

Charity registration number 1119238 (England and Wales)

Company registration number 6033670

MAMA YOUTH PROJECT
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

MAMA YOUTH PROJECT

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Melissa Holton Salvatore Sparace Louisa Forsyth Safira Nazli Afzal Mei Leng Yew Tallulah Ferner - Robson Ayobami Akinyode Olunloyo Scott Pope	(Appointed 10 October 2024) (Appointed 30 May 2024)
Charity number (England and Wales)	1119238	
Company number	6033670	
Registered office	325-327 Oldfield Lane North Greenford Middlesex UB6 0FX	
Independent examiner	Berish Hoffman FCA 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 2024

The trustees present their annual report and financial statements for the year ended 31 December 2024.

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, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" 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 from 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 2024

Achievements and performance

Training programmes

MAMA Youth Project ran 3 bootcamps in 2024:

- 8 x week Broadcast and Digital Media training – 24 trainees
- 4 x week Birmingham based Kudos Knight scripted production training – 13 trainees
- 4 x week Vodcast and Podcast training – 16 trainees

In total, 53 young people have received our training in 2024, (54 in 2023), and became part of the alumni pool receiving support into employment.

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, including ITV digital.

During each boot-camp participants trained with MYP (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 “Two way” mentoring and 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 - 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 “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 - CPD - 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 41 mentoring pairs were matched during 2024, 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.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

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 training is non-accredited and focuses all its energy on finding employment, meaningful work experience or pathways into further education.

"All the lessons I have taken from MAMA Youth, in terms of building my self-confidence, I will be referring to for the rest of my life." MAMA Youth 2024 Alumnus

"Doing this course gave me a purpose. It gave me a reason to wake up every day" MAMA Youth 2024 Alumnus

"One key lesson I've taken away is to believe in yourself, put yourself forward, and even if others don't believe in you, MAMA Youth will. " MAMA Youth Alumnus 2024

From 2005 to 2024 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.

In 2024 MAMA Youth advertised 452 roles across more than 30 industry partners including the BBC, Sky, Disney, Gravity Media, Pottermore Publishing, Sister, Buzz16, Banijay, Whisper and more. 144 industry job roles have been filled by MAMA Youth alumni.

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'.

Financial review

The result for the year to 31 December 2024 shows total income of £580,125 (2023: £871,691) and total expenditure of £732,340 (2023: £773,339).

MAMA Youth Project will raise more funds through the Talent Pool memberships and an increase of contributions from our patron and corporate partners. We also look to improve revenue from positive employment outcomes achieved from delivering Skills Bootcamps. Another form of revenue we will be exploring is providing services to our partners outside of London like Banijay and Kudos Knight who support the charity financially.

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 £236,879 (2023: £396,542).

Plans for future periods

For 2025 MAMA Youth will strengthen the CPD support for our alumni and mid-level talent and will work on launching the MAMA Youth Academy to further strengthen the financial sustainability of the organisation.

MAMA YOUTH PROJECT

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

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 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

Salvatore Sparace

Louisa Forsyth

Safira Nazli Afzal

Mei Leng Yew

Tallulah Ferner - Robson

(Appointed 10 October 2024)

Ayobami Akinyode Olunloyo

(Appointed 30 May 2024)

Scott Pope

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 small companies' exemption.

The trustees report was approved by the Board of Trustees.

Safira Nazli Afzal

Chair of Trustees

14 June 2025

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 2024.

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.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the Companies Act 2006 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. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

Independent examiner's statement

Since the charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. 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 Companies Act 2006.
- 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 Companies Act 2006 other than any requirement that the financial statements 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 financial statements 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

325-327 Oldfield Lane North

Greenford

Middlesex

UB6 0FX

16 June 2025

MAMA YOUTH PROJECT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income from:							
Donations and legacies	3	238,043	47,716	285,759	314,335	76,100	390,435
Charitable activities	4	294,366	-	294,366	450,006	31,250	481,256
Total income		532,409	47,716	580,125	764,341	107,350	871,691
Expenditure on:							
Charitable activities	5	684,670	47,670	732,340	699,089	74,250	773,339
Total expenditure		684,670	47,670	732,340	699,089	74,250	773,339
Net income/(expenditure)		(152,261)	46	(152,215)	65,252	33,100	98,352
Transfers between funds		32,100	(32,100)	-	1,000	(1,000)	-
Net movement in funds		(120,161)	(32,054)	(152,215)	66,252	32,100	98,352
Reconciliation of funds:							
Fund balances at 1 January 2024		461,464	32,100	493,564	395,212	-	395,212
Fund balances at 31 December 2024		341,303	46	341,349	461,464	32,100	493,564

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 2024

		2024		2023	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	10		104,423		64,922
Investments	11		1		1
			<u>104,424</u>		<u>64,923</u>
Current assets					
Debtors	12	17,416		50,716	
Cash at bank and in hand		407,990		426,345	
		<u>425,406</u>		<u>477,061</u>	
Creditors: amounts falling due within one year	13	(57,222)		(37,171)	
Net current assets			<u>368,184</u>		<u>439,890</u>
Total assets less current liabilities			<u>472,608</u>		<u>504,813</u>
Creditors: amounts falling due after more than one year	14		(131,259)		(11,249)
Net assets			<u><u>341,349</u></u>		<u><u>493,564</u></u>
The funds of the charity					
Restricted income funds	18		46		32,100
Unrestricted funds	17		341,303		461,464
			<u>341,349</u>		<u>493,564</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 2024.

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 14 June 2025

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 2024

	Notes	2024 £	£	2023 £	£
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	22		(94,699)		85,812
Investing activities					
Purchase of tangible fixed assets		(82,601)		-	
Proceeds from disposal of tangible fixed assets		13,184		2,167	
		<u>13,184</u>		<u>2,167</u>	
Net cash (used in)/generated from investing activities			(69,417)		2,167
Financing activities					
Repayment of bank loans		132,057		-	
Payment of finance leases obligations		13,704		(15,773)	
		<u>132,057</u>		<u>(15,773)</u>	
Net cash generated from/(used in) financing activities			145,761		(15,773)
			<u>145,761</u>		<u>(15,773)</u>
Net (decrease)/increase in cash and cash equivalents			(18,355)		72,206
Cash and cash equivalents at beginning of year			426,345		354,139
			<u>426,345</u>		<u>354,139</u>
Cash and cash equivalents at end of year			<u>407,990</u>		<u>426,345</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

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 2024

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 2024

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 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Donations and gifts	63,870	-	63,870	119,073	-	119,073
Grants	174,173	47,716	221,889	195,262	76,100	271,362
	<u>238,043</u>	<u>47,716</u>	<u>285,759</u>	<u>314,335</u>	<u>76,100</u>	<u>390,435</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

4 Income from charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Activities undertaken directly	294,366	-	294,366	450,006	31,250	481,256

5 Charitable activities

	2024 £	2023 £
Staff costs	47,670	273,539
Depreciation and impairment	29,916	22,725
Production costs	1,144	3,125
Professional fees	41,820	81,980
Motor, travel and subsistence	30,727	36,150
Presenter fees	665	827
Equipment costs	2,158	12,092
Venue hire	6,817	16,579
Marketing and advertising	-	1,493
Other office cost	6,421	3,273
(Profit) / loss on disposal of fixed assets	(5,816)	2,167
	<u>161,522</u>	<u>453,950</u>
Share of support costs (see note 6)	563,780	311,984
Share of governance costs (see note 6)	7,038	7,405
	<u>732,340</u>	<u>773,339</u>
Analysis by fund		
Unrestricted funds	684,670	699,089
Restricted funds	47,670	74,250
	<u>732,340</u>	<u>773,339</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

6 Support costs

	Support costs	Governance costs	2024 Support costs	Governance costs	2023
	£	£	£	£	£
Staff costs	468,318	-	468,318	246,719	246,719
Insurance	7,174	-	7,174	6,549	6,549
Motor travel and subsistence	13,722	-	13,722	13,079	13,079
Other office costs	31,211	-	31,211	18,774	18,774
Professional fees	4,503	-	4,503	-	-
Staff training and welfare	671	-	671	135	135
Marketing and advertising	8,146	-	8,146	8,033	8,033
Printing, postage and stationery	14	-	14	201	201
Telephone	2,816	-	2,816	2,861	2,861
Subscriptions	12,651	-	12,651	10,152	10,152
Sundries	986	-	986	644	644
Interest payable	11,207	-	11,207	2,966	2,966
Bookkeeping fees	2,361	-	2,361	1,872	1,872
Accountancy fees	-	7,038	7,038	-	7,405
	<u>563,780</u>	<u>7,038</u>	<u>570,818</u>	<u>311,985</u>	<u>319,390</u>
Analysed between					
Charitable activities	<u>563,780</u>	<u>7,038</u>	<u>570,818</u>	<u>311,984</u>	<u>319,390</u>

Governance costs include payments to the independent examiner of £3,400 (2023: £3,400) for independent examination services and £3,638 (2023: £4,005) 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 2024

7 Trustees (Continued)

8 Employees

The average monthly number of employees during the year was:

2024 Number	2023 Number
15	12

Employment costs

	2024 £	2023 £
Wages and salaries	469,365	470,157
Social security costs	38,415	42,203
Other pension costs	8,208	7,898
	<u>515,988</u>	<u>520,258</u>

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

	2024 Number	2023 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:

	2024 £	2023 £
Aggregate compensation	<u>151,243</u>	<u>150,200</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 2024

10 Tangible fixed assets

	Office equipment £	Motor vehicles £	Total £
Cost			
At 1 January 2024	196,110	35,000	231,110
Additions	36,244	46,357	82,601
Disposals	-	(31,250)	(31,250)
	<u>232,354</u>	<u>50,107</u>	<u>282,461</u>
Depreciation and impairment			
At 1 January 2024	149,433	16,755	166,188
Depreciation charged in the year	20,043	9,873	29,916
Eliminated in respect of disposals	-	(18,066)	(18,066)
	<u>169,476</u>	<u>8,562</u>	<u>178,038</u>
Carrying amount			
At 31 December 2024	<u>62,878</u>	<u>41,545</u>	<u>104,423</u>
At 31 December 2023	<u>46,677</u>	<u>18,245</u>	<u>64,922</u>

11 Fixed asset investments

		Other investments
Cost or valuation		
At 1 January 2024 & 31 December 2024		<u>1</u>
Carrying amount		
At 31 December 2024		<u>1</u>
At 31 December 2023		<u>1</u>
		<u>1</u>
		<u>1</u>
Other investments comprise:	Notes	2024 £
Investments in subsidiaries	21	<u>1</u>
		<u>1</u>

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

12 Debtors

	2024	2023
	£	£
Amounts falling due within one year:		
Trade debtors	700	34,600
Amounts owed by subsidiary undertakings	16,716	16,116
	<u>17,416</u>	<u>50,716</u>

13 Creditors: amounts falling due within one year

	Notes	2024	2023
		£	£
Bank loans	15	32,910	-
Obligations under finance leases		4,288	11,447
Other taxation and social security		11,253	11,624
Other creditors		1,771	7,100
Accruals and deferred income		7,000	7,000
		<u>57,222</u>	<u>37,171</u>

14 Creditors: amounts falling due after more than one year

	Notes	2024	2023
		£	£
Bank loans	15	99,147	-
Obligations under finance leases		32,112	11,249
		<u>131,259</u>	<u>11,249</u>

15 Loans and overdrafts

	2024	2023
	£	£
Bank loans	132,057	-
	<u>132,057</u>	<u>-</u>
Payable within one year	32,910	-
Payable after one year	99,147	-
	<u>132,057</u>	<u>-</u>

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 2024

16 Retirement benefit schemes

	2024	2023
Defined contribution schemes	£	£
Charge to profit or loss in respect of defined contribution schemes	8,208	7,898

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.

17 Unrestricted funds

	At 1 January 2024	Incoming resources	Resources expended	Transfers	At 31 December 2024
	£	£	£	£	£
General funds	461,464	532,409	(684,670)	32,100	341,303
Previous year:					
	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
	£	£	£	£	£
General funds	395,212	764,341	(699,089)	1,000	461,464

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

18 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	Transfers	Balance at 1 January 2024	Income	Expenditure	Transfers	Balance at 31 December 2024
	£	£	£	£	£	£	£	£
Alumni Hardship Fund	1,000	-	(1,000)	-	-	-	-	-
John Lyons	44,000	(44,000)	-	-	-	-	-	-
City Bridge Trust	-	-	-	-	47,716	(47,670)	-	46
The Clothworkers	32,100	-	-	32,100	-	-	(32,100)	-
Kensington & Chelsea Council	11,250	(11,250)	-	-	-	-	-	-
Acton and Park Royal CEZ	19,000	(19,000)	-	-	-	-	-	-
	<u>107,350</u>	<u>(74,250)</u>	<u>(1,000)</u>	<u>32,100</u>	<u>47,716</u>	<u>(47,670)</u>	<u>(32,100)</u>	<u>46</u>

City Bridge Trust

Each year the MAMA Youth Project will support **23** disadvantaged and marginalised young people (YP) with the skills and experience that will help them to secure long-term and fulfilling employment in the TV and media industry. We will run an 8-week intensive bespoke media training bootcamp for young people aged 18-25 years old from London.

The aim is to enable them into employment and self-sustainability. Participants will intensively train with MYP for 8 weeks (with an allowance for travel and lunch). Training takes place from 8.30am to 5pm giving young people a foundation and introduction to a working environment. Upon completion, participants will receive 6 months of follow up support into employment and will also become a part of our talent pool, a successful source of recruitment for employers within the broadcast media industry.

Clothworkers

Clothworkers Foundation offered a grant of £32,100 for technical training equipment towards our bespoke media training programme. This project is linked to the COVID-19 pandemic as due to a lack of funding we have not been able to fund the upgrade of vital equipment that young people will need to be trained on in order to be ready to embark on a career in the media industry. The funding was awarded in December 2023, but spent in 2024.

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

19 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 31 December 2024:			
Tangible assets	104,423	-	104,423
Investments	1	-	1
Current assets/(liabilities)	368,138	46	368,184
Long term liabilities	(131,259)	-	(131,259)
	<u>341,303</u>	<u>46</u>	<u>341,349</u>
	<u>341,303</u>	<u>46</u>	<u>341,349</u>
	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>

20 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

21 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 £

MAMA YOUTH PROJECT

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

22	Cash (absorbed by)/generated from operations	2024 £	2023 £
	(Deficit)/surplus for the year	(152,215)	98,352
	Adjustments for:		
	Depreciation and impairment of tangible fixed assets	29,916	22,725
	Movements in working capital:		
	Decrease/(increase) in debtors	33,300	(34,600)
	(Decrease) in creditors	(5,700)	(665)
	Cash (absorbed by)/generated from operations	<u>(94,699)</u>	<u>85,812</u>

23	Analysis of changes in net funds	At 1 January 2024 £	Cash flows £	At 31 December 2024 £
	Cash at bank and in hand	426,345	(18,355)	407,990
	Loans falling due within one year	-	(32,910)	(32,910)
	Loans falling due after more than one year	-	(99,147)	(99,147)
	Obligations under finance leases	(22,696)	(13,704)	(36,400)
		<u>403,649</u>	<u>(164,116)</u>	<u>239,533</u>