

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 2023

MAMA YOUTH PROJECT

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Melissa Holton Salvatore Sparace Louisa Forsyth Safira Nazli Afzal Mei Leng Yew	(Appointed 8 November 2023)
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

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MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 DECEMBER 2023

The trustees present their annual report and financial statements for the year ended 31 December 2023.

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 2023

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.

Strategies for achieving aims and objectives

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 2023

2. Training Young Adults In Life Skills For Employment

From 2005 to 2023 MYP have managed to change the lives of over 900 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 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.

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 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.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance

Training programmes

MAMA Youth Project ran 4 bootcamp programmes in 2023: 2 x 6 weeks Digital media programmes in London and 1 x 6 weeks in Manchester. In addition, 40 young people completed a Level 2 qualification in Media Employability skills during a series of 3 days workshops. Across the 3 boot-camps, 54 young people successfully completed the training and became part of the alumni pool receiving support into employment.

The training targets young people and trains them on digital and broadcast media production. 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 to produce broadcast quality content that is distributed on various social media platforms.

During each boot-camp participants trained with MYP for 6 weeks (with an allowance for travel and lunch) with the aim to enable them into employment and self-sustainability. Upon completion, participants received 6 months of follow up support into employment and will also become part of our talent pool, a successful source of recruitment for employers within the broadcast media industry.

The MAMA Youth training programme is broken down into 4 key stages:

1st Stage - The first three weeks is primarily focussed on training, consisting of soft skills - such as communication, work ethics and office etiquette - as well as job specific skills - such as pitching ideas, production paperwork, editing on Premier Pro, camera skills, lighting techniques, sound skills, data analysis etc.

2nd Stage -The following four weeks is the “production stage”, where trainees (under the guidance and supervision of our trainers) create their own content to be distributed on various digital platforms. During this stage participants have real work experience and are given the full responsibility of the job.

3rd Stage - Throughout the training, trainees do CV clinics, interview technique workshops, are given insight into the various roles within the broadcast and digital media, as well as advice on how to search for jobs and career progression.

4th Stage – In the final week trainees will attend interview and networking events with a view to secure a paid opportunity with one of our industry partners, adding a reputable company to their CV, putting into action some of the skills they have learnt during their time with MAMA Youth Project.

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 50 mentoring pairs were matched during 2023, 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.

Celebrating another year of amazing achievements for MAMA Youth Project’s commercial arm, Licklemor Productions, first-of-its-kind partnership was formed in 2023 with MAMA Youth Project and Licklemor Productions working with the ITV Studios Global Partnerships and the Digital Distribution team, headed by its EVP, Graham Haigh.

Selected trainees from our London and Manchester programmes in 2023 were given the rare opportunity to pitch their content ideas to ITV Studios Global Partnerships’ Digital Content team. Once they were granted the greenlight, together with our Licklemor Production producers and production trainers, the trainee content creators produced their original videos, which were later distributed on various ITV Studios digital platforms.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

Financial review

The result for the year to 31 December 2023 shows total income of £871,691 (2022: £822,468) and total expenditure of £777,339 (2022: £752,551).

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

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 £396,541 (2022: £305,397).

Plans for future periods

In 2023 MAMA Youth worked to diversify the revenue streams even more, by offering commercial courses and workshops to our partners and beyond. We will be seeking to develop further paid courses and hire new staff, in particular 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. In 2023 we welcomed our Fundraising manager and we are continuing to strengthen relationships with third sector and local government funding.

Future plans are to also strengthen our 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.

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.

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.

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.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

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	
Shaun Darren Scoon	(Resigned 30 September 2023)
Salvatore Sparace	
Louisa Forsyth	
Sara Alaine Chenery	(Resigned 21 September 2023)
Safira Nazli Afzal	
Penelope Janet Morgan	(Resigned 14 September 2023)
Sara Fisher	(Resigned 21 September 2023)
Samuel Ampah	(Resigned 2 November 2023)
James Allen	(Resigned 2 November 2023)
Mei Leng Yew	(Appointed 8 November 2023)

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.

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 smallmcompanies' exemption.

The trustees report was approved by the Board of Trustees.

Safira Nazli Afzal
Chair of Trustees

4 August 2024

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 2023.

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: 4 August 2024

MAMA YOUTH PROJECT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Income from:							
Donations and legacies	3	314,335	76,100	390,435	248,387	64,000	312,387
Charitable activities	4	450,006	31,250	481,256	510,081	-	510,081
Total income		764,341	107,350	871,691	758,468	64,000	822,468
Expenditure on:							
Charitable activities	5	699,089	74,250	773,339	542,553	209,998	752,551
Total expenditure		699,089	74,250	773,339	542,553	209,998	752,551
Net income		65,252	33,100	98,352	215,915	(145,998)	69,917
Transfers between funds		1,000	(1,000)	-	(13,520)	13,520	-
Net movement in funds		66,252	32,100	98,352	202,395	(132,478)	69,917
Reconciliation of funds:							
Fund balances at 1 January 2023		395,212	-	395,212	192,817	132,478	325,295
Fund balances at 31 December 2023		461,464	32,100	493,564	395,212	-	395,212

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MAMA YOUTH PROJECT

BALANCE SHEET

AS AT 31 DECEMBER 2023

		2023		2022	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	10		64,922		89,814
Investments	11		1		1
			<u>64,923</u>		<u>89,815</u>
Current assets					
Debtors	12	50,716		16,116	
Cash at bank and in hand		426,345		354,139	
		<u>477,061</u>		<u>370,255</u>	
Creditors: amounts falling due within one year	13	(37,171)		(42,024)	
Net current assets			<u>439,890</u>		<u>328,231</u>
Total assets less current liabilities			504,813		418,046
Creditors: amounts falling due after more than one year	14		(11,249)		(22,834)
Net assets excluding pension liability			<u>493,564</u>		<u>395,212</u>
Net assets			<u>493,564</u>		<u>395,212</u>
The funds of the charity					
Restricted income funds	16		32,100		-
Unrestricted funds			461,464		395,212
			<u>493,564</u>		<u>395,212</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2023.

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.

MAMA YOUTH PROJECT

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2023

The financial statements were approved by the trustees on 4 August 2024

Safira Nazli Afzal
Chair of Trustees

Company registration number 6033670 (England and Wales)

MAMA YOUTH PROJECT

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2023

	Notes	2023 £	£	2022 £	£
Cash flows from operating activities					
Cash generated from operations	20		85,812		102,145
Investing activities					
Purchase of tangible fixed assets			-	(40,008)	
Proceeds from disposal of tangible fixed assets		2,167		-	
		<u>2,167</u>		<u>-</u>	
Net cash generated from/(used in) investing activities			2,167		(40,008)
Financing activities					
Payment of finance leases obligations		(15,773)		5,855	
		<u>(15,773)</u>		<u>5,855</u>	
Net cash (used in)/generated from financing activities			(15,773)		5,855
Net increase in cash and cash equivalents			72,206		67,992
Cash and cash equivalents at beginning of year			354,139		286,147
			<u>354,139</u>		<u>286,147</u>
Cash and cash equivalents at end of year			<u>426,345</u>		<u>354,139</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

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 or grantors 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 2023

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 2023

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.

3 Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Donations and gifts	119,073	-	119,073	80,241	24,000	104,241
Grants	195,262	76,100	271,362	168,146	40,000	208,146
	<u>314,335</u>	<u>76,100</u>	<u>390,435</u>	<u>248,387</u>	<u>64,000</u>	<u>312,387</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

4 Income from charitable activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Activities undertaken directly	450,006	31,250	481,256	510,081	-	510,081

5 Charitable activities

	2023 £	2022 £
Staff costs	273,539	90,683
Depreciation and impairment	22,725	29,569
Production costs	3,125	6,810
Professional fees	81,980	60,923
Motor, travel and subsistence	36,150	39,563
Presenter fees	827	8,781
Equipment costs	12,092	4,031
Venue hire	16,579	7,744
Marketing and advertising	1,493	976
Other office cost	3,273	758
(Profit) / loss on disposal of fixed assets	2,167	-
	<u>453,950</u>	<u>249,838</u>
Share of support costs (see note 6)	311,984	495,333
Share of governance costs (see note 6)	7,405	7,380
	<u>773,339</u>	<u>752,551</u>
Analysis by fund		
Unrestricted funds	699,089	542,553
Restricted funds	74,250	209,998
	<u>773,339</u>	<u>752,551</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

6 Support costs

	Support costs	Governance costs	2023 Support costs	Governance costs	2022
	£	£	£	£	£
Staff costs	246,719	-	246,719	427,683	427,683
Insurance	6,549	-	6,549	6,262	6,262
Motor travel and subsistence	13,079	-	13,079	13,333	13,333
Other office costs	18,774	-	18,774	22,026	22,026
Staff training and welfare	135	-	135	318	318
Marketing and advertising	8,033	-	8,033	2,895	2,895
Printing, postage and stationery	201	-	201	709	709
Telephone	2,861	-	2,861	2,749	2,749
Subscriptions	10,152	-	10,152	10,553	10,553
Sundries	644	-	644	914	914
Interest payable	2,966	-	2,966	2,966	2,966
Bookkeeping fees	1,872	-	1,872	4,925	4,925
Accountancy fees	-	7,405	7,405	-	7,380
	<u>311,985</u>	<u>7,405</u>	<u>319,390</u>	<u>495,333</u>	<u>502,713</u>
Analysed between Charitable activities	<u>311,984</u>	<u>7,405</u>	<u>319,389</u>	<u>495,333</u>	<u>502,713</u>

Governance costs include payments to the independent examiner of £3,400 (2022: £3,400) for independent examination services and £4,265 (2022: £3,980) 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 2023

7 Trustees (Continued)

8 Employees

The average monthly number of employees during the year was:

2023 Number	2022 Number
12	19

Employment costs

	2023 £	2022 £
Wages and salaries	470,157	470,895
Social security costs	42,203	41,459
Other pension costs	7,898	6,012
	<u>520,258</u>	<u>518,366</u>

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

	2023 Number	2022 Number
£70,001-£85,000	1	1

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:

	2023 £	2022 £
Aggregate compensation	<u>150,200</u>	<u>132,000</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 2023

10 Tangible fixed assets

	Office equipment £	Motor vehicles £	Total £
Cost			
At 1 January 2023	206,695	47,514	254,209
Disposals	(10,585)	(12,514)	(23,099)
	<u>196,110</u>	<u>35,000</u>	<u>231,110</u>
At 31 December 2023	196,110	35,000	231,110
Depreciation and impairment			
At 1 January 2023	142,780	21,616	164,396
Depreciation charged in the year	16,249	6,475	22,724
Eliminated in respect of disposals	(9,596)	(11,336)	(20,932)
	<u>149,433</u>	<u>16,755</u>	<u>166,188</u>
At 31 December 2023	149,433	16,755	166,188
Carrying amount			
At 31 December 2023	<u>46,677</u>	<u>18,245</u>	<u>64,922</u>
At 31 December 2022	<u>63,916</u>	<u>25,898</u>	<u>89,814</u>

11 Fixed asset investments

		Other investments
Cost or valuation		
At 1 January 2023 & 31 December 2023		1
		<u>1</u>
Carrying amount		
At 31 December 2023		1
		<u>1</u>
At 31 December 2022		<u>1</u>
		<u>1</u>
Other investments comprise:	Notes	2023 £
Investments in subsidiaries	19	<u>1</u>
		<u>1</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

12 Debtors		2023	2022
Amounts falling due within one year:		£	£
Trade debtors		34,600	-
Amounts owed by subsidiary undertakings		16,116	16,116
		<u>50,716</u>	<u>16,116</u>
		<u><u>50,716</u></u>	<u><u>16,116</u></u>
13 Creditors: amounts falling due within one year		2023	2022
	Notes	£	£
Obligations under finance leases		11,447	15,635
Other taxation and social security		11,624	15,787
Other creditors		7,100	3,202
Accruals and deferred income		7,000	7,400
		<u>37,171</u>	<u>42,024</u>
		<u><u>37,171</u></u>	<u><u>42,024</u></u>
14 Creditors: amounts falling due after more than one year		2023	2022
	Notes	£	£
Obligations under finance leases		11,249	22,834
		<u>11,249</u>	<u>22,834</u>
		<u><u>11,249</u></u>	<u><u>22,834</u></u>
15 Retirement benefit schemes		2023	2022
Defined contribution schemes		£	£
Charge to profit or loss in respect of defined contribution schemes		7,898	6,012
		<u>7,898</u>	<u>6,012</u>
		<u><u>7,898</u></u>	<u><u>6,012</u></u>

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

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

16 Restricted funds

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

	Balance at 1 January 2022	Movement in funds			Balance at 1 January 2023	Movement in funds			Balance at 31 December 2023
		Income	Expenditure	Transfers		Income	Expenditure	Transfers	
	£	£	£	£	£	£	£	£	£
Alumni Hardship Fund	11,325	-	(1,005)	(10,320)	-	1,000	-	(1,000)	-
John Lyons	(613)	40,000	(43,424)	4,037	-	44,000	(44,000)	-	-
London Community Response Fund	1,715	24,000	(45,199)	19,484	-	-	-	-	-
Netflix Inc.	120,051	-	(120,370)	319	-	-	-	-	-
The Clothworkers	-	-	-	-	-	32,100	-	-	32,100
Kensington & Chelsea Council	-	-	-	-	-	11,250	(11,250)	-	-
Acton and Park Royal CEZ	-	-	-	-	-	19,000	(19,000)	-	-
	<u>132,478</u>	<u>64,000</u>	<u>(209,998)</u>	<u>13,520</u>	<u>-</u>	<u>107,350</u>	<u>(74,250)</u>	<u>(1,000)</u>	<u>32,100</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 2023

17 Analysis of net assets between funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
At 31 December 2023:			
Tangible assets	64,922	-	64,922
Investments	1	-	1
Current assets/(liabilities)	407,790	32,100	439,890
Long term liabilities	(11,249)	-	(11,249)
	<u>461,464</u>	<u>32,100</u>	<u>493,564</u>
	<u>461,464</u>	<u>32,100</u>	<u>493,564</u>
	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
At 31 December 2022:			
Tangible assets	89,814	-	89,814
Investments	1	-	1
Current assets/(liabilities)	328,231	-	328,231
Long term liabilities	(22,834)	-	(22,834)
	<u>395,212</u>	<u>-</u>	<u>395,212</u>
	<u>395,212</u>	<u>-</u>	<u>395,212</u>

18 Related party transactions

19 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	(900)	(899)

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

20	Cash generated from operations		2023	2022
			£	£
	Surplus for the year		98,352	69,917
	Adjustments for:			
	Depreciation and impairment of tangible fixed assets		22,725	29,569
	Movements in working capital:			
	(Increase) in debtors		(34,600)	(16,116)
	(Decrease)/increase in creditors		(665)	18,775
	Cash generated from operations		<u>85,812</u>	<u>102,145</u>
21	Analysis of changes in net funds			
		At 1 January	Cash flows	At 31 December
		2023		2023
		£	£	£
	Cash at bank and in hand	354,139	72,206	426,345
	Obligations under finance leases	(38,469)	15,773	(22,696)
		<u>315,670</u>	<u>87,979</u>	<u>403,649</u>
