

**THE SAMOSA MEDIA LIMITED**

**UNAUDITED REPORT AND FINANCIAL STATEMENTS  
FOR THE PERIOD ENDED  
31 MARCH 2017**

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<b>Directors</b>	John Pandit Graham Hitchen William Kane (resigned 25 January 2017) Sonia Raja
<b>Principal address</b>	51 Southwark Street London SE1 1RU
<b>Company Number</b>	09606330
<b>Charity Registration Number</b>	1165245
<b>Independent Examiner</b>	Alastair Duke PKF Littlejohn LLP Chartered Accountants 1 Westferry Circus Canary Wharf London E14 4HD
<b>Bankers</b>	HSBC 59 – 61 The Mall Stratford London E15 1XF

## Introduction

The Directors have pleasure in presenting this report and the financial statements of the company for the year to 31 March 2017. The Directors have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements.

## Vision and Mission

The Samosa Media Limited is a UK based arts & media charity, facilitating positive cooperation and discussion within the British Pakistani community and between Britain and Pakistan (as well as wider South Asian and Muslim communities). Using the medium of arts and journalism, we promote education and learning, community cohesion and intercultural dialogue, as well as providing spaces to explore cultural and social issues impacting all communities. Our approach is always inclusive and open for people from all backgrounds, engaging wider Asian, Muslim, BME and all other communities in the UK. The Samosa works to empower British Muslim voices and increase opportunities using media, film, theatre and music as ways to engage with and explore issues these communities face. We believe that the arts can play a major part in giving voice to often-unheard experiences of minority groups in Britain, and the Pakistan Calling films in particular are a very powerful resource to do this.

## Objects

The Objects of the Charity are:

- to encourage the advancement of education of British Pakistanis and other communities through raising awareness of issues such as identity, politics, multiculturalism, human rights and development in Pakistan, Britain and elsewhere through the arts and media communication and other recognised scholarly subjects and the provision of global forums and democratic and participatory exchange, either free of charge or subject to charge;
- to advance the Arts for the benefit of the general public and the British-Pakistani population of the United Kingdom by promoting inter-faith and cross-cultural work by artists in the fields of theatre, visual arts, film, literature and music in such ways as the trustees shall from time to time think fit, including by:
  - collaborating with theatres, cinemas, cultural centres and other venues in the United Kingdom to produce plays and films and organise exhibitions, film screenings and other events that showcase British Pakistani and Pakistani artists and art forms to a high standard; and
  - working with British and international organisations to develop arts and culture programmes for the wider British community that also showcase work by British Pakistani and Pakistani artists;
- the promotion of equality and diversity for the public benefit by:
  - the elimination of discrimination on the grounds of race, gender, disability, sexual orientation or religion;
  - advancing education and raising awareness in equality and diversity;
  - promoting activities to foster understanding between people from diverse backgrounds;
  - conducting or commissioning research on equality and diversity issues and publishing the results to the public; and
  - cultivating a sentiment in favour of equality and diversity.
- to provide people, organisations and businesses in the United Kingdom and Pakistan with a means of presenting themselves directly without mediation by government, established media or political or religious institutions;
- to promote and publish magazines, articles and all forms of publications and broadcasting especially on the internet in pursuit of the above objects;
- to encourage and promote research and discussion, in particular in relation to the above objects;
- such other objects as are charitable under the laws of England and Wales as the Trustees shall at their absolute discretion determine.

**Organisational structure, Governance and Management**

On 23 May 2015, The Samosa Media Limited was incorporated and full charitable status was received in January 2016 and entered onto the Register of Charities with the Registered Charity Number 1165245.

The Samosa has four trustees with a track record of public service in education, social welfare work and the arts on its board:

Graham Hitchen (Chair)  
John Pandit (co-founder)  
William Kane (resigned 25 January 2017)  
Sonia Raja

Staff Company Secretary and Chief Executive Officer: M.Anwar Akhtar

Education Programme officer part time: Farha Bi.

Liam Kane stood down as a trustee and director in January 2017. Liam played a very significant part in the set up and foundation of the company & charity. Liam has stated he will continue to support the charity's work, especially the education work with young people.

The Trustees confirm that they have had due regard to the guidance on public benefit issued by the Charity Commission when considering the objects, activities and future plans of the Charity.

**Review of the period**

The Samosa Media has worked with the Royal Society of Arts, Commerce and Manufacturing (RSA) to develop the Pakistan Calling catalogue, a series of films that challenge existing misconceptions of Pakistan and British Pakistanis persisting in Britain today. Working with film makers from Karachi, Lahore, London and Manchester, we produced and curated over 60 films looking at identity, education, equality, culture, health, development, conflict resolution, women, tolerance and minority rights issues in Pakistan and the UK. The film platform is a resource that can be used by cultural organisations, academics, students, women's groups, teachers and youth workers. All films are in English or have sub titles.

The Samosa Media has also delivered two very high profile arts productions. We co- produced DARA, a play originally performed by Pakistani human rights theatre group Ajoka, bringing it to the London stage at the National Theatre. In May 2016, we co-produced the Laal and Asian Dub Foundation concert at The Royal Festival Hall. Drawing upon this powerful portfolio of work, The Samosa is currently working with community youth groups, colleges, schools and universities across the country to spark debate and discussion on social and international issues, providing a space to allow young people to express themselves, explore their identity and promote their voice in the UK through a range of arts, education and media work. We also continue to develop work with our partners in Pakistan including Ajoka Theatre, Laal band and Karachi University School of Arts. Current projects also include a documentary film on the story of and collections in Lahore Museum

**Education and Workshops programme** – Working with youth groups, colleges and schools we deliver creative workshops, facilitated by a professional arts practitioner, to support and enrich the curriculum of subjects such as the following: Drama, Literature, Film and Media studies, Politics, History and Religious studies. Using resources such as the Pakistan Calling film catalogue and our experience as co- producers of the DARA play as a resource, these workshops explore topical issues relevant to young people today, such as racism, religious tensions, immigration, and women's rights, often challenging existing stereotypes and encouraging critical thinking. The engagement work helps promote cultural diversity, bridging understanding and connecting communities in the UK.

**Risk management**

The board meets a minimum of four times a year and closely monitors company programme development and programme work in delivery. An annual work plan developed by the CEO, is assessed and then approved by the board. Staff are then tasked to deliver and work to this planning document.

### Reserves Policy

As a new charity only entering its second full year of trading, the company is currently in the process of growing reserves to an acceptable level for the management of company business and contingency policy. A long term reserves fund of £60,000 is targeted, that figure being approximately equal to 6 months of company full annual operational costs, that include staffing, overheads and programme management costs.

### Financial Review

Turnover, project and production work was on target as per the long term company business plan. There is a surplus of £38,411. This surplus includes, grant funding of £10,000 from Newham Council and a grant of £4,500 from University of East London Civic engagement programme. These funds were received at the end of March 2017, for programme work and costs that the charity will be delivering across all of 2017. The remaining surplus of £23,911 offsets the deficit on reserves brought forward and will be carried forward for future project and production costs.

### Statement of Trustees' responsibilities

The Trustees (who are also directors for the purposes of company law) are responsible for preparing the Directors' Report and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and Charity law requires the Trustees to prepare Financial Statements for each financial year under law, that the Trustees must not approve the Financial Statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these Financial Statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities' SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law) has been followed, disclosing and explaining any departures there from in the Financial Statements; and
- prepare the Financial Statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the Financial Statements comply with the Companies Act 2006 and Charities Act 2011. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

By Order of the Board of Directors



**Graham Hitchen**  
Chairman



2017

**Independent Examiner's report to the Directors of The Samosa Media Limited**

I have examined the Financial Statements of The Samosa Media Limited for the year ended 31 March 2017 which comprise the Statement of Financial Activities, the Balance Sheet, and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Trustees, as a body in accordance with the Charities Act 2011 (the Act). My examination has been undertaken so that I might state to the Trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Trustees as a body, for my work or for this report.

**Respective Responsibilities of Trustees and Examiner**

The Charity's Trustees are responsible for the preparation of the Financial Statements. The Charity's Trustees consider that an audit is not required for this period under section 144(2) of the Act and that an independent examination is needed.

It is my responsibility to:

- examine the Financial Statements (under section 145 of the Act);
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the Act); and
- to state where 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 Financial Statements presented with those records. It also includes consideration of any unusual items or disclosures in the Financial Statements and seeks 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 Financial Statements 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 respects the requirements:

- to keep accounting records in accordance with Section 386 of the Companies Act 2006; and
- to prepare Financial Statements which accord with the accounting records of Section 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 Financial Statements to be reached.

  
**Alastair Duke, FCA**  
For and on behalf of PKF Littlejohn LLP  
Chartered Accountants

19 December 2017

1 Westferry Circus  
Canary Wharf  
London E14 4HD

	Notes	2017	2016
<b>Income from:</b>			
Philanthropic donations		45,000	25,050
Grants	1	84,957	16,300
		<hr/>	<hr/>
<b>Total Income</b>		129,957	41,350
		<hr/>	<hr/>
<b>Expenditure on:</b>			
Charitable activities	2	91,546	48,652
		<hr/>	<hr/>
<b>Total Expenditure</b>		91,546	48,652
		<hr/>	<hr/>
Net movement of funds	3	38,411	(7,302)
Balance brought forward at start of period		(7,302)	-
		<hr/>	<hr/>
Balance carried forward at end of period		£31,109	£(7,302)
		<hr/>	<hr/>

All funds held are unrestricted.

The Company had no gains and losses other than those noted above. All income is derived from continuing activities.

The accounting policies and notes on pages 8 to 11 form part of these Financial Statements.



**THE SAMOSA MEDIA LIMITED**

**BALANCE SHEET**  
**As at 31 March 2017**  
**Company Number 09606330**

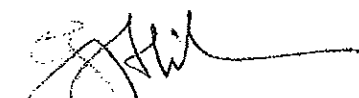
	Notes	2017	2016
<b>Tangible Fixed Assets</b>	5	419	
<b>Current Assets</b>			
Debtors	6	849	5,800
Cash at bank and in hand		32,241	96
		<u>33,090</u>	<u>5,896</u>
<b>Less: Current Liabilities</b>			
Creditors: amounts falling due within one year	7	(2,400)	(13,198)
		<u></u>	<u></u>
<b>Net Current Assets/(Liabilities)</b>		30,690	(7,302)
		<u></u>	<u></u>
<b>Net Assets/(Liabilities)</b>		£31,109	£(7,302)
		<u></u>	<u></u>
<b>Represented by:</b>			
		<u></u>	<u></u>
Unrestricted funds		£31,109	£(7,302)
		<u></u>	<u></u>

The Directors are satisfied that the Company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the Company to obtain an audit in accordance with section 476 of the Act.

The Directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts.

The Financial Statements are prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS102 Section 1A – small entities.

The Financial Statements were approved by the Directors on 18 December 2017.



Graham Hitchen  
Chairman

The accounting policies and notes on pages 8 to 11 form part of these Financial Statements.

**General information and basis of preparation**

The Samosa Media Limited is a charitable company, limited by guarantee, in the United Kingdom. The address of the registered office is given in the company information on page 1 of these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention. The financial statements are prepared in sterling which is the functional currency of the company.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

**Voluntary Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the company is legally entitled to the income, after any performance conditions have been met, when the amount can be measured reliably and when it is probable that the income will be received. Income from donations is recognised on receipt, unless there are conditions attached to the donation that require a level of performance before entitlement can be obtained. In this case income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the company and it is probable that they will be fulfilled.

**Resources Expended**

Liabilities are recognised as resources expended as soon as there is a legal or constructive obligation committing the company to the expenditure. All expenditure is accounted for on an accruals basis and has been classified as Costs of Charitable Activities.

**Tangible fixed assets**

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

IT equipment	3 years
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**Foreign Currency Translation**

Transactions in foreign currencies are translated at the exchange rate ruling on the date of the transaction.

**Funds**

The funds represented on the Balance Sheet are unrestricted funds, and can be used at the Directors' discretion for either capital or revenue purposes on any of the activities carried out by the company.

**Taxation**

The company is treated for tax purposes as a charity and is not liable to Income Tax on income derived from charitable activities. The company is not registered for VAT. All expenditure amounts in the Statement of Financial Activities (SOFA) are shown inclusive of VAT, where relevant.

1. Grants	2017	2016
Esmee Fairbairn Foundation	40,000	-
London Borough of Newham	10,000	-
University of East London	4,500	-
Raagoonwala Foundation	-	5,000
Network for Social Change	-	11,300
Other grants	30,457	-
	<hr/>	<hr/>
	£84,957	£16,300
	<hr/>	<hr/>
2. Charitable activities		
Staff costs	59,683	22,667
Consultancy fees	1,920	2,460
Direct programme costs	16,890	19,706
Support costs:		
Rent	3,336	2,574
Bank charges	148	45
Independent examiner's fees	1,200	1,200
Bookkeeping fee	6,248	-
Insurance	502	-
Depreciation	210	-
Other costs	1,409	-
	<hr/>	<hr/>
	£91,546	£48,652
	<hr/>	<hr/>
3. Net movement in funds		
Net movement in funds is stated after charging:		
Depreciation	£210	£210
Independent examiner's fee	£1,200	£1,200
	<hr/>	<hr/>

#### 4. Directors, Employees and Related Party Transactions

The Directors were not remunerated nor reimbursed any expenses during the period.

There were two employees of the charity in the year (2016 – one). No employees earned more than £60,000.

**5. Tangible fixed assets**

	IT equipment £
Cost:	
At 1 April 2016	-
Additions	629
	<hr/>
At 31 March 2017	629
	<hr/>
Depreciation:	
At 1 April 2016	-
Charge for the year	210
	<hr/>
At 31 March 2017	210
	<hr/>
Net book value:	
At 31 March 2017	419
	<hr/>
At 31 March 2016	-
	<hr/>

	2017	2016
<b>6. Debtors</b>		
Prepayments and accrued income	£849	£5,800
	<hr/>	<hr/>
<b>7. Creditors: amounts falling due within one year</b>		
Accruals	2,400	1,200
Salaries	-	11,998
	<hr/>	<hr/>
	£2,400	£13,198
	<hr/>	<hr/>

**8. Contingent Liabilities**

There were no contingent liabilities at 31 March 2017 or 31 March 2016.

**9. Limitation of Liability**

The Company is limited by guarantee having no share capital. If the Charity is dissolved, every member remaining or who was a member within 12 months of the winding up has agreed to contribute up to £1 towards the costs of dissolution and the liabilities incurred by the Charity whilst the contributor was a member.

**10. Related Party Transaction**

There are no known related party transactions to disclose.

**11. Post Balance Sheet Events**

There have been no events between the period end and the date on which these Financial Statements were approved that would have a significant effect on the Financial Statements.

**12. Ultimate Controlling Party**

The Trustees do not consider that there is an Ultimate Controlling Party.



## Trustees' Annual Report for the period

	Period start date				Period end date		
	31	03	2016		31	03	2017
<b>From</b>				<b>To</b>			

### Section A Reference and administration details

**Charity name** The Samosa Media Limited

**Other names charity is known by** The Samosa

**Registered charity number (if any)** 1165245

**Charity's principal address** First Floor Menier Chocolate Factory 51 Southwark Street  
London, England

**Postcode** SE1 1RU

#### Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	John Pandit		appointed 23 May 2015	
2	Graham Hitchen		appointed 23 May 2015	
3	Sonia Raja		appointed 22 June 2015	
4				
5				
9				
19				
20				

#### Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

#### Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

#### Name of chief executive or names of senior staff members (Optional information)

Anwar Akhtar

## Section B Structure, governance and management

### Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Articles of association
How the charity is constituted (eg. trust, association, company)	Association
Trustee selection methods (eg. appointed by, elected by)	Elected by the members

### Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

## Section C Objectives and activities

### Summary of the objects of the charity set out in its governing document

To encourage the advancement of education of British Pakistanis and other communities through raising awareness of issues such as identity, politics, multiculturalism, human rights and development in Pakistan, Britain and elsewhere through the arts and media communication and other recognised scholarly subjects and the provision of global forums and democratic and participatory exchange, either free of charge or subject to charge;

- to advance the Arts for the benefit of the general public and the British-Pakistani population of the United Kingdom by promoting inter-faith and cross-cultural work by artists in the fields of theatre, visual arts, film, literature and music in such ways as the trustees shall from time to time think fit, including by:
  - collaborating with theatres, cinemas, cultural centres and other venues in the United Kingdom to produce plays and films and organise exhibitions, film screenings and other events that showcase British Pakistani and Pakistani

artists and art forms to a high standard; and

- working with British and international organisations to develop arts and culture programmes for the wider British community that also showcase work by British Pakistani and Pakistani artists;
- the promotion of equality and diversity for the public benefit by:
  - the elimination of discrimination on the grounds of race, gender, disability, sexual orientation or religion;
  - advancing education and raising awareness in equality and diversity;
  - promoting activities to foster understanding between people from diverse backgrounds;
  - conducting or commissioning research on equality and diversity issues and publishing the results to the public; and
  - cultivating a sentiment in favour of equality and diversity.
- to provide people, organisations and businesses in the United Kingdom and Pakistan with a means of presenting themselves directly without mediation by government, established media or political or religious institutions;
- to promote and publish magazines, articles and all forms of publications and broadcasting especially on the internet in pursuit of the above objects;
- to encourage and promote research and discussion, in particular in relation to the above objects; and
- such other objects as are charitable under the laws of England and Wales as the Trustees shall at their absolute discretion determine.



**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

In the period ending in March 2017, the Samosa mainly focused on the following main activities in order to meet the objects and to benefit the public:

**Promoting equality and diversity**

*Pakistan Calling* film catalogue:

- Production and curating of over 60 films promoting equality and diversity in Pakistan and the UK
- Delivering education workshops across the UK in hard-to-reach communities
- hosting an online catalogue of the films accessible for the general public
- Building partnerships with colleges and higher education institutions. Teaching work has been delivered in workshops, classes, tutorials and creative sessions at Sir John Cass School, Westminster Kingsway College, University of East London and Goodenough College. Examples of work produced are below

**Partition Stories.** Link :<https://vimeo.com/227832152> Partition Stories is film of interviews and reflections on 1947 and its legacy today for India, Pakistan, Bangladesh and Britain. This film is a joint venture between Rishabh Shrivastav, film maker & University of East London MA student, Journalism students from University of East London and The Samosa media project

<https://youtu.be/H1BKwqo0QpI> *Brexit: A Country Divided? This film is a joint venture between Journalism students at the University of East London, and The Samosa*

Creating a set of teaching resources all schools and colleges can access.

A series of interventions across film, blogs, podcasts for young people to talk about politics, foreign policy, religion, identity, faith, citizenship hosted on one platform.

Improving the curriculum for history, media, citizenship, literature, and religious studies classes in schools by diversifying the teaching resources and subject areas. Developing this into an accredited curriculum resource for schools and colleges.

Developing a platform that will host a series of articles, blogs, films, podcasts looking at the relationships between religious orthodoxy and gender.

Introducing the relationships between the arts and critical thinking, to all children of all backgrounds, communities and faiths. Putting Islam on the curriculum in its historical, political social, religious and cultural contexts in way, that all can engage with its study, interpretation and structures.

Encouraging school children from all backgrounds, especially from minority communities to develop interests in the arts, media, journalism, history, religious studies through education and engagement at school and sixth form level. Encouraging them to study these subjects at university, develop their own careers and voices in society. Supporting their aspirations, talent and ambitions.

-

**Advancing the arts**

Two high profile arts productions held in 2015 and 2016, continue to resonate in terms of legacy and critical acclaim, informing our teaching work and work with, schools, universities and colleges

- Co-production of the Pakistani play *Dara* at the National Theatre in London
- Co-production of a major concert with Pakistani/British Pakistani bands at the Royal Albert Hall
- 

**Sharing knowledge with other charitable organisations**

- Contributing to the Salzburg Global Seminar on conflict resolution

The trustees hereby confirm that they have had regard to the public benefit guides when making decisions they are relevant to.

**Additional details of objectives and activities (Optional information)**

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

## Section D

## Achievements and performance

## Section D

## Achievements and performance

### Summary of the main achievements of the charity during the year

#### Promoting equality and diversity

The Samosa's greatest achievement was the successful continuation of the collaborative project *Pakistan Calling* that we put into practice together with an established British arts institution, the Royal Society of Arts, Commerce and Manufacturing (RSA). *Pakistan Calling* challenges existing misconceptions of Pakistan and British Pakistanis persisting in Britain today, promoting equality and diversity.

Working with film makers and social change makers from Karachi, Lahore, London and Manchester, we produced and curated over 60 films looking at identity, education, equality, culture, health, development, conflict resolution, women, tolerance and minority rights issues in Pakistan and the UK. The films were broadcast, promoted and discussed with different audiences, especially young British Pakistanis and community groups, through screening events and talks at schools, colleges, community centres and mosques. We succeeded in bringing these films and discussions to hard-to-reach communities across the UK, raising awareness for the issues addressed in the films. The feedback from teaching staff confirmed the positive impact of the project: 'It gives a different perspective on Pakistan through art [...] it opens people's views, which supports social integration even more [...] young British Pakistanis gain a new perspective on their own heritage [and] are inspired to become social change makers.'

#### Advancing the arts

The Samosa Media has delivered two high profile arts productions that advanced the Arts for the benefit of the general public and the British-Pakistani population of the UK by promoting inter-faith and cross-cultural work, increasing the representation and visibility of Pakistani stories and artists in the British arts sector.

In collaboration with the Pakistani theatre company Ajoka and the National Theatre, The Samosa brought the play *DARA* to the National Theatre's stage in London. This was the first time a Pakistani play was performed there, reaching broad audiences: *DARA* was seen by over 30,000 people in London at over 36 shows with audiences including many young people from British Asian communities. The Samosa delivered an extensive education programme and was at the forefront of organising debates relating to the play, especially on inter-faith relations, in particular several panel talks with speakers from academia and the arts (e.g. with SOAS). *DARA* created much public debate on the issues of culture, history, religious tolerance and the history of South Asia. The play received wide critical acclaim by national and mainstream media such as the Daily Telegraph, TimeOut, The Guardian and Channel4 and had a major educational impact. Peter Tatchell (2015) stated in the Daily Telegraph that 'every child in Britain should see the National's latest play: *DARA* dramatises the historic struggle against Islamist extremism - it can reach people that political debate cannot'. The Samosa has been given an permission for the professional film recording of the play to be used for educational, non-commercial screenings for schools, colleges, literary and theatre festivals and thus enabled us to further draw on this powerful play. The production also secured an important Pakistani arts organisation as Ajoka Theatre Company was struggling to survive. It meant a major break through and the establishment of international relationships for Ajoka: they could raise important funding and gain international recognition.

## Section E Financial review

### Brief statement of the charity's policy on reserves

As a new charity, the company is currently in the process of growing reserves to an acceptable level for the management of company business and contingency policy. A reserves fund of £60,000 is targeted, that figure being approximately equal to 6 months of company full annual operational costs, that include staffing, overheads and programme management costs.

### Details of any funds materially in deficit

### Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Turnover, project and production work was on target as per the long term company business plan. There is a surplus of £38,411 at year end March 2017. This surplus includes grant funding of £10,000 from Newham Council and £4,500 from University of East London Civic engagement programme.

These funds were paid at end of March 2017 for programme work and costs that the charity will be delivering across all of 2017. The remaining surplus of £23,911 offsets the deficit on reserves brought forward and will be carried forward for future project and production costs.

## Section F Other optional information

## Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Graham Hitchen

Position (eg Secretary, Chair, etc)

Chair

Date

8 / 1 2018

