

Charity registration number 1119238

Company registration number 6033670 (England and Wales)

MAMA YOUTH PROJECT
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

MAMA YOUTH PROJECT

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Melissa Holton Shaun Darren Scoon Salvatore Sparace Louisa Forsyth Sara Alaine Chenery Safira Nazli Afzal Penelope Janet Morgan Sara Fisher Samuel Ampah James Allen	 (Appointed 7 June 2022) (Appointed 19 January 2022) (Appointed 7 June 2022)
Charity number	1119238	
Company number	6033670	
Registered office	325-327 Oldfield Lane North Greenford Middlesex UB6 0FX	
Independent examiner	Berish Hoffman ACA Landau Morley LLP 325-327 Oldfield Lane North Middlesex UB6 0FX	

MAMA YOUTH PROJECT

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MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2021

The trustees present their annual report and financial statements for the year ended 31 December 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply 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)" (as amended for accounting periods commencing from 1 January 2016).

Objectives and activities

MAMA Youth Project - Mission Statement:

To support

motivated and under- represented young adults facing challenges

into

sustained employment in the media

through

the provision of training, hands on work experience and access to industry networks.

The Charity's objectives are specifically:

To advance the education of young people who are from disadvantaged backgrounds (including but not limited to black and other ethnic minority backgrounds) and/or who are unemployed, hereinafter referred to as "disadvantaged youth", by:-

- a) providing training for disadvantaged youth in the art of audio and/or visual media production (including but not limited to television production) and ancillary matters;
- b) producing and staging shows, events and other productions which are aimed at educating disadvantaged youth in connection with practical issues which are of relevance to them, and producing ancillary materials; and
- c) sponsoring disadvantaged youth to help them gain greater involvement in audio and/or visual media production and sponsoring events which the company thinks will help disadvantaged youth gain such greater involvement.

MAMA Youth Project is a brand that aspires to be known for giving youth of the United Kingdom from under-represented backgrounds a platform to express themselves, trusting young people, giving them the responsibility to work within a disciplined environment and supporting them with professional and personal development.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

MAMA Youth Project runs a 14 week TV Training programme and a 6 week Digital media content production training. The most successful training programme to date has been 'What's Up TV', rebranded as "Unmuted" in 2021 and "The Other Art Show" in 2022.

The training targets young people and trains them on television production whilst working as Production Managers, Production Coordinators, Content Producers, Camera/Lighting Operators, Video Editors, & Location Sound Recordist. The training is based on the real experience of doing the job that is assigned to a young adult. They have to perform their duties in a highly professional manner, taking full account of the discipline that goes with working in the television industry. The young trainees who take part in this unique training environment are working on a real television show that is broadcast on Sky Arts.

29 young people have completed the 14 weeks Unmuted TV Training in 2021 and 27 (93%) have been recommended for a paid placement in the industry.

In 2021 MAMA Youth also delivered 2 x 6 weeks digital media content production training programmes totalling 25 young people trained of which 24 were recommended for a paid placement in the industry.

Strengthening our employer network and talent management team we have seen 100% success rate in sustained employment for our Spring 2020 cohort who are still working in the industry a year after completion and 93% success rate after 6 months in the industry for our Autumn 2020 cohort

MAMA Youth Project (MYP) is a leading UK media charity - building a brand focused on young adults, supported by young adults and giving back to young adults.

Although the main training programme is very much geared towards a working environment rather than theory-based, MYP aims to develop and conduct other training programmes that can take advantage of all the experiences and knowledge that has been developed. Unmuted training ensures trainees have full, hands-on responsibility for producing broadcast quality shows that are made available to the general public through broadcast and other media platforms. The work placements following Unmuted TV training are done in accordance to an entry to employment policy and include:

- Introductions to potential employers
- Health & safety awareness
- Personal development sessions
- Support with CV preparation
- Employment interview techniques
- Visits to broadcast stations
- Visits to post production houses
- Work experience placements

Young people will be selected to participate in the programme based upon:

- Representing an under-represented group
- Limited access to educational/employment opportunities
- Term of unemployment
- Aptitude for an interest in TV production
- Recommendation from a referring organisation such as Youth Services
- A clear willingness to further their personal development, and to demonstrate they are ready to change their lives
- Despite working hard and attending university are still unable to find an entry level opportunity in TV.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

Background

MAMA Youth Project is an off shoot of MAMA Production's Ltd which was established in 2001. Wholly owned by Bob and Caroline Clarke, the company was originally a small concern producing programmes for television and corporate videos. MAMA Productions has been dissolved since March 2009; this allowed Bob and Caroline to dedicate more time to MAMA Youth Project.

MAMA Youth Project's main training product is the Unmuted TV training a unique format specific for the television industry. The employability skills learned can, however, be transferred to any industry. The product has two main outlets:

1. Training New TV Talent

MAMA Youth Project is actively promoting diversity within the television industry by giving free training to diverse groups of people who are under-represented within the industry. There are many publications and reports on the lack of diversity in television. The main reason MAMA Youth Project exists is to give young adults the practical skills and means to have a strong chance of finding employment within the broadcast and media industry.

2. Training Young Adults In Life Skills For Employment

MYP have a strong social impact on society. From 2005 to 2021 MYP have managed to change the lives of over **five hundred and ninety-nine young adults** who had little hope of finding employment within the media industry. We have also helped give many young adults the confidence and realisation that they can contribute to society as they now know that they are employable. Most of our young adults have been seeking a job within the media for a long time or have been unemployed for so long their confidence had been shattered or they found themselves settling into a routine of getting up late and not really participating in society. Because of their experience with MAMA Youth Project many have had the confidence to do work experience or volunteering. We aim to be a major service provider to youth organisations and civil bodies supporting young adults with various social issues. Although we are very strong on discipline and work ethics, MAMA Youth Project is a brand that means opportunity for young adults. We achieve this by allowing young adults to stand up for themselves, realise their potential and have the freedom to be recognised as equal and valued members of our society. MAMA Youth Project's main training model offers training that is totally based in a working environment and the responsibility that comes with it. MAMA Youth Project is a non conventional learning institution whose main training model concentrates on vocational learning. The working environment is a place where industry professionals guide young trainees and pass on their experience of working in the broadcast and the media industries. Young people are given the confidence to conduct phone calls and correspondence with contributors from all levels of business both known and unknown to them. This helps to build self esteem and belief in their new found abilities. The young adults make a professional television programme, to industry standards under a strict employment code of practice. The training is non-accredited and focuses all its energy on finding employment, meaningful work experience or pathways into further education.

The trustees confirm that they have complied with the duty in section 2 (1) (b) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The aim of MAMA Youth Project is to advance the education of young people for the public benefit by:

- a) Providing training for young people from underrepresented groups including, but not limited to, those from black Asian minority and ethnic backgrounds (BAME) in the art of television media production and ancillary matters;
- b) Producing shows (and other media productions) which are aimed at educating young people from under-represented groups in life skills and other practical issues that affect them. The trustees have paid due regard to the public benefit guidance issued by the charity commission.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

Achievements and performance

The television industry appreciates and supports our unique way of finding new talent.

1. March 2009, in the Council of Europe's study on **Diversity In Media** throughout Europe, MYP was placed as one of the **top 10 organisations in its category** setting a good example, initiative and practice towards diversity in media. The only two other organisations from the UK were the BBC and Channel 4.

2. November 2009 **Bob Clarke was the winner of the Special Recognition Award at the prestigious** Cultural Diversity Network (CDN) Award ceremony for his work and achievement with MAM Youth Project.

3. 2011, MYP sign a three year partnership agreement with BskyB which is still ongoing.

4. June 2011, Bob Clarke was shortlisted for the **Community Champion Award in the Trinity Mirror Ealing's Pride in our People awards for all the hard work that was put into building MAMA Youth Project.**

5. 2012, 'What's Up' is screened on Sky 3 (Pick TV).

6. 2013, The BBC partner with MYP (Ended December 2020).

7. 2013, Agreed partnership working with Procam kit room provider who support the charity and its main delivery programme by supplying all the latest equipment for young people to learn their craft to the value of £200,000 pa. Plus giving 13 weeks paid placement to 8 trainees a year.

8. In 2014 MAMA Youth Project trainees are now paid interns and the show becomes a Sky 1 Commission.

9. In 2016 MAMA Youth wins the Business in the Community Race Equality Awards for Developing Talent. The other nominees were The Civil Service, Imperial College and American Express.

10. In 2017 we moved operation to Sky premises where we developed and added a new digital media training programme.

11. In June 2018 MAMA Youth launched a database of alumni - MYP Talent Pool - and 15 new companies joined in partnership recruiting from our pool of alumni and benefiting from our expertise and consultancy.

12. In November 2018 MYP wins The Princess Royal Training award, the Princess herself being a judge.

13. In November 2019 MYP wins Royal Television Award for Community Improvement.

14. 2020 - **Unmuted launches on Sky Arts** and replaces What's Up TV. **Gavin Ramjuan and Ria Hebden** become celebrity patrons of MAMA Youth. Over £9000 raised in donations for the MAMA Youth Alumni Covid-19 Hardship fund. Inclusion Awareness Workshops launches and our Two-Way-Mentoring starts

15. **2021** - Licklemor Productions (MAMA Youth's commercial arm)win's its **first BAFTA award for Life & Rhymes**

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

Financial review

The result for the year to 31 December 2021 shows total income of £882,637 (2020: £529,412) and total expenditure of £656,654 (2020: £521,161). MAMA Youth Project will raise more funds through the Talent Pool memberships and an increase of contributions from our patron and corporate partners Sky, Netflix, Disney, Banijay, Lime Pictures, Warner Bros. Gravity Media. We also look to improve revenue from positive employment outcomes achieved from Hounslow CEZ. Another form of revenue we will be exploring is providing services to our partners who support the charity financially such as a MYP talent pool, workshops for partner employees and the chance to meet industry gurus such as an evening with the Commissioning Editors.

Reserves policy

MAMA Youth Project aims to retain sufficient free reserves equivalent to approximately three months forward expenditure. These reserves will be held in case of any sudden decline in income and ensure continuing commitments to providing services for the young adults.

At the year end, the charity held free reserves £125,319 (2020:£32,428).

The charity still had to cope with rules and regulations concerning the Coronavirus pandemic. But we were able to conduct training. Two digital media and one TV training production. Our commercial arm also managed to produce another show, Life & Rhymes, that won a BAFTA for our 2020 production. The 2021 production was also nominated for a BAFTA.

In 2022 MAMA Youth Project aims to: - Continue to build new partnerships. - Explore and consolidate sustainable funding for MAMA Youth Project to increase our capacity to work with young people. - Seek more commissions for Licklemor Productions Ltd (the charity's commercial arm) to increase funds generated for the charity. - Formalise our training and our links to the qualification providers. We want to increase our digital media training. We will also complete at least one TV training. We shall also be seeking to strengthen our board and increase the diversity of experience within the board.

Structure, governance and management

MAMA Youth Project is a company limited by guarantee, incorporated on 20th December 2006 and registered as a charity on 16th May 2007. Its governing documents are the Memorandum and Articles of Association. The founder, Bob Clarke, who started the organisation in 2005, has been a professional editor in broadcast television for over twenty years.

The Charity is headed by a Board of Trustees:

Safira Nazli Afzal
James Stephen Allen
Samuel Ampah
Sara Alaine Chenery
Sara Louise Fisher
Louisa Suzanne Emily Forsyth
Melissa Sarah Holton
Penelope Janet Morgan
Shaun Darren Scoon
Salvatore Sparace

Trustees are sought in a variety of ways involving exploration of the field of potential candidates, including recommendations from existing trustees and supporters of MAMA Youth Project. Potential trustees are scrutinised by the current trustees and are subject to competitive interview. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the Project.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 31 DECEMBER 2021*

The Chief Executive, Bob Clarke, reports to the trustees on managing risk. The key risks identified within MAMA Youth Project are recorded in a Headline Risk Register (HRR) which is presented to the Trustees quarterly. The HRR details the scope of each risk, actions taken to mitigate that risk and the assessment of the degree to which the risks are being managed. Actions to address risks are planned and monitored in these quarterly reviews and used to update the HRR.

The trustees are responsible for setting the goals of the charity. The day to day management is the responsibility of the executive management team which has overall responsibility for delivery of services and activities including financial, management and fundraising.

The trustees report was approved by the Board of Trustees.

Melissa Holton

Chair of Trustees

Dated: 30 August 2022

MAMA YOUTH PROJECT

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAMA YOUTH PROJECT

I report to the trustees on my examination of the financial statements of MAMA Youth Project (the charity) for the year ended 31 December 2021.

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 The 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.

Berish Hoffman ACA

Landau Morley LLP
325-327 Oldfield Lane North
Middlesex
UB6 0FX

Dated: 31 August 2022

MAMA YOUTH PROJECT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2021

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Income from:							
Donations and legacies	3	111,729	207,122	318,851	99,090	59,448	158,538
Charitable activities	4	563,786	-	563,786	370,874	-	370,874
Total income		<u>675,515</u>	<u>207,122</u>	<u>882,637</u>	<u>469,964</u>	<u>59,448</u>	<u>529,412</u>
Expenditure on:							
Charitable activities	5	570,324	86,330	656,654	473,399	47,762	521,161
Net income for the year/ Net movement in funds		105,191	120,792	225,983	(3,435)	11,686	8,251
Fund balances at 1 January 2021		87,626	11,686	99,312	91,061	-	91,061
Fund balances at 31 December 2021		<u>192,817</u>	<u>132,478</u>	<u>325,295</u>	<u>87,626</u>	<u>11,686</u>	<u>99,312</u>

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.

MAMA YOUTH PROJECT

BALANCE SHEET

AS AT 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Fixed assets					
Tangible assets	9		79,376		55,197
Investments	10		1		1
			<u>79,377</u>		<u>55,198</u>
Current assets					
Debtors	11	-		2,500	
Cash at bank and in hand		286,147		142,984	
		<u>286,147</u>		<u>145,484</u>	
Creditors: amounts falling due within one year	13	(18,945)		(20,214)	
Net current assets			267,202		125,270
Total assets less current liabilities			346,579		180,468
Creditors: amounts falling due after more than one year	14		(21,284)		(81,156)
Net assets			<u>325,295</u>		<u>99,312</u>
Income funds					
Restricted funds	15		132,478		11,686
Unrestricted funds			192,817		87,626
			<u>325,295</u>		<u>99,312</u>

MAMA YOUTH PROJECT

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2021

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 December 2021.

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

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 30 August 2022

Melissa Holton
Trustee

Company registration number 6033670

MAMA YOUTH PROJECT

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Cash flows from operating activities					
Cash generated from operations	19		251,323		71,676
Investing activities					
Purchase of tangible fixed assets		(45,880)		(2,958)	
Net cash used in investing activities			(45,880)		(2,958)
Financing activities					
Repayment of bank loans		(50,000)		50,000	
Payment of obligations under finance leases		(12,280)		(8,921)	
Net cash (used in)/generated from financing activities			(62,280)		41,079
Net increase in cash and cash equivalents			143,163		109,797
Cash and cash equivalents at beginning of year			142,984		33,187
Cash and cash equivalents at end of year			286,147		142,984

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

Charity information

MAMA Youth Project is a private company limited by guarantee incorporated in England and Wales. The registered office is 325-327 Oldfield Lane North, Greenford, Middlesex, UB6 0FX.

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)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

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 Income

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.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably.

All expenditure is inclusive of irrecoverable VAT.

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:

Office equipment	25% reducing balance
Motor vehicles	25% reducing balance

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 the statement of financial activities.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

(Continued)

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 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).

1.9 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.

1.10 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.

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.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

(Continued)

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

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

1.13 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the balance sheet as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to net income/(expenditure) for the year so as to produce a constant periodic rate of interest on the remaining balance of the liability.

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.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Donations and gifts	7,041	37,123	44,164	2,820	59,448	62,268
Grants	104,688	169,999	274,687	96,270	-	96,270
	<u>111,729</u>	<u>207,122</u>	<u>318,851</u>	<u>99,090</u>	<u>59,448</u>	<u>158,538</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

4 Charitable activities

	2021 £	2020 £
Activities undertaken directly	563,786	370,874

5 Charitable activities

	2021 £	2020 £
Staff costs	86,850	45,962
Depreciation and impairment	21,701	18,399
Production costs	7,064	-
Professional fees	78,699	79,102
Motor, travel and subsistence	7,078	2,916
Presenter fees	5,189	4,067
Sundries	-	44
Equipment hire	1,358	1,395
Venue hire	3,999	6,715
Printing, postage and stationery	-	494
Staff welfare	-	170
Marketing and advertising	414	1,550
Other office cost	1,661	1,790
	<u>214,013</u>	<u>162,604</u>
Share of support costs (see note 6)	435,661	351,025
Share of governance costs (see note 6)	6,980	7,532
	<u>656,654</u>	<u>521,161</u>
Analysis by fund		
Unrestricted funds	570,324	473,399
Restricted funds	86,330	47,762
	<u>656,654</u>	<u>521,161</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

6 Support costs

	Support costs	Governance costs	2021 Support costs	Governance costs	2020
	£	£	£	£	£
Staff costs	352,669	-	352,669	295,472	295,472
Insurance	6,004	-	6,004	6,010	6,010
Motor travel and subsistence	14,257	-	14,257	14,410	14,410
Other office costs	36,969	-	36,969	16,065	16,065
Staff training and welfare	2,647	-	2,647	2,021	2,021
Marketing and advertising	6,245	-	6,245	3,411	3,411
Printing, postage and stationery	192	-	192	24	24
Telephone	2,103	-	2,103	2,294	2,294
Subscriptions	8,057	-	8,057	5,812	5,812
Sundries	917	-	917	65	65
Interest payable	1,890	-	1,890	1,418	1,418
Bookkeeping fees	3,711	-	3,711	4,023	4,023
Accountancy fees	-	6,980	6,980	-	7,532
	<u>435,661</u>	<u>6,980</u>	<u>442,641</u>	<u>351,025</u>	<u>358,557</u>
Analysed between					
Charitable activities	<u>435,661</u>	<u>6,980</u>	<u>442,641</u>	<u>351,025</u>	<u>358,557</u>

Governance costs include payments to the independent examiner of £2,700 (2020: £2,500) for independent examination services and £4,280 (2020: £5,032) for accountancy services.

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

7 Trustees (Continued)

8 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
	18	15
	<u> </u>	<u> </u>

Employment costs	2021 £	2020 £
Wages and salaries	403,584	312,541
Social security costs	30,760	24,562
Other pension costs	5,175	4,331
	<u> </u>	<u> </u>
	439,519	341,434
	<u> </u>	<u> </u>

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2021 Number	2020 Number
£70,001-£85,000	1	1
	<u> </u>	<u> </u>

9 Tangible fixed assets

	Office equipment £	Motor vehicles £	Total £
Cost			
At 1 January 2021	152,058	16,264	168,322
Additions	45,880	-	45,880
	<u> </u>	<u> </u>	<u> </u>
At 31 December 2021	197,938	16,264	214,202
	<u> </u>	<u> </u>	<u> </u>
Depreciation and impairment			
At 1 January 2021	101,236	11,889	113,125
Depreciation charged in the year	20,607	1,094	21,701
	<u> </u>	<u> </u>	<u> </u>
At 31 December 2021	121,843	12,983	134,826
	<u> </u>	<u> </u>	<u> </u>
Carrying amount			
At 31 December 2021	76,095	3,281	79,376
	<u> </u>	<u> </u>	<u> </u>
At 31 December 2020	50,822	4,375	55,197
	<u> </u>	<u> </u>	<u> </u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

10 Fixed asset investments

Other investments

Cost or valuation

At 1 January 2021 & 31 December 2021

1

Carrying amount

At 31 December 2021

1

At 31 December 2020

1

	Notes	2021 £	2020 £
Other investments comprise:			
Investments in subsidiaries	18	1	1

11 Debtors

Amounts falling due within one year:

Prepayments and accrued income

2021 £	2020 £
-	2,500

12 Loans and overdrafts

Bank loans

Payable after one year

2021 £	2020 £
-	50,000
-	50,000

The long term loan is a government-backed loan accessed under a small business loan scheme for businesses impacted by the coronavirus pandemic. It provides a full guarantee against the outstanding guarantee facility balance.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

13 Creditors: amounts falling due within one year

	Notes	2021 £	2020 £
Obligations under finance leases		11,330	13,738
Other creditors		815	476
Accruals and deferred income		6,800	6,000
		<u>18,945</u>	<u>20,214</u>

14 Creditors: amounts falling due after more than one year

	Notes	2021 £	2020 £
Bank loans	12	-	50,000
Obligations under finance leases		21,284	31,156
		<u>21,284</u>	<u>81,156</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

15 Restricted funds

The income funds of the charity include restricted funds comprising the following balances held for specific purposes:

	Movement in funds			Movement in funds		
	Income	Expenditure	Balance at 1 January 2021	Income	Expenditure	Balance at 31 December 2021
	£	£	£	£	£	£
Alumni Hardship Fund	9,461	(5,660)	3,802	8,123	(600)	11,325
The National Lottery Community Fund	49,987	(42,102)	7,884	-	(7,884)	-
John Lyons	-	-	-	40,000	(40,613)	(613)
London Community Response Fund	-	-	-	29,000	(27,285)	1,715
Netflix Inc.	-	-	-	129,999	(9,948)	120,051
	<u>59,448</u>	<u>(47,762)</u>	<u>11,686</u>	<u>207,122</u>	<u>(86,330)</u>	<u>132,478</u>

The Alumni Hardship Fund relates to amounts received to help the charity's alumni and trainees affected by the Covid-19 pandemic.

The National Lottery fund relates to a grant received to help the charity redesign and deliver its training in accordance with Covid-19 protocols.

The grant received from the John Lyon's Charity provides funding for the Digital Media Training Programme targeting children and young people under the age of 25.

The London Community Response fund was granted to provide financial support to the charity's trainees affected by the Covid-19 pandemic.

The grant received from Netflix Inc. funds the participation of 10 young people in the charity's training program, recruitment costs and the employment of administrative staff.

16 Analysis of net assets between funds

	Unrestricted Funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted Funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fund balances at 31 December 2021 are represented by:						
Tangible assets	67,497	11,879	79,376	55,197	-	55,197
Investments	1	-	1	1	-	1
Current assets/(liabilities)	146,603	120,599	267,202	113,584	11,686	125,270
Long term liabilities	(21,284)	-	(21,284)	(81,156)	-	(81,156)
	<u>192,817</u>	<u>132,478</u>	<u>325,295</u>	<u>87,626</u>	<u>11,686</u>	<u>99,312</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2021

17 Related party transactions

Remuneration of key management personnel

The key management personnel of the charity comprise the trustees, the Chief Executive Officer and the Director of Operations.

The total employee benefits of the key management personnel of the charity were:

	2021 £	2020 £
Aggregate compensation	132,000	132,000

18 Subsidiaries undertakings

The following dormant company is a wholly owned subsidiary undertaking of the company:

Licklemor Productions Limited(dormant) - 06971093

19 Cash generated from operations

	2021 £	2020 £
Surplus for the year	225,983	8,251
Adjustments for:		
Depreciation and impairment of tangible fixed assets	21,701	18,399
Movements in working capital:		
Decrease in debtors	2,500	43,550
Increase in creditors	1,139	1,476
Cash generated from operations	251,323	71,676