

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 2022**

# 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 (Appointed 7 June 2022)  
Samuel Ampah (Appointed 19 January 2022)  
James Allen (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 FCA  
Landau Morley LLP  
325-327 Oldfield Lane North  
Greenford  
Middlesex  
UB6 0FX

---

# MAMA YOUTH PROJECT

## CONTENTS

---

	<b>Page</b>
Trustees report	1 - 6
Independent examiner's report	7
Statement of financial activities	8
Balance sheet	9 - 10
Statement of cash flows	11
Notes to the financial statements	12 - 23

---

# MAMA YOUTH PROJECT

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 DECEMBER 2022

---

The trustees present their annual report and financial statements for the year ended 31 December 2022.

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)" (effective 1 January 2019).

### 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 2022

---

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.

#### **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.

# MAMA YOUTH PROJECT

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

---

### 2. Training Young Adults In Life Skills For Employment

From 2005 to 2022 MYP have managed to change the lives of 673 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 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 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 underrepresented 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.

### Achievements and performance

#### Training programmes

MAMA Youth Project ran 4 bootcamp programmes in 2022: a 14 week TV Training and 3 x 6 weeks Digital media content production. 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.

27 young people have completed the 14 weeks TV Training in 2022 and 22 (81%) have been recommended for a paid placement or an entry level job in the industry.

Across the 3 x 6 weeks digital media content production training programmes, 43 young people completed the bootcamp with 33 (77%) still working in the industry 6 months after completion.

# MAMA YOUTH PROJECT

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2022

---

#### **Mentoring**

The "Two-way mentoring" established scheme has continued to foster a community of peer-to-peer support and positive industry led conversations. Mentees have gained a better understanding of the work culture and dynamics in production environments in addition to a more balanced level of expectation management, skills in dealing with a difficult situation at work and enhanced confidence to speak out when faced with conflict.

A further 97 mentoring pairs were matched during 2022, the mentees comprising both MAMA Youth's most recent graduates and alumni with experience at a variety of levels. The young people were paired through a bespoke matching process with mentors from MYP's industry partners, independent volunteers and high profile alumni, many of whom are now working at executive level.

#### **Pastoral support**

MAMA Youth Project has continued to provide pastoral care across all training programmes in 2022. Pastoral care is an essential element for young people who are vulnerable or struggling with their mental health, facing challenges, dealing with past trauma, addiction, learning difficulties, medical conditions, financial difficulty or unsuitable living conditions. In addition to the existing provisions offered both during and after the training, a comfortable Quiet Room has now been made accessible, in close proximity but separate to the main training areas, offices and edit suites. This is particularly useful for any young people needing to attend on-line therapy sessions or appointments during the training. We are now able to offer access to mental health and well-being advice and assistance, as well as other useful services through our Employee Assistance Programme for eligible trainees. We are committed to making reasonable adjustments for our young people as required and are well equipped to signpost trainees who have needed extra support outside of our remit. Throughout the training, we have arranged guest speakers with expertise in nutrition and mental health and our support doesn't end with the training programme, we ensure our alumni know that they can come to us for personal as well as professional guidance at any point in their onward journey. In 2022, we were fortunate to be able to support 3 young people through our Hardship Fund, to a total of £1,005. The Hardship Fund is in place to help those with financial challenges, purchase equipment, pay rent and basic utilities and has provided a much-needed lifeline during some unusually hard times.

Celebrating another year of amazing achievements for MAMA Youth Project's commercial arm, Licklemor Productions were in the spotlight again this year with The Broadcast Digital Awards nominating Life and Rhymes for The Best Entertainment Programme. 2022 saw a further BAFTA nomination, a nomination for Broadcast Awards Emerging Independent Production Company and Licklemor were also the proud recipient of the 2022 Venice TV Award for Light Entertainment.

#### **Financial review**

The result for the year to 31 December 2022 shows total income of £822,468 (2021: £882,637) and total expenditure of £752,551 (2021: £656,654).

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 £305,397 (2021: £125,319).

# MAMA YOUTH PROJECT

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

---

### Plans for future periods

We want to build on the success of 2022 where we trained a record number of young people. The charity will continue to work on our growth strategy with the support of Impetus. The aim is to grow the number of young people we support into employment by conducting more courses UK wide.

We also diversify our revenue streams even more, by offering commercial courses and workshops to our partners and beyond. We will be seeking to hire new staff, in particular, a fundraising manager and a technical supervisor. We will seek to increase the number of partners moving from the talent pool to corporate partners. Our commercial arm, Licklemor Productions will continue to build on its reputation of producing new and authentic programming. We will also build a strong senior management team to free our CEO and Director of Operations to concentrate and focus on the growth and governance of the charity and Licklemor. We will appoint a new Chair of the Board of Trustees, and strengthen the board with the skill sets required to support the senior management team.

### 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 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:

Melissa Holton	
Waseem Mahmood, Chair	(Resigned 13 January 2022)
Shaun Darren Scoon	
Salvatore Sparace	
Louisa Forsyth	
Sara Alaine Chenery	
Safira Nazli Afzal	
Penelope Janet Morgan	
Sara Fisher	(Appointed 7 June 2022)
Samuel Ampah	(Appointed 19 January 2022)
James Allen	(Appointed 7 June 2022)

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.

### Qualifying third party indemnity provisions

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.

### Small Company Provision

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

# MAMA YOUTH PROJECT

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 31 DECEMBER 2022*

---

The trustees report was approved by the Board of Trustees.

Sara Fisher  
**Chair of Trustees**

4 September 2023

# 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 2022.

### **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 FCA**

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

Dated: 5 September 2023

# MAMA YOUTH PROJECT

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 DECEMBER 2022**

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
<b>Income from:</b>							
Donations and legacies	3	248,387	64,000	312,387	111,729	207,122	318,851
Charitable activities	4	510,081	-	510,081	563,786	-	563,786
<b>Total income</b>		758,468	64,000	822,468	675,515	207,122	882,637
<b>Expenditure on:</b>							
Charitable activities	5	542,553	209,998	752,551	570,324	86,330	656,654
<b>Net incoming/(outgoing) resources before transfers</b>		215,915	(145,998)	69,917	105,191	120,792	225,983
Gross transfers between funds		(13,520)	13,520	-	-	-	-
<b>Net income/(expenditure) for the year/ Net movement in funds</b>		202,395	(132,478)	69,917	105,191	120,792	225,983
Fund balances at 1 January 2022		192,817	132,478	325,295	87,626	11,686	99,312
<b>Fund balances at 31 December 2022</b>		395,212	-	395,212	192,817	132,478	325,295

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 2022

---

	Notes	2022		2021	
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	10		89,814		79,376
Investments	11		1		1
			<u>89,815</u>		<u>79,377</u>
<b>Current assets</b>					
Debtors	12	16,116		-	
Cash at bank and in hand		354,139		286,147	
		<u>370,255</u>		<u>286,147</u>	
<b>Creditors: amounts falling due within one year</b>	13	(42,024)		(18,945)	
Net current assets			328,231		267,202
<b>Total assets less current liabilities</b>			418,046		346,579
<b>Creditors: amounts falling due after more than one year</b>	14		(22,834)		(21,284)
<b>Net assets</b>			<u>395,212</u>		<u>325,295</u>
<b>Income funds</b>					
Restricted funds	15		-		132,478
Unrestricted funds			395,212		192,817
			<u>395,212</u>		<u>325,295</u>

---

# MAMA YOUTH PROJECT

## BALANCE SHEET (CONTINUED)

**AS AT 31 DECEMBER 2022**

---

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 2022.

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 4 September 2023

Sara Fisher  
**Trustee**

**Company registration number 6033670**

# MAMA YOUTH PROJECT

## STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2022

---

	Notes	2022 £	£	2021 £	£
<b>Cash flows from operating activities</b>					
Cash generated from operations	19		102,145		251,323
<b>Investing activities</b>					
Purchase of tangible fixed assets		(40,008)		(45,880)	
<b>Net cash used in investing activities</b>			(40,008)		(45,880)
<b>Financing activities</b>					
Repayment of bank loans		-		(50,000)	
Payment of obligations under finance leases		5,855		(12,280)	
<b>Net cash generated from/(used in) financing activities</b>			5,855		(62,280)
<b>Net increase in cash and cash equivalents</b>			67,992		143,163
Cash and cash equivalents at beginning of year			286,147		142,984
<b>Cash and cash equivalents at end of year</b>			354,139		286,147

---

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

---

### 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, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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 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

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2022

---

#### 1 Accounting policies

(Continued)

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.

#### 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.

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

---

### 1 Accounting policies

(Continued)

#### ***Derecognition of financial liabilities***

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

#### **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.

**MAMA YOUTH PROJECT**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2022**

3 Donations and legacies	Unrestricted funds		Restricted funds		Total		Unrestricted funds		Restricted funds		Total	
	2022	2022	2022	2022	2021	2021	2021	2021	2021	2021	2021	2021
	£	£	£	£	£	£	£	£	£	£	£	£
Donations and gifts	80,241	24,000	104,241	7,041	111,282	37,123	44,164					
Grants	168,146	40,000	208,146	104,688	312,834	169,999	274,687					
	248,387	64,000	312,387	111,729	424,116	207,122	318,851					

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

### 4 Charitable activities

	2022 £	2021 £
Activities undertaken directly	510,081	563,786

### 5 Charitable activities

	2022 £	2021 £
Staff costs	90,683	86,850
Depreciation and impairment	29,569	21,701
Production costs	6,810	7,064
Professional fees	60,923	78,699
Motor, travel and subsistence	39,563	7,078
Presenter fees	8,781	5,189
Equipment hire	4,031	1,358
Venue hire	7,744	3,999
Marketing and advertising	976	414
Other office cost	758	1,661
	<u>249,838</u>	<u>214,013</u>
Share of support costs (see note 6)	495,333	435,661
Share of governance costs (see note 6)	7,380	6,980
	<u>752,551</u>	<u>656,654</u>
<b>Analysis by fund</b>		
Unrestricted funds	542,553	570,324
Restricted funds	209,998	86,330
	<u>752,551</u>	<u>656,654</u>

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

### 6 Support costs

	Support costs £	Governance costs £	2022 Support costs £	Support costs £	Governance costs £	2021 £
Staff costs	427,683	-	427,683	352,669	-	352,669
Insurance	6,262	-	6,262	6,004	-	6,004
Motor travel and subsistence	13,333	-	13,333	14,257	-	14,257
Other office costs	22,026	-	22,026	36,969	-	36,969
Staff training and welfare	318	-	318	2,647	-	2,647
Marketing and advertising	2,895	-	2,895	6,245	-	6,245
Printing, postage and stationery	709	-	709	192	-	192
Telephone	2,749	-	2,749	2,103	-	2,103
Subscriptions	10,553	-	10,553	8,057	-	8,057
Sundries	914	-	914	917	-	917
Interest payable	2,966	-	2,966	1,890	-	1,890
Bookkeeping fees	4,925	-	4,925	3,711	-	3,711
Accountancy fees	-	7,380	7,380	-	6,980	6,980
	<u>495,333</u>	<u>7,380</u>	<u>502,713</u>	<u>435,661</u>	<u>6,980</u>	<u>442,641</u>
Analysed between						
Charitable activities	<u>495,333</u>	<u>7,380</u>	<u>502,713</u>	<u>435,661</u>	<u>6,980</u>	<u>442,641</u>

Governance costs include payments to the independent examiner of £3,400 (2021: £2,700) for independent examination services and £3,980 (2021: £4,280) 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 2022

---

### 7 Trustees (Continued)

### 8 Employees

The average monthly number of employees during the year was:

	<b>2022</b>	<b>2021</b>
	<b>Number</b>	<b>Number</b>
	19	18
	<u>          </u>	<u>          </u>

#### Employment costs

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Wages and salaries	470,895	403,584
Social security costs	41,459	30,760
Other pension costs	6,012	5,175
	<u>          </u>	<u>          </u>
	518,366	439,519
	<u>          </u>	<u>          </u>

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

	<b>2022</b>	<b>2021</b>
	<b>Number</b>	<b>Number</b>
£70,001-£85,000	1	1
	<u>          </u>	<u>          </u>

### 9 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

### 10 Tangible fixed assets

	Office equipment	Motor vehicles	Total
	£	£	£
<b>Cost</b>			
At 1 January 2022	197,938	16,264	214,202
Additions	8,758	31,250	40,008
	<u>206,696</u>	<u>47,514</u>	<u>254,210</u>
<b>Depreciation and impairment</b>			
At 1 January 2022	121,844	12,983	134,827
Depreciation charged in the year	20,936	8,633	29,569
	<u>142,780</u>	<u>21,616</u>	<u>164,396</u>
<b>Carrying amount</b>			
At 31 December 2022	<u>63,916</u>	<u>25,898</u>	<u>89,814</u>
At 31 December 2021	<u>76,095</u>	<u>3,281</u>	<u>79,376</u>

### 11 Fixed asset investments

	Other investments
<b>Cost or valuation</b>	
At 1 January 2022 & 31 December 2022	<u>1</u>
<b>Carrying amount</b>	
At 31 December 2022	<u>1</u>
At 31 December 2021	<u>1</u>

	Notes	2022 £	2021 £
Other investments comprise:			
Investments in subsidiaries	18	<u>1</u>	<u>1</u>

### 12 Debtors

	2022 £	2021 £
<b>Amounts falling due within one year:</b>		
Amounts owed by subsidiary undertakings	<u>16,116</u>	<u>-</u>

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

---

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

	Notes	2022 £	2021 £
Obligations under finance leases		15,635	11,330
Other taxation and social security		15,787	-
Other creditors		3,202	815
Accruals and deferred income		7,400	6,800
		<u>42,024</u>	<u>18,945</u>

### 14 Creditors: amounts falling due after more than one year

	Notes	2022 £	2021 £
Obligations under finance leases		22,834	21,284
		<u>22,834</u>	<u>21,284</u>

**MAMA YOUTH PROJECT**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**15 Restricted funds**

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

	Balance at 1 January 2021		Movement in funds		Balance at 1 January 2022		Movement in funds		Balance at 31 December 2022	
	£	£	Income	Expenditure	£	£	Income	Expenditure	Transfers	£
Alumni Hardship Fund	3,802		8,123	(600)	11,325		-	(1,005)	(10,320)	-
The National Lottery Community Fund	7,884		-	(7,884)	-		-	-	-	-
John Lyons	-		40,000	(40,613)	(613)		40,000	(43,424)	4,037	-
London Community Response Fund	-		29,000	(27,285)	1,715		24,000	(45,199)	19,484	-
Netflix Inc.	-		129,999	(9,948)	120,051		-	(120,370)	319	-
	<u>11,686</u>		<u>207,122</u>	<u>(86,330)</u>	<u>132,478</u>		<u>64,000</u>	<u>(209,998)</u>	<u>13,520</u>	<u>-</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 Community 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 Lyons 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.

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

### 16 Analysis of net assets between funds

	Unrestricted Funds 2022 £	Restricted funds 2022 £	Total Unrestricted Funds 2022 £	Restricted funds 2021 £	Total 2021 £
Fund balances at 31 December 2022 are represented by:					
Tangible assets	89,814	-	89,814	11,879	79,376
Investments	1	-	1	-	1
Current assets/(liabilities)	328,231	-	328,231	120,599	267,202
Long term liabilities	(22,834)	-	(22,834)	-	(21,284)
	<u>395,212</u>	<u>-</u>	<u>395,212</u>	<u>132,478</u>	<u>325,295</u>

### 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:

	2022 £	2021 £
Aggregate compensation	<u>132,000</u>	<u>132,000</u>

### 18 Subsidiaries

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Licklemor Productions Limited	United Kingdom	Production services	Ordinary	100.00	

The aggregate capital and reserves and the result for the year of subsidiaries excluded from consolidation was as follows:

Name of undertaking	Profit/(Loss)	Capital and Reserves
	£	£
Licklemor Productions Limited	34,377	34,378

# MAMA YOUTH PROJECT

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

---

<b>19</b>	<b>Cash generated from operations</b>		<b>2022</b>	<b>2021</b>
			<b>£</b>	<b>£</b>
	Surplus for the year		69,917	225,983
	Adjustments for:			
	Depreciation and impairment of tangible fixed assets		29,569	21,701
	Movements in working capital:			
	(Increase)/decrease in debtors		(16,116)	2,500
	Increase in creditors		18,775	1,139
	<b>Cash generated from operations</b>		<b>102,145</b>	<b>251,323</b>
<b>20</b>	<b>Analysis of changes in net funds</b>			
		<b>At 1 January</b>	<b>Cash flows</b>	<b>At 31 December</b>
		<b>2022</b>		<b>2022</b>
		<b>£</b>	<b>£</b>	<b>£</b>
	Cash at bank and in hand	286,147	67,992	354,139
	Obligations under finance leases	(32,614)	(5,855)	(38,469)
		<u>253,533</u>	<u>62,137</u>	<u>315,670</u>
		<u><u>253,533</u></u>	<u><u>62,137</u></u>	<u><u>315,670</u></u>