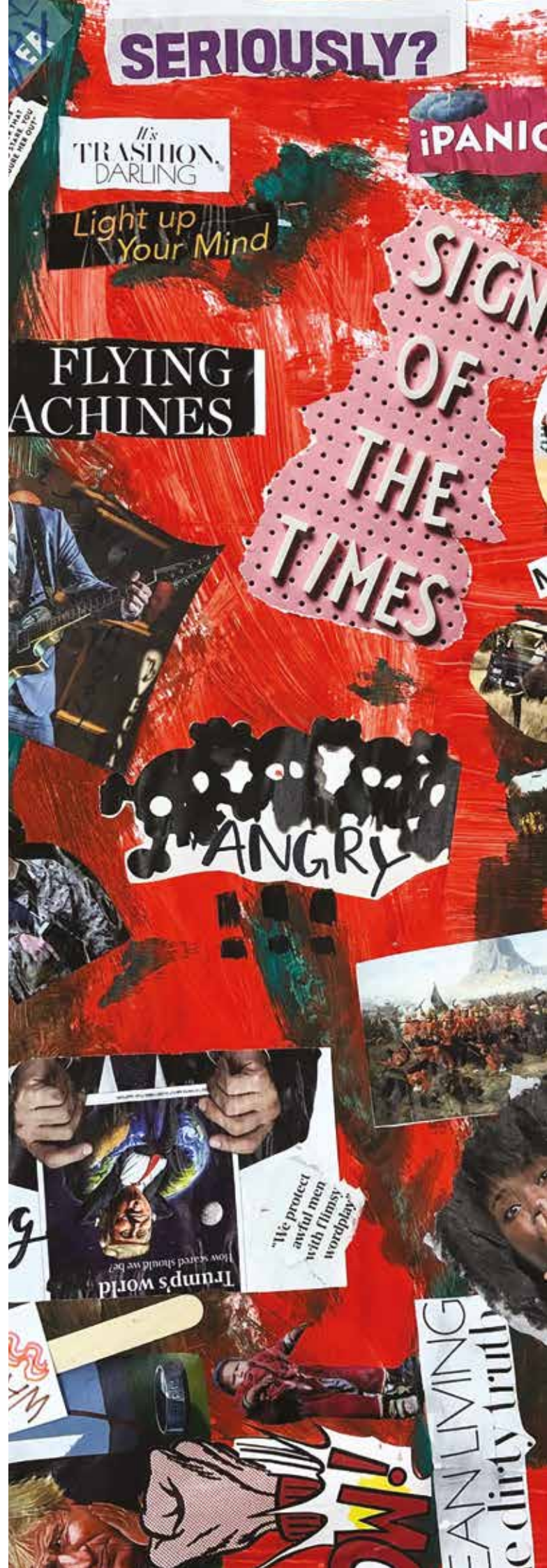
It is vital that our pool of project artists are skilled across many art forms and bring other relevant arts or lived experience to their role. This year we have focused on recruiting more Black and Asian artists and sought local

artists, who bring community insight and the potential to build longer term connections.

## Closing the gap

The Covid-19 pandemic has thrown a stark light on the digital poverty experienced by both older people and many of the school pupils we work with in Tower Hamlets. In this, our generations are closer together than many might think – for our *Generation Rebellion* Zine project both school students and older participants preferred to receive the activity packs by post than by email. As a result, in redesigning projects for the new socially distanced context, our artists have created activity packs which can be delivered both tangibly and digitally.







# CLIMATE EMERGENCY

In 2019 Climate Change was the most pressing threat to human life on the planet. It continues to be a threat despite the more immediate concern around the Covid-19 virus. During 2018/19 we took a number of actions to ensure that Magic Me was doing its bit to combat climate change and biodiversity loss. We made a declaration as part of the Culture Declares movement and developed a draft environment strategy which we continue to work on. Our current Women's project *Generation Rebellion* focusses on climate change and how to be an activist.

# EAST OF ENGLAND

In 2019-20 we ran projects in Essex and Waltham Forest as part of our plan to increase our geographical reach. In Waltham Forest we involved 142 older people, 161 school pupils and 57 adult volunteers in a range of projects located in Leyton and Leytonstone. Over 600 people got to see the results. In Essex, building on the success of our *Decorum* project in Southend and consultancy work with Essex County Council, we launched the *Artists' Residencies in Care Homes* programme at four care homes run by Excelcare in Maldon, Chigwell, Harwich and Colchester.

# SHARING THE LEARNING

Throughout our 31 years Magic Me has always understood the importance of learning. We need to understand what we are doing and the effects it has, and also where we can improve or innovate to do better. We have always been keen to learn from others and to share what we are doing with them.

In our *Artists' Residencies in Care Homes* programme we included as a key partner in the work Anglia Ruskin University. With support from their research team the project will explore the collaboration between artists and care home staff in delivering creative arts experiences for older people and develop a best practice toolkit for others working in this area.

We commissioned Alison Teader from NAPA to provide an evaluation of our *Cocktails in Care Homes* project and *The After Party*. The results will help us understand the novel situation we faced with the Covid-19 pandemic and will also provide a review of the 10 year long project as it comes to a close. The results will be published in September 2020.

We continue to work with relevant sectoral organisations such as Age of Creativity, Flourishing Lives, NAPA, Arts Council England, Connected Communities, to input into strategies, reports and events.

# PROJECTS

## Cocktails in Care Homes / The After Party

Despite the success of the project and our best efforts, at the end of February we reluctantly told our *Cocktails In Care Homes* volunteers that we were having to close down the project due to lack of funds. Our new project, *The After Party*, was our response to the Covid 19 pandemic and lockdown asking our party volunteers to share their creativity as a new way of connecting with residents in care homes

**Artists:** Mia Harris, Kathy Horak-Hallet, Shepherd Manyika, Chuck Blue Lowry

**Care Partners:** Muriel Street, Bankhouse, Silk Court, Westport, Charleston House, Elgin Close, 73 Mildmay, Rose Court, Lennox House, Penfold Court, Queens Oak, George Mason Lodge, Lawnfield House, Lingham Court, 20/26 Mildmay, Roseberry Mansions, Rathmore House, Norton House

**Organisational Partners:** NAPA

**Funders:** Arts Council England, French Huguenot Church of London Charitable Trust, Hammersmith United Charities, Salter Charitable Trust, Westminster Amalgamated Charity, The Expat Foundation, The Aurum Charitable Trust



## Arts & Ages / The View from Here

*Arts & Ages* is our ambitious three year intergenerational arts programme nurturing partnerships between 8 primary schools and 8 groups of older people in Tower Hamlets. *The View from Here* is our response to the constantly changing situations around the COVID-19 pandemic. The aim is to continue building long lasting relationships between schools and older people's venues, even if we are unable to meet in person.







**Artists:** Ben Connors, Shepherd Manyika\*, Lehni Lamide Davies\*, Liane Harris\*, Polly Beestone, Mia Harris, Pooja Sitpura\*, Chuck Blue Lowry, Amanda Mascarenhas

\* Arts & Ages only, \*\* *The View From Here* only

**Partnerships:** Halley Primary School and Coopers Court, Osmani Primary School and Rochester Court, Christ Church Primary School and Toynbee Hall Wellbeing Centre, Lansbury Lawrence Primary School and Duncan Court

**Corporate Partners:** Allen & Overy

**Funders:** Aldgate and Allhallows Foundation, Allen & Overy, Lucas Tooth Trust, The Worshipful Company of Mercers, The Haberdashers' Benevolent Foundation, Gateway Housing Association

## Quality Street

In 2018 Magic Me and The L&Q Foundation teamed up with George Mitchell Primary School for the *Quality Street* Project. The first year of *Quality Street* culminated in the Meet the Street Festival. The second year of *Quality Street* will end rather differently with two projects adapted to the Covid-19 pandemic and lockdown: *Our Story Our Street* (an animation project) and a new alternative festival *We Bloom*.

**Year 1 Artists:** Ben Connors, Surya Turner, Sam Alexander, Polly Beestone, Chuck Blue Lowry, Mia Harris, Kathy Horak-Hallett

**Year 2 Artists:** Polly Beestone, Kathy Horak-Hallett, Ben Connors, Grace White, Jo Scholar, Irene Pulga

**Local Partners:** George Mitchell Primary School, Glebelands, Albany Court, Leyton Orient Walking Football Club, Members of the *Quality Street* Steering Group

**Funder:** L&Q Foundation

# PROJECTS

## Artists' Residencies in Care Homes – Essex

A new round of *Artists' Residencies in Care Homes*, this time based in four care homes in Essex. Each residency will work with the care home residents and staff as co-creators and collaborators rather than simply participants or audience. Due to the Covid-19 Pandemic work on this project was paused in March 2020.

Due to the Covid-19 Pandemic work on this project was paused in March 2020.

**Arts Partners:** Matthew Bourne's New Adventures, Fevered Sleep, Gecko and curious directive

**Organisational Partners:** Excelcare UK, Anglia Ruskin University, Essex County Council

**Funders:** Paul Hamlyn Foundation

## Inside Out Festival

*Inside Out Festival* took place in November 2019 in Leyton and Leytonstone, involving a group of local people using their artistic talents to create original art works in collaboration with older local neighbours. The results were presented in a public exhibition at two local care homes as part of Waltham Forest London Borough of Culture's 'Make it Happen Programme'.

**Artists:** Sue Mayo and Natalie Keymist (George Mason Lodge) Ben Connors and Hassan Vawda (Glebelands)

**Care partners:** George Mason Lodge, Glebelands

**Funders:** Waltham Forest London Borough of Culture Fellowship Fund, L&Q Foundation





## Generation Rebellion / Generation Rebellion Zine

*Generation Rebellion* is an exploration of being an activist. Magic Me brought together students from Mulberry School for Girls with older women from the local community to explore the climate emergency. Following the lockdown of the Covid-19 emergency our aim changed and focused on the creation of a *Generation Rebellion Zine*.

**Artists:** Sue Mayo and Elsa James

**Partners:** Mulberry School for Girls, Toynbee Hall Wellbeing Centre

**Funders:** Foundation for Future London, Arts Council England

## In My Name

*In My Name* ran from January - April 2019. A core group of students from Mulberry School for Girls and older women from the local community met regularly to explore, discuss and create on the theme of names and naming.

**Artists:** Sue Mayo and Mia Harris with guest artist D'bi Young Anitafrika

**Partners:** Mulberry School for Girls, Rich Mix, Poplar Union, Salesforce and You Make It

**Funders:** Arts Council England



## Commission Us!

Our strong 30 year track record and flexible approach to partnership working, mean Magic Me's expertise and experience are always in demand. We have successfully delivered commissioned projects and support programmes for clients large and small, from local authorities to arts organisations, festivals to care providers. We can provide talks, workshops, project management, mentoring, training, recruitment support. Email [susanlangford@magicme.co.uk](mailto:susanlangford@magicme.co.uk) to discuss how we can help you.

# BE PART OF THE MAGIC

## Volunteering and Fundraising

Magic Me welcomes volunteers who contribute skills, time and fresh ideas to our projects and admin. Please check our website for up-to-date news and roles. Plans are changing frequently in response to local needs.

Or volunteer doing some fundraising for us. Take part in community sponsored events, organise your very own bake sale or host an online workshop or pub quiz. Turn your talents into a fundraising event and have fun at the same time.

Please contact Tham at  
[thamhuyhn@magicme.co.uk](mailto:thamhuyhn@magicme.co.uk)

## Become a Friend of Magic Me

Friends of Magic Me are people who sign up to give a monthly donation to support our work. This helps us plan ahead with a regular, reliable income. Current donors give between £20 and £200 per month. However large or small, your monthly donation makes a real difference.

## Provide Financial Support

Financial support through your company can be via one off donation, through regular staff giving, volunteering hours donations, pro bono services such as printing, room and venue hire, professional expertise or donation of materials for projects.

## Be a connector

Use your contacts to help us meet more people. Is there a celebrity, journalist, entrepreneur or philanthropist in your address book that you think would love to know about us and what we do? Please put us in touch. A lot of our great media coverage this year has come about by people saying 'Why don't you call Magic Me? They can help' – so a big thank you to everyone who has already helped in this way.



# THANK YOU

People are the most important part of what we do. In 2019/20 we worked with participants (ranging in age from 8 to 101), with volunteers, guest artists, care staff, teachers, teaching assistants, support workers, the staff of our corporate partners, the representatives of our funders and our peers and colleagues in the arts, charity, health and community sectors.

In the extraordinary circumstances of the Covid-19 pandemic everyone we work with, whether they are staff, artists, volunteers, partners or funders, has stepped up and given more. For this we are incredibly grateful.

Our funders have been supportive and flexible. The care staff have been amazingly receptive to our proposals and honest about the situations they find themselves in – helping us develop new projects that are flexible enough to be possible.

Our volunteers, particularly the hundreds of *Cocktails In Care Homes* volunteers, have stuck with us on a rollercoaster ride of a year and have adapted to the new things we ask of them. Other volunteers have come forward to use their lockdown downtime productively – a team of volunteers from Allen & Overy helped us with accessibility descriptions for photographs on our website. Our participants have not given up – the project teams have been staying in touch with older participants living independently as they continue to exchange ideas and create artworks.

In July 2019 we welcomed staff from People's Postcode Lottery, along with their celebrity champion Danyl Johnson, for a day at Magic Me hearing about our projects and trying out some creative activities.

We would like to say thank you to everyone who has given time, energy and money to Magic Me's work over 2019/20 and we look forward to continuing to work with you over the coming year.



# THANK YOU



# THANK YOU

for your financial support

## Donors

Arts Council England  
National Lottery  
Camden Giving  
Foundation for Future London  
French Huguenot Church of London Charitable Trust  
Garfield Weston Foundation  
Hammersmith United Charities  
Masonic Charitable Foundation  
Paul Hamlyn Foundation  
Players of the People's Postcode Lottery  
Salters' Charitable Foundation

The Aldgate and Allhallows Foundation  
The Aurum Charitable Trust  
The Ex Pat Foundation  
The Goldsmith's Company Charity  
The Haberdashers' Foundation  
The Lucas Tooth Trust  
The Mercers' Charitable Foundation  
Westminster Amalgamated Charity  
Woodroffe Benton Foundation

## Project Partners

Allen & Overy  
Anchor  
Care UK

Central & Cecil  
ExcelCare  
Gateway Housing  
Notting Hill Genesis  
One Housing Group  
Rich Mix  
Poplar Union  
The L&Q Foundation  
The London Borough of Waltham Forest  
The London Borough of Tower Hamlets  
Essex County Council

## Corporate Donors

ARUP  
Bank of England  
Dropbox  
Gifted Communications  
Ince Gordon Dadds  
Schroders  
Tesco Bags of Help  
Waitrose

## In Kind Support

34SP  
Kamm & Sons  
Mikala Grante

**And thank you to the 185 people who gave a one-off or regular donation, or fundraised for us.**



# OUR FINANCES

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

Income during the year 2019/2020 was £410,190. This compares with £293,609 in 2018/19. As you can see from the pie charts, the majority of our expenditure (which totalled £452,460) is on people – the staff, freelance artists and project managers who make our programmes possible, and the materials and associated costs of the projects.

Although we continue to receive no central government funding, the generosity of our donors and the ongoing support of our funders has enabled us to keep our finances stable. With political events causing financial

uncertainty and the ongoing Covid 19 pandemic particularly affecting the care sector, maintaining our income streams through this period has not been without challenges.

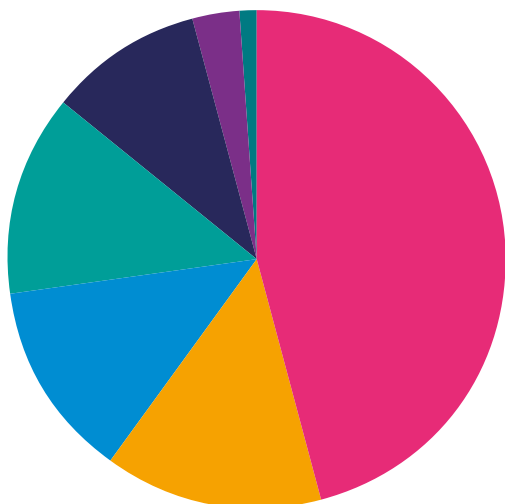
Very little of our income is year on year core funding and we work hard through the year to ensure that our income stream matches our plans for future expenditure. We keep back a certain amount of money, in reserve, to ensure that we can cover unexpected expenses, without endangering the financial health of the organisation.

We continue to be grateful for grants from trusts and foundations and City of London livery companies, and donations from many generous individual donors.

Magic Me is committed to good governance. Since 2018/19 our Board of Trustees have signed up to work within the Charity Commission's Charity Governance Code for Small Charities.

## INCOME

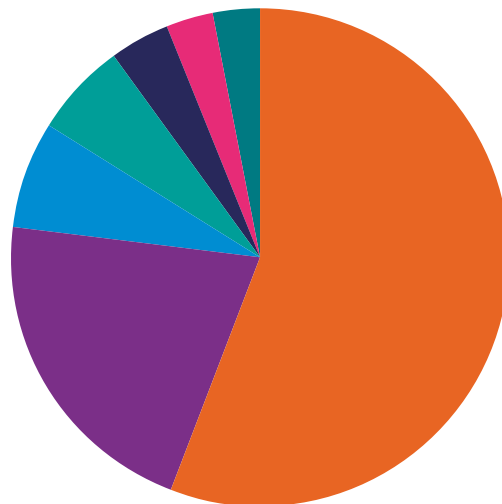
### Income 2019/20



Trusts and Foundations	46%
Individual Donors	14%
Livery Companies	13%
Project Partners	13%
Local Authorities	10%
Business Donations	3%
Earned Income	1%

## EXPENDITURE

### Income 2019/20



Staff Salaries and Costs	56%
Artists and Arts Partners fees	21%
Project Costs e.g Materials, Venues Hire	7%
Rent, Office and Communications	6%
Fundraising	4%
Governance including Accountancy	3%
Research and Development	3%

# OUR TEAM

## Current Staff

**Susan Langford** Director  
**Kate Hodson** Programme Director  
**Bethany Haynes** Programme Director  
Parental Leave Cover  
**Phoebe Grudzinskas** *Cocktails In Care Homes* and *Inside Out* Project Manager  
**Sarah Watson** *Cocktails In Care Homes* and *Inside Out* Project Co-ordinator  
**Catherine Connell** Schools and Communities Project Manager  
**Emily Bird** Schools and Communities Project Co-ordinator  
**Tham Huynh** Fundraising Co-ordinator  
**Deborah Mason** Communications Manager  
**Nazifa Yazmin** Artworks Placement – from Feb 2020

## Ex Staff working during the year

**Mark Bixter** General Manager  
**Kate Cattell** General Manager  
**Ed Errington** General Manager parental leave cover  
**Imogen Duffin** Fundraising Co-ordinator  
**Greer MacKeogh** Project Producer *Quality Street*  
**Henry Hocking** E15 placement May – July 2019

## Trustees

**Alison Harvie** Chair  
**Max Glazer-Munck** Treasurer from Feb 2020  
**Damian Hebron** Secretary  
**Afsana Begum** (from Feb 2020)  
**Phil Cave**  
**Caroline Gellatly** (from Feb 2020)  
**Hazel Gould**  
**Denise Leander**  
**Aimee O'Malley**  
**David Russell**

## Trustees who left in 19/20

**Victoria Grace** (to October 2019)  
**Ben Haber** (to Feb 2020)

# THANKS TO

**Anna Dinnen** consultant  
People Make it Work  
All our Change Creation programme colleagues  
D.R. ink

## Annual Report Photographers

**Holly Falconer**  
**Mia Harris**  
**Alex Kammerling**  
**Samia Meah**  
**Sarah Ann Watson**  
**Grace White**





# WE REMEMBER

Marjorie

Renee

Martin Alpert

Jeanetta Ball

Gladys Blundell

David Bowkett

Edna Brown

Valentina Cagigas

Caterina D'Avanzo

Dee Dimler

Dennis Ellam

Marjorie Gardner

Teresa Giraschi

Barbara Haswell

Gerald Hay

Cynthia Henry

George Hodge

May Jones

David (Brian) Jones

Dorothy (Dot) Keet

Peter Langford

Frederick Lynch

John Maghill

Elsie Mills

Kathleen Mitchell

Eileen Musgrove

Haroon Nujjoo

Sean O'Connell

Rachel Ogunleye

Henrietta Onipede

Freda Ordell

Ronald Pettman

Eileen Roberts

John Roberts

Margaret Ryder

Emily Saxon

Mary Scarlett

Leonard Sibthorpe

Lily Smile

Celestine Tavernier

Leonard Thompson

Henry Verlander

Lilian Warren

Charles Wason

Vera Welch

Project participants who have sadly passed away over the last year.

We also remember the many care home residents and staff who have died as a result of the Covid-19 Pandemic.





Thanks to Allen & Overy LLP for printing this report

**ALLEN & OVERY**

18 Victoria Park Square

London E2 9PF

Tel: 020 3222 6064

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

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

Registered Charity No. 328331



Charity Registration No. 328331

Company Registration No. 02394189 (England and Wales)

**MAGIC ME**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2020**

# MAGIC ME

## LEGAL AND ADMINISTRATIVE INFORMATION

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Trustees	Alison Harvie	
	Denise Leander	
	Aimee O'Malley	
	David Russell	
	Philip Cave	
	Hazel Gould	
	Damian Hebron	
	Afsana Begum	(Appointed 13 February 2020)
	Caroline Gellatly	(Appointed 13 February 2020)
	Max Glazer-Munck	(Appointed 13 February 2020)
Secretary	Susan Langford	
Charity number	328331	
Company number	02394189	
Principal address	18 Victoria Park Square Bethnal Green London E2 9PF	
Registered office	18 Victoria Park Square Bethnal Green London E2 9PF	
Independent examiner	Richard F Hopper Chinthurst 30 St Stephens Hill Launceston Cornwall PL15 8HN	
Bankers	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ	

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# MAGIC ME

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Statement of financial activities	7
Balance sheet	8
Notes to the financial statements	9 - 20

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# MAGIC ME

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2020

---

The trustees present their report and financial statements for the year ended 31 March 2020.

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 (FRS102)".

### **Objectives and activities**

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

### **Public benefit**

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

By bringing younger and older people together in shared creative activities we bring enjoyment, improved wellbeing and greater mutual understanding across generations. Longer term we support individuals and organisations to imagine different ways of growing older and design the future society we need to build for our ageing population. Our activities, exhibitions and performances challenge both participants and audiences to reconsider ageist expectations and stereotypes which can limit the aspirations and lives of younger and older people.

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

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

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

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

During the year 2019/20 Magic Me:

- \* ran arts workshops, projects and events in partnership with more than 36 partner schools, care homes and care settings for older people, community centres and cultural or arts organisations;
- \* worked with and directly benefitted 467 older people, 331 children and young people and involved 216 adult volunteers, including staff from 6 different corporate volunteer partners;
- \* reached further audiences of 850+ people in live events and 2,030 people online, who viewed our older and younger participants' performances and other artworks;
- \* ran intergenerational activities in a total of ten London Boroughs: Tower Hamlets, Brent, Camden, Hammersmith & Fulham, Haringey, Islington, Lambeth, Southwark, Waltham Forest and Westminster. Partnership projects were launched in four locations across Essex: Epping, Maldon, Colchester and Tendring;
- \* celebrated its 30th Birthday with an evening party hosted by our long-term partners Allen & OveryLLP at their Spitalfields office, complete with roof garden and views.



# MAGIC ME

## TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2020

---

### Strategic Growth

2019/20 was the third year in our 3-Year Strategic Plan developed by the Board and staff team. Through the Plan we continued working towards our goals to grow Magic Me's reach and impact, beyond our home base in Tower Hamlets, to serve other communities in outer east London and the east of England.

In east London our particular focus of growth was in Waltham Forest, the first ever London Borough of Culture, through our *Inside Out* project with care home residents and their local adult neighbours, and *Quality Street* a major two-year intergenerational community-building programme with housing organisation L&Q and many other local partners. In Essex we launched a four-year Artists' Residencies in Care Homes project, working with Excelcare homes across the county and four leading arts organisations: Matthew Bourne's New Adventures, curious directive, Gecko and Fevered Sleep. Our research partner Anglia Ruskin University are capturing learning about best practice in building good relationships between arts and care home staff in order to provide high quality arts experiences for older residents.

Our aim remains to share our proven and new models of intergenerational practice ever more widely, helping others across the UK to create connections and enrich lives through shared creative activity. We are doing this both through delivering activities ourselves and through influencing and supporting other organisations' work. By broadening our reach we also aimed to increase the sustainability of Magic Me, building a broader base of partnerships and funding streams in more locations.

### Challenges during 2019/20

The onset in the UK of the Covid-19 pandemic in late February and its ongoing impact through 2020 is without doubt the biggest challenge to face Magic Me in our 30+ year history. We have continued to deliver on our mission adapting our programme to serve our regular participants and partners, through adapting all our projects to work, enabling people to continue to meet, to make and to party at a distance, by phone, post, artworks and online. More details are given within our fuller Annual Report.

By 2020 Magic Me's award-winning *Cocktails in Care Homes* project had been running for nearly ten years, and had thrown nearly 700 evening parties for care home residents with our adult volunteer team. For a decade we had grown *Cocktails* in response to very positive feedback and popular demand, and are very proud of the joy, fun and friendship it brought to many people in this time. The project was made possible by financial support from individuals, partners, companies, trusts and foundations, but we have been unable to secure a sustainable model to enable us to grow and maintain the project further. In February we therefore took the difficult decision to scale back and then close *Cocktails* in summer 2020. Our plans for final parties and the handover of volunteers to be managed by their chosen local care homes were all interrupted by Covid-19 in March. Details of *The After Party*, our 'at a distance' party response are given in our Annual Report. Learning from this decade of work is feeding into our future work with care home partners and we are indebted to the staff, volunteers, partners, supporters and partygoers who made all this possible.

### Achievements and performance

#### For more details

The development, activities and achievements of Magic Me during the year are further reviewed in our Annual Report 2019/20. This will be available on-line at [www.magicme.co.uk](http://www.magicme.co.uk) following our AGM in October 2020 and in printed format on request from our office: 020 3222 6064.

# MAGIC ME

## TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2020

---

### Financial Report

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

**Financial Review** Income during the year 2019/20 was £410,190 compared with £293,609 in 2018/19. This increase reflects receipt of the first instalments of a major grant of £290,000 from Paul Hamlyn Foundation, to run the four-year programme Artists Residencies in Care Homes in Essex. Approximately £165,000 of the grant is for work by our four partner arts organisations and the research partner Anglia Ruskin University over the lifetime of the project.

During the past four financial years we have benefitted from any anonymous donation of £200,000, given to us unsolicited in December 2016. During 2019/20 we invested the final instalment, £23,037, to grow Magic Me's sustainability and geographical reach. The brought forward remainder of an Award of £100,000 from the Players of the Peoples Postcode Lottery in January 2018 also supported us to benefit communities in outer east London and the east of England. With the ending of these underpinning grants, staff have focussed on securing other core income and working towards full cost recovery for all projects.

Total expenditure in 2019/20 was £452,459, an increase from £388,381 in the previous year.

Our Board of Trustees and senior staff continue to review our strategic and fundraising plans, to deliver the most appropriate services, increase our financial stability and ensure the right staff and freelance team are in place. 2019/20 was a challenging year for fundraising. Community need is growing and many funders told us of greatly increased application levels. Whilst we are able to report some major successes we also had to make some very tough decisions when we could not secure all the funds required. We are indebted to the flexibility and support of many long-term funders who enabled us to plan a good ending for our *Cocktails in Care Homes* project, after 10 years, when the jigsaw of income from many sources no longer added up.

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, businesses, individual supporters and the Friends of Magic Me -- without which our work would not be possible.

### Reserves policy and position

The trustees aim to keep a balance in free reserves equal to at least three months' core expenditure (staff, contracted costs e.g. office rent 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 and to enable a well-managed wind-up of the charity should that ever become necessary. The target reserve level will change over time and is reviewed quarterly by the Finance, Audit and Risk Sub-Committee. This figure is currently calculated at £69,820.

During 2019/20 strategies to increase our reserves succeeded in increasing General Unrestricted Funds by £14,313 to £34,207. A further reserve of £17,695 at 31 March 2020 (£40,732 at 31 March 2019) is designated to cover unforeseen operating costs as listed in Note 18. The current total Unrestricted Funds of £51,902 therefore remains short of the target level. Our financial planning and income generation for the current year have a continued focus on building this reserve, although we know this will be particularly challenging in 2020/21 with consultancy and training fee income unlikely due to the pandemic restrictions.

The cash position at 31 March 2020 was healthy, with £240,940 cash in hand and total net assets of £116,171.



# MAGIC ME

## TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2020

---

### Risk Review and Management

The trustees have reviewed during the year the major risks to which the charity is exposed. They have looked at existing risk and further control measures required and the process by which Trustees are kept up to date about these risks. These risks have been classified under the headings set out below, with some of the key actions taken to mitigate them.

Governance risk: to continue to ensure that: the trustees have the relevant skills, commitment and capacity to govern Magic Me to enable the charity to be the best that it can be, steadfastly focused on achieving its vision, mission and purpose, so as to transform the lives of the beneficiaries whom we serve.

Operational risk: to continue to ensure that: Policies and Procedures including those for Safeguarding of Children and Vulnerable Adults, Health & Safety and Equal Opportunities are in line with current best practice and implemented; appropriate systems for contracting, managing and supervising all staff and freelance artists and workers, and for working with volunteers are in operation; clear written agreements of roles and responsibilities are negotiated and signed with project partners.

Financial risk: to continue to ensure: good forward financial planning, fundraising and cashflow awareness; the maintaining of a suitable reserves policy aiming to build up a reserve of at least three months' running costs

Regulatory and external risk: to continue to ensure: best practice is followed regarding employment practices and the policies noted under operational risk; compliance with relevant legislation regarding charities and companies including GDPR ; to remain alert to the changing context within the many sectors in which Magic Me operates.

Reputational risk: to continue to build on the charity's reputation for best practice and to develop good working relationships with partners, for example schools, care providers, funders.

Covid-19 Since March 2020 risks relating to Covid-19 and its impact have been added to our Risk Register with plans made to mitigate these as far as possible. New guidelines for staff, freelances and volunteers have been put in place and are regularly reviewed and updated in relation to changing government advice or legislation and emerging best practice. Financial and governance risks relating to a changed funding landscape, economic downturn, remote working and potential for illness of key people are also under regular review.

# MAGIC ME

## TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2020

---

### Structure, governance and management

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

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Alison Harvie

Denise Leander

Aimee O'Malley

Victoria Grace

(Resigned 15 October 2019)

Benjamin Haber

(Resigned 13 February 2020)

David Russell

Philip Cave

Hazel Gould

Damian Hebron

Afsana Begum

(Appointed 13 February 2020)

Caroline Gellatly

(Appointed 13 February 2020)

Max Glazer-Munck

(Appointed 13 February 2020)

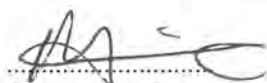
None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The charity is run by a board of directors/trustees which meets every three months. Through three sub-committees (Finance Audit and Risk, Fundraising and HR) the trustees also oversee key aspects of the charity's operations. The day-to-day management of the organisation is delegated to the Director who leads the delivery of activities and projects with a team of other employees, professional artists and numerous volunteers.

### Asset cover for funds

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

The trustees' report was approved by the Board of Trustees.



Alison Harvie

Trustee

Dated: 2/11/20



# MAGIC ME

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

---

I report to the trustees on my examination of the financial statements of Magic Me (the charity) for the year ended 31 March 2020.

### Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

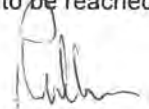
### Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accountants in England & Wales, which is one of the listed bodies.

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

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Richard F Hopper

Chartered Accountant

Chinthurst  
30 St Stephens Hill  
Launceston  
Cornwall  
PL15 8HN

Dated: 11 November 2020

# MAGIC ME

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2020

	Notes	Unrestricted funds £	Restricted funds £	Total 2020 £	Total 2019 £
<b><u>Income and endowments from:</u></b>					
Donations and grants	3	55,982	350,951	406,933	288,504
Other trading activities	4	31	-	31	40
Investments	5	776	-	776	888
Other income	6	2,450	-	2,450	4,177
<b>Total income</b>		<b>59,239</b>	<b>350,951</b>	<b>410,190</b>	<b>293,609</b>
<b><u>Expenditure on:</u></b>					
Raising funds	7	19,302	-	19,302	23,854
Charitable activities	8	48,661	384,496	433,157	364,527
<b>Total resources expended</b>		<b>67,963</b>	<b>384,496</b>	<b>452,459</b>	<b>388,381</b>
<b>Net expenditure for the year/ Net movement in funds</b>		<b>(8,724)</b>	<b>(33,545)</b>	<b>(42,269)</b>	<b>(94,772)</b>
Fund balances at 1 April 2019		60,626	97,814	158,440	253,212
<b>Fund balances at 31 March 2020</b>		<b>51,902</b>	<b>64,269</b>	<b>116,171</b>	<b>158,440</b>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

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



# MAGIC ME

## BALANCE SHEET

AS AT 31 MARCH 2020

	Notes	2020 £	£	2019 £	£
<b>Fixed assets</b>					
Tangible assets	12		4,461		5,511
<b>Current assets</b>					
Debtors	13	12,476		14,759	
Cash at bank and in hand		240,940		181,531	
		253,416		196,290	
<b>Creditors: amounts falling due within one year</b>	14	(141,706)		(43,361)	
Net current assets			111,710		152,929
<b>Total assets less current liabilities</b>			116,171		158,440
<b>Income funds</b>					
Restricted funds	17		64,269		97,814
<u>Unrestricted funds</u>					
Designated funds	18	17,695		40,732	
General unrestricted funds		34,207		19,894	
			51,902		60,626
			116,171		158,440

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 2020.

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

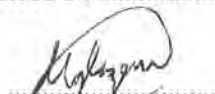
The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 2 November 2020



Alison Harvie  
Trustee



Max Glazer-Munck  
Trustee

Company Registration No. 02394189

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

---

### 1 Accounting policies

#### Charity information

Magic Me is a private company limited by guarantee incorporated in England and Wales. The registered office is 18 Victoria Park Square, Bethnal Green, London, E2 9PF.

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

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

#### 1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

#### 1.5 Resources expended

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



# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 1 Accounting policies

(Continued)

#### 1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings & equipment	25% p.a. on cost
IT equipment & website	25% - 33.33% p.a. on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

#### 1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

#### 1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED 31 MARCH 2020

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1 Accounting policies

(Continued)

**Basic financial liabilities**

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

**Derecognition of financial liabilities**

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

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

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



# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 3 Donations and grants

	Unrestricted funds	Restricted funds	Total 2020	Total 2019
	£	£	£	£
Donations and gifts	26,465	-	26,465	43,104
Grants income	29,517	350,951	380,468	245,400
	<u>55,982</u>	<u>350,951</u>	<u>406,933</u>	<u>288,504</u>
<b>For the year ended 31 March 2019</b>	<u>34,885</u>	<u>253,619</u>		<u>288,504</u>

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

£190,000 The Paul Hamlyn Foundation  
 £40,600 The L&Q Foundation  
 £25,000 The Mercers' Charitable Foundation  
 £25,000 Anonymous  
 £21,538 London Borough of Tower Hamlets  
 £20,000 The Goldsmiths' Company Charity  
 £20,000 The Aldgate and Allhallows Foundation  
 £20,000 Garfield Weston Foundation  
 £18,331 ExPat Foundation  
 £18,100 London Borough of Waltham Forest  
 £10,400 Anonymous  
 £10,000 Anonymous  
 £5,037 Salters' Charitable Foundation  
 £5,000 Foundation for Future London  
 £5,000 French Huguenot Church London  
 £5,000 The Haberdashers' Foundation  
 £5,000 Masonic Charitable Foundation  
 £5,000 The Lucas Tooth Trust  
 £4,000 Allen & Overy  
 £4,000 Westminster Amalgamated Charity  
 £3,800 Camden Giving  
 £2,000 Tesco: Bags of Hope  
 £1,665 Gifted Communications  
 £1,508 Bank of England  
 £1,500 Arts Council England  
 £1,500 Schroders  
 £1,500 The Big Give: Monday Charitable Trust  
 £1,200 Hammersmith United Charities  
 £1,000 Arup

We also acknowledge financial contributions from project partners including £6,710 from Cocktails in Care Homes partners, £5,000 from Excelcare and £2,000 from Gateway Housing and the 185 Friends of Magic Me and other individuals who gave regular or one-off contributions during the year totalling of £10,350.

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 4 Other trading activities

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Sale of books etc.	31	40

### 5 Investments

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Interest receivable	776	888

### 6 Other income

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Other income	2,450	4,177

Other income comprises fees earned from the provision of training and consultancy services.

### 7 Raising funds

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
<u>Costs of generating grants and donations</u>		
Fundraising expenses	2,403	1,801
Staff costs	16,899	22,053
	<u>19,302</u>	<u>23,854</u>
Costs of generating grants and donations	19,302	23,854



# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 8 Charitable activities

	Inter- genera- tional activities £	Training and developmt activities £	Total 2020 £	Total 2019 £
Staff costs	204,914	18,428	223,342	209,743
Depreciation and impairment	2,440	-	2,440	2,332
Artists' fees, materials and other direct project costs	143,088	18	143,106	88,697
	<u>350,442</u>	<u>18,446</u>	<u>368,888</u>	<u>300,772</u>
Share of support costs (see note 9)	56,985	4,591	61,576	60,051
Share of governance costs (see note 9)	2,693	-	2,693	3,704
	<u>410,120</u>	<u>23,037</u>	<u>433,157</u>	<u>364,527</u>
<b>Analysis by fund</b>				
Unrestricted funds	25,624	23,037	48,661	
Restricted funds	384,496	-	384,496	
	<u>410,120</u>	<u>23,037</u>	<u>433,157</u>	
<b>For the year ended 31 March 2019</b>				
Unrestricted funds	31,702	42,630		74,332
Restricted funds	290,195	-		290,195
	<u>321,897</u>	<u>42,630</u>		<u>364,527</u>

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 9 Support costs

	Support costs £	Governance costs £	2020 £	Support costs £	Governance costs £	2019 £
Staff costs	21,140	-	21,140	21,821	-	21,821
Premises and insurance costs etc.	23,033	-	23,033	22,599	-	22,599
Administrative expenses	17,403	-	17,403	15,631	-	15,631
Accountancy	-	1,008	1,008	-	984	984
Trustees expenses	-	185	185	-	817	817
Annual Report and AGM	-	1,500	1,500	-	1,903	1,903
	<u>61,576</u>	<u>2,693</u>	<u>64,269</u>	<u>60,051</u>	<u>3,704</u>	<u>63,755</u>
Analysed between						
Charitable activities	<u>61,576</u>	<u>2,693</u>	<u>64,269</u>	<u>60,051</u>	<u>3,704</u>	<u>63,755</u>

Governance costs includes payments to the independent examiner of £1,008 (2019- £984) for independent examination and accountancy fees.

### 10 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, and none of them were reimbursed any expenses (2019- none were reimbursed).

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 11 Employees

#### Number of employees

The average monthly number of employees during the year was:

	2020 Number	2019 Number
Project work	7	7
Administration	1	1
Fundraising	1	1
	<u>9</u>	<u>9</u>

#### Employment costs

	2020 £	2019 £
Salaries	236,741	231,695
Social security costs	19,257	18,439
Other pension costs	5,383	3,483
	<u>261,381</u>	<u>253,617</u>

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

### 12 Tangible fixed assets

	Fixtures, fittings & equipment £	IT equipment & website £	Total £
<b>Cost</b>			
At 1 April 2019	1,173	14,341	15,514
Additions	-	1,390	1,390
	<u>1,173</u>	<u>15,731</u>	<u>16,904</u>
At 31 March 2020			
<b>Depreciation and impairment</b>			
At 1 April 2019	1,173	8,830	10,003
Depreciation charged in the year	-	2,440	2,440
	<u>1,173</u>	<u>11,270</u>	<u>12,443</u>
At 31 March 2020			
<b>Carrying amount</b>			
At 31 March 2020	-	4,461	4,461
	<u>-</u>	<u>5,511</u>	<u>5,511</u>
At 31 March 2019	-	5,511	5,511



# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 13 Debtors

	2020	2019
	£	£
<b>Amounts falling due within one year:</b>		
Trade debtors	7,991	10,179
Other debtors	1,588	1,458
Prepayments and accrued income	2,897	3,122
	<u>12,476</u>	<u>14,759</u>

### 14 Creditors: amounts falling due within one year

	Notes	2020	2019
		£	£
Other taxation and social security		-	5,793
Deferred income	15	130,000	29,400
Other creditors		9,025	3,644
Accruals and deferred income		2,681	4,524
		<u>141,706</u>	<u>43,361</u>

### 15 Deferred income

	2020	2019
	£	£
Other deferred income	<u>130,000</u>	<u>29,400</u>

### 16 Retirement benefit schemes

#### Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £5,383 (2019 : £3,483).

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 17 Restricted funds

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

	Movement in funds			Movement in funds			
	Balance at 1 April 2018	Incoming resources	Resources expended	Balance at 1 April 2019	Incoming resources	Resources expended	Balance at 31 March 2020
	£	£	£	£	£	£	£
Cocktails in Care Homes	58,993	66,171	(101,150)	24,014	82,408	(84,702)	21,720
Arts and Ages	-	80,386	(54,340)	26,046	71,145	(95,563)	1,628
Artists Residencies	-	-	-	-	85,000	(69,779)	15,221
In My Name	-	17,462	(14,597)	2,865	1,500	(4,365)	-
Players of the Peoples Postcode Lottery	53,089	9,800	(58,774)	4,115	29,400	(33,515)	-
Quality Street Artworks	-	66,900	(34,531)	32,369	40,600	(62,587)	10,382
Generation Rebellion	-	-	-	-	13,798	(6,885)	6,913
Inside Out	-	-	-	-	9,000	(9,000)	-
Essex	5,000	-	-	5,000	18,100	(18,100)	-
Youth projects	3,405	-	-	3,405	-	-	5,000
Other projects	13,903	-	-	-	-	-	3,405
	13,903	36,900	(50,803)	-	-	-	-
	<u>134,390</u>	<u>277,619</u>	<u>(314,195)</u>	<u>97,814</u>	<u>350,951</u>	<u>(384,496)</u>	<u>64,269</u>

# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

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### 17 Restricted funds

(Continued)

The restricted funds are held for the following purposes:

#### Cocktails in Care Homes

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

#### Arts & Ages

A three-year intergenerational arts programme nurturing partnerships between 8 primary schools and 8 groups of older people in Tower Hamlets.

#### Artworks

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

#### Generation Rebellion

A two-year project with younger and older women exploring the role of the arts and intergenerational activism in relation to the Climate Emergency

#### In My Name

A group of students from Mulberry School for Girls and older women from the local community exploring themes around names and naming.

#### Inside Out

Part of the London Borough of Culture programme in Waltham Forest, Inside Out brought together older people, artists and adult volunteers to create and showcase artworks, linking care homes with their neighbourhoods.

#### Players of the People's Postcode Lottery

To support Magic Me's strategic plan to grow our reach, impact and supporter base beyond the London Borough of Tower Hamlets to serve outer East London and the East of England.

#### Quality Street

A two-year programme funded by the L&Q Foundation bringing three generations of residents together in Leyton.

#### Guardian Youth

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

#### Essex Care Homes

To support Magic Me's work in care homes across Essex.



# MAGIC ME

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2020

### 18 Designated funds

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

	Balance at 1 April 2018 £	Utilised as designated £	Balance at 1 April 2019 £	Utilised as designated £	Balance at 31 March 2020 £
Development	87,720	(64,683)	23,037	(23,037)	-
Staff cover	8,000	-	8,000	-	8,000
Training	2,695	-	2,695	-	2,695
Office renovations	4,000	-	4,000	-	4,000
Equipment	1,000	-	1,000	-	1,000
Safeguarding	2,000	-	2,000	-	2,000
	<u>105,415</u>	<u>(64,683)</u>	<u>40,732</u>	<u>(23,037)</u>	<u>17,695</u>

### 19 Analysis of net assets between funds

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Fund balances at 31 March 2020 are represented by:						
Tangible assets	4,461	-	4,461	5,511	-	5,511
Current assets/ (liabilities)	47,441	64,269	111,710	55,115	97,814	152,929
	<u>51,902</u>	<u>64,269</u>	<u>116,171</u>	<u>60,626</u>	<u>97,814</u>	<u>158,440</u>

### 20 Related party transactions

There were no disclosable related party transactions during the year (2019 - none).