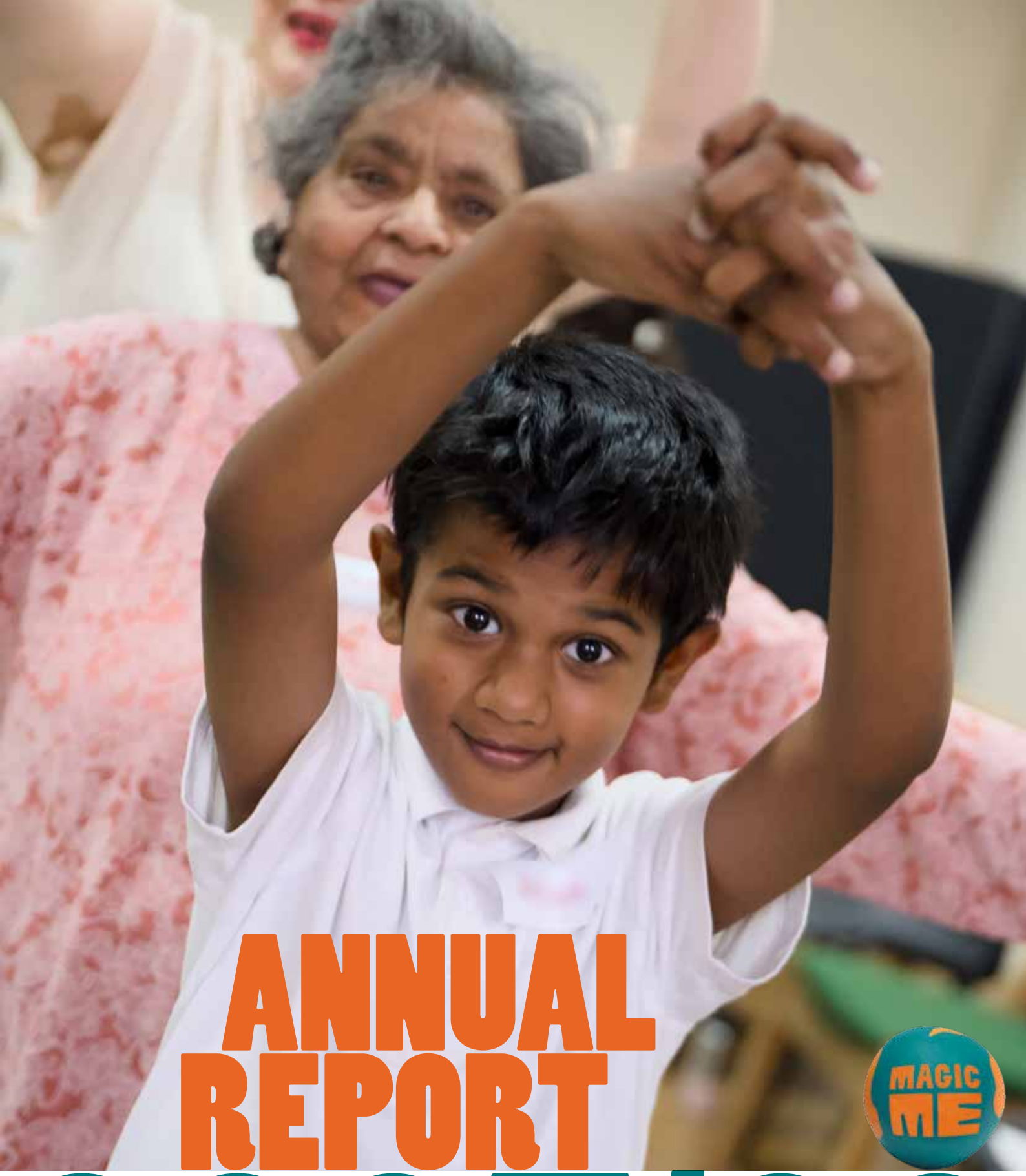


ANNUAL REPORT

2025/26

2025/26 AT A GLANCE

178 participants

479 audience members

5,170 hours of intergenerational contact

167 newly trained care home staff

15 partner organisations in Tower Hamlets

350+ hours of artist learning & development

681 professional peers reached

94% of people who participated made new connections

1 giant intergenerationally operated papier-mâché FishBirdHorse puppet!

Welcome to our Annual Report 2025/26



This has been a year of great change for Magic Me. We said farewell and thank you to our Founder Director Susan Langford as she retired, and we transitioned to a new joint leadership model. Co-creation and collaboration have always guided the development of our programme: now Ben and Kate bring those values to their co-direction of the organisation too.

93% of participants reported that our projects help them to feel part of a community – a statistic we're very proud of as, nationally, increasingly divisive politics threaten to separate us; and, locally, Tower Hamlets remains the borough with the highest population turnover rate in the country with residents reporting to be lonelier than London and UK averages. Improving our reporting processes throughout the year helped us highlight our charity's impact. The expanded stats and deeper stories you'll read in this report prove the benefits we brought to participants this year and beyond.

Our projects demonstrated the power of intergenerational collaboration to illuminate big topics: we tackled everyday ageism with ***It's on the Cards***, and explored women's equality in our ***Voices Across Time*** film première. Loneliness continues to be a challenge for older and younger people. Our pioneering approach brought the generations together to build community, proving creativity can be a powerful tool for social advocacy and age-positive representation.

> ***I don't have any family so coming here to meet people and get involved has been great. We are all one.***
>
> Older Creative Mix participant

> ***I learnt how to become more confident and how to gain more social skills. I learnt how to become closer to people…***
>
> Younger *Voices Across Time* participant

We're grateful to Arts Council England for NPO funding. Our third year as a National Portfolio Organisation with ACE support means that we have been able to train and develop our pool of Associate Artists to the point where they are recognised by other organisations for the excellence of their community arts practice. We continue to advocate for more investment in professional artists and intergenerational facilitation skills.

Locally and nationally, we've been sharing our learning and our belief in intergenerational connection through a **Leadership & Activism** programme of conference and webinar presentations.

Thank you to all our partners, funders and supporters who have collaborated with us this year to make all this work possible. As we head towards our 40th birthday (make a note for 2029), we look forward to continuing to work with you for years to come.

David Russell Chair of Trustees

Ben Butcher Joint CEO and Executive Director

Kate Hodson Joint CEO and Creative Director

IT'S ON THE CARDS - working with museums

Teenagers are stroppy, 40 year olds are over the hill and 80 year olds like nothing more than a pastel picture of a bunch of flowers. So high street birthday cards would have us believe.

Pupils from a Brick Lane primary school and older Tower Hamlets neighbours contemplated a pile of these cards – and despaired at the ageist humour on display. So with the help of our artists Sue and Skye, they set up an imaginary design studio to make new cards that celebrated the milestones of ageing.

This project was an invited collaboration from The Wellcome Collection, the central London museum that explores the past, present and future of health. Our participants' processes and card designs became a key display in the museum's *The Coming of Age* exhibition, which will attract 100,000s of visitors between March and November 2026.

***It's on the Cards* is a great example of the social value generated through strategic collaborations. If you would like an intergenerational partner for your project, get in touch!**



PARTNERSHIPS: The Wellcome Trust, Christchurch Primary School

ARTISTS: Skye Baker, Sue Mayo

FUNDER: The Wellcome Trust

VOICES ACROSS TIME - we made a film

Working with our artists Chuck, Laila and Amanda, students from Mulberry School for Girls and Connaught School for Girls explored the histories of local East End heroines together with their older women neighbours in Tower Hamlets to make a mini-documentary.

Voices Across Time uses oral history and digital storytelling techniques to bridge the gap between generations, allowing younger and older women to amplify voices that often go unheard.

The film shows an exchange of talismanic items from dresses and teddies to prayer-books and tasbihs to begin the intergenerational conversation; followed by studies of inspiring local heroines including Annie Besant, Josie Woods and Louisa Martindale.

Participants were red-carpet ready for film screenings at the international Global Girl Leading conference in Westminster, and at Poplar Union for International Women's Day.



A fantastic project for young people to get involved with – taking risks to develop them in many different ways. (Teacher)

IMPACT

This project finished during the far right marches. Magic Me projects encourage community connection during tumultuous times.



Scan to watch *Voices Across Time*

Link to website here

PARTNERSHIPS: Mulberry Schools Trust, Global Girl Leading

ARTISTS: Amanda Mascarenhas, Chuck Blue Lowry, Laila Sumpton

FUNDER: Mulberry Schools Trust

CREATIVE MIX - intergenerational get-togethers in Tower Hamlets

Creative Mix participants created a giant dancing papier-mâché FishBirdHorse puppet this year. The puppet can't be operated by one person alone – it needs both young people and older people to bring it to life.

The young and older people who came together for Creative Mix are Health & Social Care students from Mulberry UTC and residents from local Tower Hamlets sheltered housing complexes. They met regularly to build relationships, experiment with new artistic skills and share their stories.

Drawing on the skills of our Associate Artists, participants decided for themselves what issues they wanted to explore, and how. Dance and puppets one term, poetry and printmaking another. A 'Belonging' theme saw participants exploring stories and experiences of food, culminating in a joyful public exhibition at St Margaret's Chapel in Bethnal Green.

We are different people, we come here together to mix and make belonging. (Older participant)

IMPACT

Creative Mix completes its third year, confirming the value in longer term projects. We provide the space to nurture consistent relationships then measure steady growth in engagement.



PARTNERSHIP: Mulberry UTC

ARTISTS: Arji Manuelpillai, Carolene Yawa Ada, Charlene Low, Ruan Murphy

FUNDER: London Borough of Tower Hamlets

THE PICNIC HAMPER PROJECT - working in sheltered housing



'Do You Know You Have A Neighbour Who…?' said the posters we made to display in Gawthorne Court, a sheltered housing complex in Bow. Our Associate Artist Polly went door-to-door with a picnic hamper kitted out with art materials, and a menu of easy, chatty arts activities to prompt community conversation between residents. Our resulting poster exhibition shared the results with residents and visitors alike.

While the people who took part in the Picnic Hamper activities had a great time, participant numbers were lower than we'd hoped. We learned it takes intensive one-to-one relationship-building to create a community: something that we'll bear in mind for future sheltered housing projects.

IMPACT

As the ages of residents who live in sheltered housing schemes decrease, the range of generations found in the building increase. That gives us opportunities to create new projects that help build connections and meet the desire for community.

PARTNERSHIP: Clarion Housing

ARTISTS: Polly Beestone, Sue Mayo

FUNDER: Clarion Futures



Case Study

INTERGENERATIONAL UNDERSTANDING - as it happens

We asked one of the older participants on the *Voices Across Time* project how she felt about her time as a filmmaker. She said 'It's been wonderful, I haven't stopped talking about it since the project finished. Lovely to be with people the same age. Amazing seeing how young people are today – how confident the girls were – it made me feel really happy. There are not a lot of opportunities for intergenerational things, that was one of the main reasons I joined – we need more, otherwise it's an 'us' and 'them' thing and we don't understand each other.'

Case Study



'Everyone helps each other out'

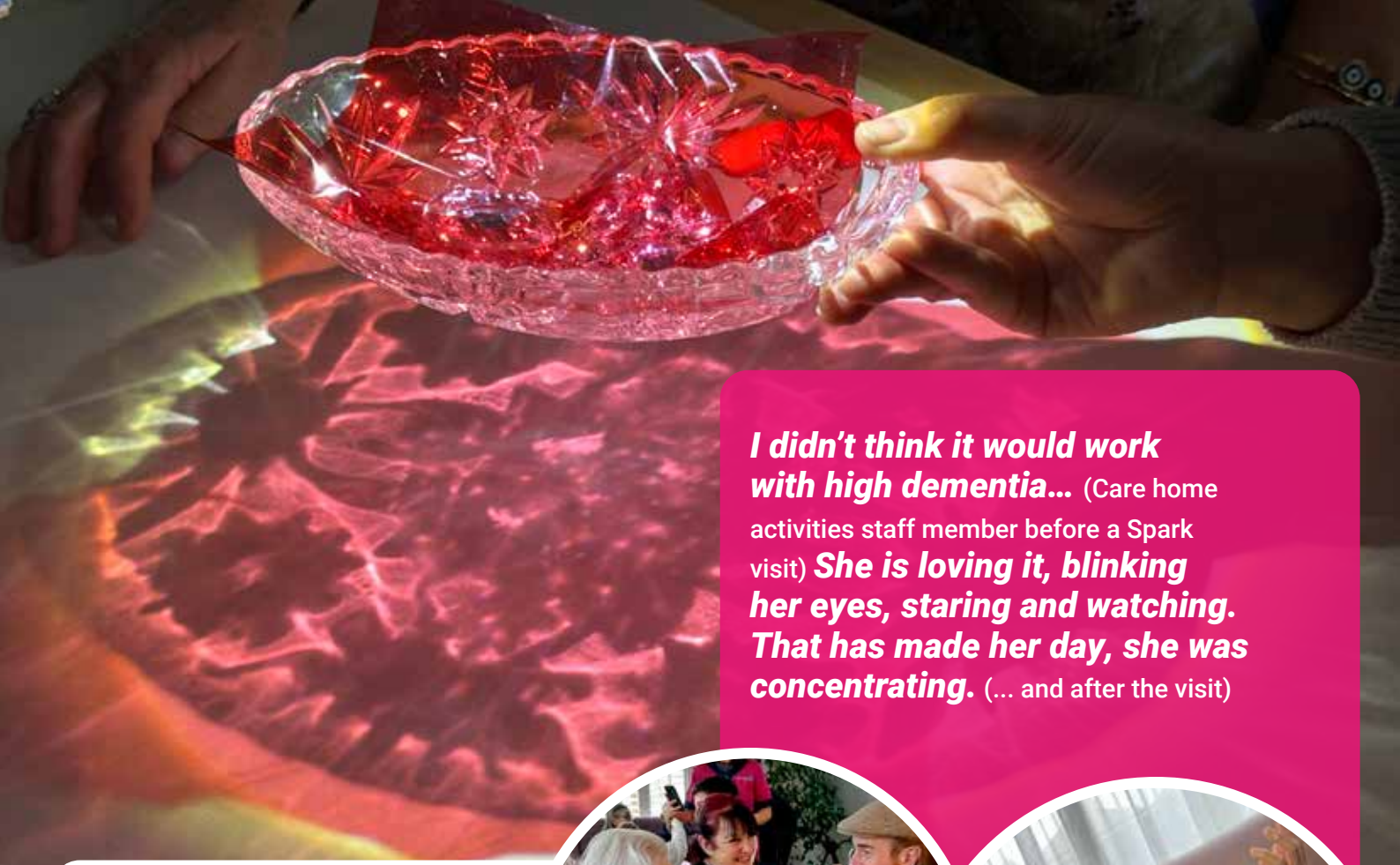
Taomi Simms is one of Magic Me's valued volunteers. What did she enjoy about her time with Creative Mix, we asked. 'The patience in the room' she said 'There's no rush rush rush. Both age groups speak their minds, and everyone helps each other out. And for the time I'm in the room, I'm off my phone!' This is Taomi's first volunteering role. Would she recommend it to others, we asked. '100% without a shadow of a doubt! she said 'It's a very grounding experience – completely wholesome – and you feel the love in the room!'



Case Study

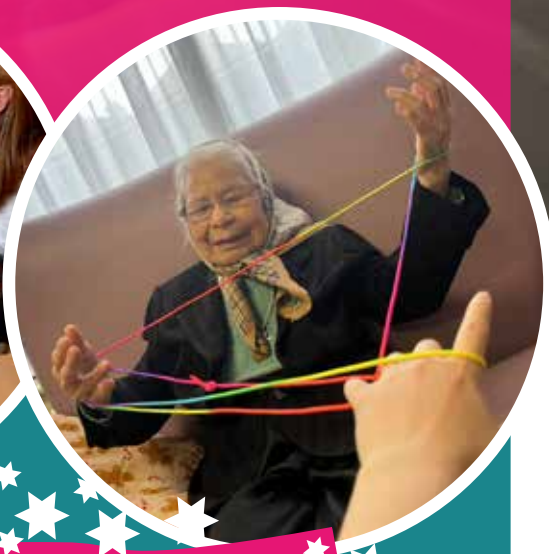
'We were just getting along as people'

One of the younger participants told us about her experience as a member of Creative Mix. 'It was nice because I've done some volunteering with elderly people but it was very different. When I done it with them it was us doing things for them and we were helping them set up … we hosted a tea party for them once. It was interesting then because they were telling us stories about their lives but this was very different, there was less life stories and we were just getting along as people which was nice.'



I didn't think it would work with high dementia... (Care home activities staff member before a Spark visit) ***She is loving it, blinking her eyes, staring and watching. That has made her day, she was concentrating.*** (... and after the visit)





SPARK - creativity in care homes

Spark has been our flagship care home project for five years: it's a combination of staff training and artist visits to care homes to embed high quality creative activities into everyday home life. Activities focus on the sensory – light, colour, texture – suiting residents who communicate non-verbally. All the ideas, which include paper marbling, light and shadow play, cyanotypes, poetry and weaving, use inexpensive, easily available materials and equipment. Activities can be adapted for 1-2-1 or group work, and can take place in various locations including bedrooms, communal spaces and outdoors.

Spark can improve wellbeing for people of all abilities, including care home residents who are living with a dementia – our work in this space is award-winning.

AWARD WINNER!

Spark is the Winner of the Creative Arts & Culture in Dementia Award 2026 presented by the UK Dementia Awards.

PARTNERSHIPS: Essex County Council, Exelcare

ARTISTS: Billy Ash Sakula, Georgia Akbar

FREELANCE SPECIALIST: Sally Knocker

FUNDERS: Essex County Council, Excelcare, The Rayne Foundation, The W G Edwards Charitable Foundation, Fowler Smith & Jones Trust

SPARK DANCE - adding movement to our work in care homes

Spark evolves. Artists, staff, funders and care experts bring their research ideas to the project, and we develop new ways of communicating creatively with care home residents. This year, some 'Test & Learn' funding helped us pilot a new dance activity for Spark participants. Our movement specialist Charlene co-choreographed movements using music, colourful scarves and stretchy resistance bands to support residents to stay active, flexible and balanced.

SCAN

Scan to download a copy of *The Spark Book of Ideas* – full of techniques to try out with your own groups.

Link to website here

PARTNERSHIPS: Westport Care Home, Silk Court Care Home

ARTISTS: Billy Ash Sakula, Charlene Law, Georgia Akbar

FUNDER: London Sport

LAB - we consult the community



Think of LAB like an umbrella which sits over a number of Magic Me's community projects. A LAB project begins when a group takes part in a creative activity facilitated by one of our Associate Artists. Important issues arise, conversation and connection happens, and a creative plan emerges.

This year, we worked on a short project on the Isle of Dogs, and ran pilot sessions to explore the possibilities of a new year-long intergenerational LGBTQ+ project in Tower Hamlets. Stay in touch for updates!

It would be great to get an idea of what it was like for the older queer people, like a lineage or heritage. When straight people do genealogy it doesn't interest me as much, a lot of us are disconnected from family.

(Pilot project participant)

SUPPORT LAB LGBTQ+

To build on discoveries from our pilot sessions, we're planning a year long intergenerational project for the LGBTQ+ communities of Tower Hamlets. Our fundraising target is £48,000 – could you help us get there?

SCAN

Link to website here

PARTNERSHIPS: Micro Rainbow, Project Indigo, ELOP

ARTISTS: Billy Ash Sakula, Ruan Murphy, Skye Baker

FUNDER: Arts Council England



LEADERSHIP & ACTIVISM - creative health and beyond

For nearly 40 years Magic Me has pioneered intergenerational arts in the UK, and we want to share the successes we have in building community, combatting isolation and improving wellbeing. Meeting our peers, publishing our evaluations and advocating for our artists enables us to show our work in action.

Where we connect

Connecting with our intergenerational arts and creative health peers via conferences, webinars and networks brings fresh ideas and potential partnerships. Staff presented at Arts Council England's 'Creative Ageing Peer Learning Programme' and 'Creative Care: Engaging Older

People Living in Care in Meaningful Creative Opportunities' events, joined London Action on Creative Health, took part in Creative Health Summer Schools on everything from fundraising to evaluation, attended the Bristol Arts & Dementia conference, and the Flourishing Lives Intergenerational Forum. We are also taking an active role in Tower Hamlets' Creative Health Steering group – helping our borough to develop a Creative Health strategy in partnership with other local arts and cultural organisations.



Sharing the Thinking

Via a newly refurbished website (www.magicme.co.uk) and a more strategic approach to LinkedIn, we've been sharing ideas about intergenerational practice and creative ageing with an audience of peers and funders. This year's thinkpieces included an article about achieving pension age, a deep dive into the principles behind intergenerational work, and an exploration of the impact of the arts on care home residents.



What our artists say

Magic Me is one of the few arts organisations I know who involves artists in the development of their practice. Thank you for setting an example to other organisations in how you work and your consistency of ethos and ethics.

They are the highlight of my freelance calendar and are so enriching, nourishing and inspiring for my practice!

The days have been inspiring and have built a real community of artists during a time when you really have to fight to keep on doing this work.

Community Arts – showing the way

We are very proud of the programme of professional development we offer for our Associate Artists. We have poets, printmakers, filmmakers and more in our cohort of expert community practitioners and facilitators. They come together regularly to share artistic skills and reflect on their practice. This year's topics included a refresher on Magic Me's principles, a primer on working with sheltered housing schemes, a training session on anti racism and conflict resolution with Tas Emiabata, and a discussion about LGBTQ+ Intergenerational Connection with Dr Richard Vytniorgu and the Include Age Research Project. It costs £2,093 to fully train an artist in our anti-ageist, anti-ractist, intergenerational approaches – could you support our training programme?

IMPACT





Who we help

Our key beneficiaries are the younger (7-25) and older (55+) residents of Tower Hamlets who may benefit from free supported creative activity. Though it's rich in diversity and history, Tower Hamlets is an under-resourced borough – 1 in 2 younger people live in poverty here, and 1 in 3 older people. Poverty makes it hard to participate in cultural and civic life, leading to isolation and loneliness. Our free-to-join projects – including free refreshments and supported travel – lower those barriers, bringing people together to help build stronger and more supportive communities.

We also work in care homes in East London and Essex, bringing activities to residents who may not have easy access to creative and sensory activities. Care home staff receive training too, so they can embed creativity into the home on a long term basis.

wellbeing

social cohesion

bringing joy

creative health

confidence

challenging ageism

building community

FEEDBACK FROM 2025/26

As part of the evaluation process for our projects and programmes, we use Arts Council England's 'Impact and Insight' framework. This framework lets arts organisations – whatever their size, location or speciality – use the same evaluation questions so we can all compare our work. This is what participants in Magic Me's 2025/26 programme told us – the percentages are the number of people agreeing with the statement.

94% 'It gave me the opportunity to meet new people.'

91% 'It helped me gain new insight or knowledge.'

96% 'It made me feel more confident about doing new things.'

98% 'I feel more motivated to do more creative things in the future.'

96% 'It opened my mind to new possibilities.'

93% 'It helped me feel part of the community.'

81% 'I did something I didn't know I was capable of.'

90% 'It helped me to develop stronger relationships.'

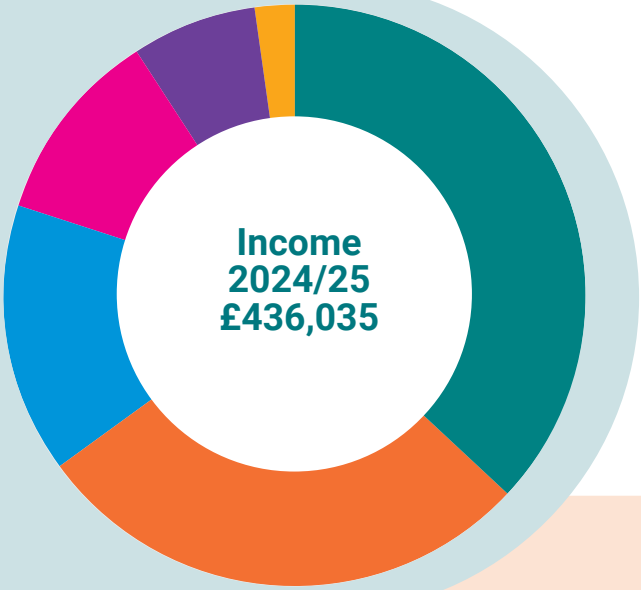


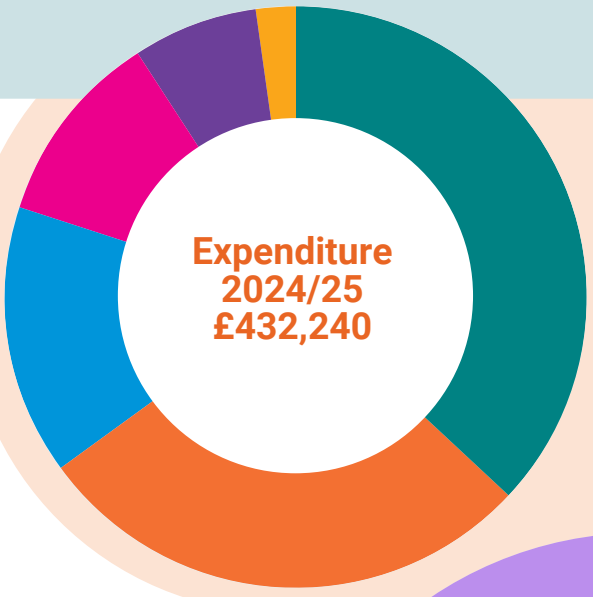
OUR FINANCES

This summary is taken from Magic Me's full, independently examined accounts. If you are reading this online, the full accounts follow, but print readers who would like a copy can visit **www.magicme.co.uk** or contact Magic Me on **info@magicme.co.uk** or 020 3222 6064.

Income during the year 2025/6 was £436,035.
As you can see from the pie charts, the majority or our expenditure of £432,240 was on people – the staff and freelance artists who make our impact possible.

- Arts Council England, National Portfolio Organisation 37%
- Trusts & Foundations 28%
- Local Authorities 15%
- Livery Companies 11%
- Individual donations 7%
- Other 2%





- Staff costs 53%
- Artists fees, materials & project costs 18%
- Fundraising, including fundraising staff 18%
- Administrative expenses 4%
- Rent, office and communications 4%
- Governance including accountancy 3%



THANK YOU

Thank you to the many trusts, foundations and funders whose support helped us bring our project participants together this year.

Supported using public funding by ARTS COUNCIL ENGLAND

The Childhood Trust

City Bridge Foundation

Clarion Futures

Essex County Council

FSJ Charities

Tower Hamlets

London Sport

Community Fund

The Rayne Foundation

Share Gift

Tesco

the Tudor trust

Woodroffe Benton Foundation

And

French Huguenot Church of London Charitable Trust

Mulberry School Trust

The W G Edwards Charitable Foundation

FUNDERS AND DONORS! SCAN

Scan to discover how you can both support our participants and deliver your philanthropic priorities.

Link to website here

Thank you to our individual donors and Big Give supporters

A sincere thank you to all those individuals who support us with one off and regular donations throughout the year – both those friends we know and those who prefer to remain anonymous. You also helped make this 2025's Big Give Christmas Campaign a huge success. Our pledgers and champion funder The Childhood Trust came together with individual donors to raise an amazing £27,424. Thank you to all of you: that's a lot of people whose lives you've improved through creativity this year.

Thank you for in-kind support

34SP for website hosting

A&O Shearman, for printing our resource books and Annual Reports

Fatto a Mano for providing pizza for our Creative Mix celebrations

Munch Munch for catering all our other events

Rayne Foundation for providing space for our staff and trustee away day

THE PEOPLE WHO MADE IT HAPPEN

Associate Artists

Amanda Mascarenhas
Amy Leung
Arji Manuelpillai
Billy Ash Sakula
Carolene Yawa Ada
Charlene Low
Chuck Blue Lowry
Ruan Murphy
Georgia Akbar
Laila Sumpton
Liane Harris
Polly Beestone
Shabnam Shahbazi
Skye Baker
Sue Mayo

Current Staff – Summer 2026

Amin Ali Project Coordinator
Audrey Aidoo-Davies Project Manager
Ben Butcher Executive Director, Co-CEO
Julia Bird Fundraising & Development Manager
Kate Hodson Creative Director, Co-CEO
Priyanka Chauhan Project Manager

Former staff during 2025/26

Natalie Golding Development Coordinator
Kimberly Johnson Project Coordinator
Susan Langford MBE Founder Director

Freelancer staff

Emma Mulligan Accounts

Trustees during 2025/26

Alicia Tan
David Russell, Chair
Dominique Moore
Emily Andrews
Hugh Blacklock, Treasurer
Imogen Davies
Jimena Meza Mitcher
Louisa Joseph
Miriam King
Rebecca Goh
Thomas Nowacki

Trustees who stood down during the year

Yaa Adansi-Pipim

Thank you to

Our good neighbours: Praxis, and our landlords at Bethnal Green Meeting House, Pott Street
All Things Equal
D.R. ink
The Bank of England
Volunteers – **Chinny Yeung** and **Gianluca Pisano**

Photo credits

Creative Mix – **Mark Wilkinson**
It's on the Cards – **Hayley Madden** and **Kyle Madden**
All other photos – Magic Me staff and Associate Artists

NEXT YEAR

We're on our way to 2027 with a number of established and innovative projects which will continue exploring the social and health benefits the arts can bring to people in Tower Hamlets, east London and Essex. Look out for -

Creative Mix: our sessions at Pott Street will continue, but this time we'll be focussing on partnerships between older people and primary school pupils.

Spark: more Spark training and activity in care homes, with additional plans to involve residents' friends and family in activities.

The Art of Conversation: In collaboration with local law firm A&O Shearman and an East End primary school, we are designing a series of conversation prompt cards to encourage creative intergenerational connections.

Gateway Housing 100: Gateway Housing have commissioned us to celebrate their 100th anniversary. Our project will use photography, drawing, collage and creative writing to explore Gateway archive material and residents' stories.



We are also raising the funds to support -

LAB LGBTQ+: based on the consultations we've had with our community in 2025/26, we want to bring together older and younger members of the LGBTQ+ community for a banner-making project.

Birthday Celebrations: as part of our plans for our 40th birthday in 2029 we are planning a project to archive our catalogue of artworks and organisational history while bringing together participants from our past and present to celebrate our extraordinary legacy.



NEWSLETTER!

Scan to sign up to our newsletter – a monthly round up of reports and plans.

SCAN

Link to website here

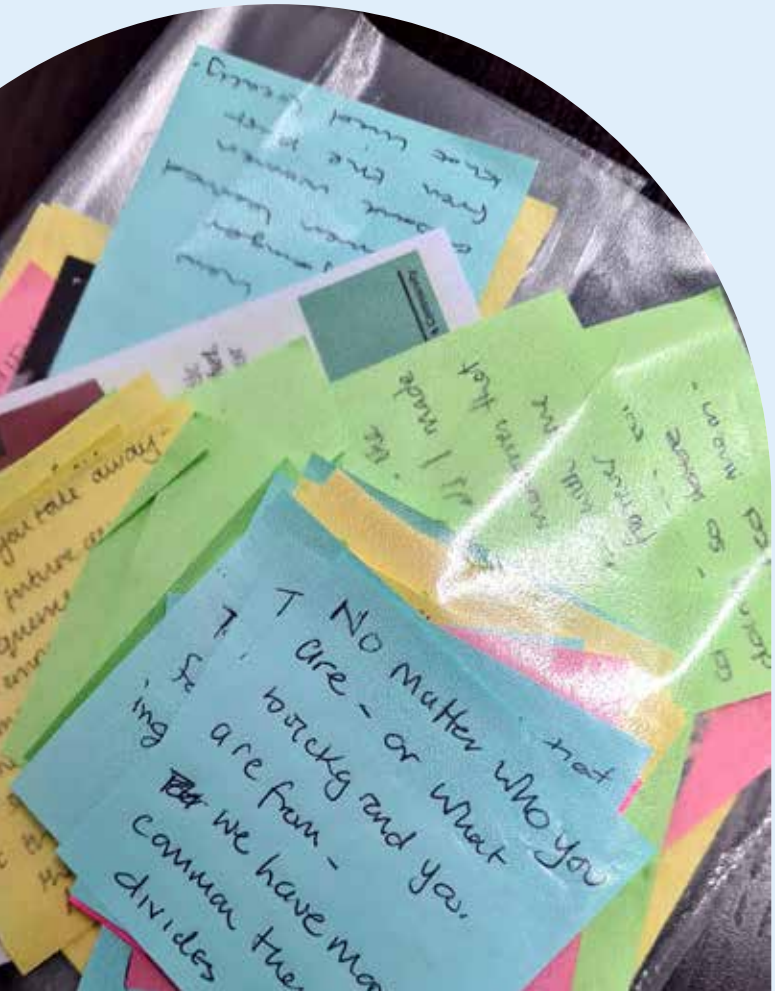
A NEW STRATEGY

One plan comes to an end, and another begins

The programmes and projects we delivered in 2025/26 were part of a three year organisational strategy which refocused Magic Me after Covid, deepened our relationships within our Tower Hamlets home borough and extended our work in care homes in London and Essex.

Following successful delivery of that strategy and with a new leadership team in place, it's time for a new plan. At the time of writing (September 26) we are putting the finishing touches to the new strategy to take our charity and its beneficiaries from 2027 to 2032.

Again, co-creation and collaboration form the framework for this process. We have spoken to over 60 members of our community ranging from participants to partners, peers to funders, think tanks to artists. Everything they have told us and asked us, we are refining and combining into objectives for this next strategy.



We're asking questions

How do we build more relationships and develop ways of reaching a wider audience including potential participants and the public?

How do we tell our story and encourage people to think about us?

What might it look like to create London's first Intergenerational Borough in Tower Hamlets?

How do we best use resources to occupy a leadership role across the sectors we serve?

Can we celebrate our 40th birthday with an archive project?

Can we build on the great work done highlighting ageism and the power of intergenerational connection through* It's on the Cards *by developing a regular public programme of work?

In answering these questions and clarifying our plans for the next five years, we will above all honour what our community has asked for: joyful connection, innovative practice, and meaningful creative experiences.

Stay in touch to see how our new strategy develops – you can sign up for our newsletter, follow our social channels or visit our website. We are always keen to explore new partnership possibilities, and we'd love to hear from you.

MAGIC ME TIMELINE 2025/26

April

- Our film *Her Story, Our Inspiration* wins Best Intergenerational Project with Under 20s at the Age Friendly Awards

May

- We begin the workshops and sessions with Mulberry School Trust which eventually become our *Voices Across Time* film

June

- A Creative Mix exhibition opens at St Margaret's House
- *It's on the Cards* starts coming to life at Christ Church Primary School

July

- Our first time in a professional film studio, creating sections of *Voices Across Time*



August

- Thanks to The Tudor Trust funding, Magic Me staff take a shared week of additional leave, to recharge ready for the Autumn and beyond

September

- Staff harvest the bumper crop of tomatoes we grew in our yard
- Our partnership with Excelcare begins, sending artists into care homes for Spark sessions
- *Voices Across Time* is screened at the international Global Girl Leading conference

October

- Ben Butcher and Kate Hodson take up their new Co-CEO roles
- Amin Ali, a new Project Coordinator, joins the team



November

- Susan Langford, our Founder and first Director, retires - we wish her farewell with a party!
- Associate Artists take their Picnic Hamper of paper and paint to sheltered housing homes to encourage residents to make art together

December

- Generous donors help us to our biggest ever Big Give Christmas Challenge fundraising total
- Volunteers from the Bank of England come to the office to pack boxes of Spark materials
- The papier-mâché FishBirdHorse puppet made by Creative Mix participants makes its debut

January

- Staff and Trustees gather for an Away Day to start planning our new five year strategy
- We run a number of pilot printmaking workshops with East London LGBTQ+ groups to prepare for a new project

February

- Launch of our new website - now all our projects and plans are just a click away
- Our Artists' Learning & Development day focuses on working with sheltered housing schemes

March

- *The Coming of Age* exhibition opens at The Wellcome Collection in central London, featuring our project *It's on the Cards*
- The co-creation process for our 2027/32 strategy begins

WHO WE ARE

Magic Me is the UK's leading intergenerational arts charity.

We bring the generations together. Through our vibrant programme of arts activities, children, younger and older people meet to create and exchange experiences. They develop individual skills and confidence, build community connection and cohesion, and combat isolation and loneliness.

Working in partnership with our local communities across Tower Hamlets, we have pioneered intergenerational arts for more than 35 years and invested more than £7m in the borough. Growing from this expertise we also run sensory, creative activities in care homes in London and Essex.

We are proud of our growing community of younger and older people, who are building meaningful creative connections across different ages, faiths, cultures and backgrounds.

Our Vision:
a world without ageism, where everyone can enjoy their unique creativity and full potential.

Our Mission:
to inspire change, for individuals, communities and systems, through extraordinary art, sparking magic between generations.



Find us on
magicmearts
magic-me
@MagicMeArts

26 Pott Street, London E2 0EF
Tel: 020 3222 6064
info@magicme.co.uk
www.magicme.co.uk

Registered Charity No. 328331

Supported using public funding by ARTS COUNCIL ENGLAND

Funded by UK Government

Thank you to A&O Shearman for printing this report.

Company no. 02394189
Charity no. 328331

Magic Me

Report and Unaudited Financial Statements

31 March 2026

Magic Me

Reference and administrative details

For the year ended 31 March 2026

Company number	02394189
Charity number	328331
Registered office and operational address	26 Pott Street London E2 0EF
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Yaa Adansi-Pipim	Resigned 16 October 2025
Emily Andrews	
Hugh Blacklock	
Imogen Davies	Appointed 11 April 2025
Rebecca Goh	
Louisa Joseph	
Miriam King	
Jimena Meza Mitcher	
Dominique Moore	Resigned 16 June 2026
Thomas Nowacki	
David Russell	
Alicia Tan	

Company secretary	Ben Butcher
Bankers	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ Flagstone 1st Floor Clareville House 26-27 Oxenden Street London SW1Y 4EL
Independent examiners	Godfrey Wilson Limited Chartered accountants and statutory auditors 2nd Floor - South One Castle Park Tower Hill Bristol BS2 0JA

Magic Me

Report of the trustees

For the year ended 31 March 2026

The Trustees present their report along with the financial statements of the charity for the year ended 31 March 2026.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Objectives and activities
The charity's objectives are: the improvement and advancement of the education of children and adults towards a better understanding of ageing and the needs of elderly people, and methods by which those needs may best be met.

Magic Me's vision is *"A world without ageism, where everyone can enjoy their unique creativity and full potential"*. We believe everyone has a past, present, future and an imagination — a wealth of stories, ideas and dreams to inspire art making.

Our mission is *"To inspire change - for individuals, communities and systems - through extraordinary art, sparking magic between generations".*

Magic Me works for the benefit of the public both now and for future generations. As life expectancy continues to increase, the charity seeks to address the opportunities and challenges presented by an ageing population through creative and intergenerational approaches.

For over 36 years we have pioneered intergenerational arts practice, encouraging dialogue between generations and across cultures. In East London and Essex our artists have partnered with care homes, schools and community organisations to create powerful artworks, performances and creative experiences which challenge how society thinks about ageing.

By bringing younger and older people together in shared creative activities, we promote enjoyment, improved wellbeing and greater mutual understanding across generations. In the longer term, we support individuals and organisations to imagine different ways of growing older and to help shape a society that works for an ageing and increasingly diverse population.

Our current three year Strategy and Programme has three objectives and strands of work:

- **Depth & Inclusion**: widening access to the arts and strengthening community connections in Tower Hamlets through intergenerational arts programmes that combat social isolation and loneliness;
- **Increasing Reach**: improving the quality of life of older people living in care homes in London, Essex and beyond through creative arts activities and specialist support, particularly for those living with dementia; and
- **Leadership & Activism**: sharing knowledge, expertise and learning to champion the power of intergenerational practice and the arts as tools for challenging ageism and creating positive social change.

These objectives have been extended into 2026/27 while the charity develops a new five-year strategic plan for the period 2027 to 2032.

Our activities, exhibitions and performances challenge both participants and audiences to reconsider ageist expectations and stereotypes, which can limit the aspirations and lives of younger and older people. All our projects are designed and facilitated by our skilled, professional Associate Artists, working across the performing, visual, literary, media, combined and other artforms.

The Trustees have referred to the Charity Commission's guidance on public benefit in reviewing the charity's aims and objectives and in planning its future actions.

Who used and benefitted from our activities?

Magic Me benefits people of all ages at many different levels, increasing individual and community wellbeing. Young and older participants enjoy new opportunities, learn and grow skills and form new friendships. Our partners, such as care home staff and teachers, gain new insights and skills and form deeper and more rewarding relationships with those with whom they work. Artists and creative practitioners develop new skills and expertise in working with communities, while volunteers gain skills and confidence in communicating with older and younger people. Whatever their age or role, individuals form wider connections and social links within their communities, finding new ways to contribute and a fresh understanding of their neighbours.

Magic Me is based in Tower Hamlets, East London; however, the activity we deliver and our influence benefit people and communities much more widely.

During the year 2025/26:

- We worked with 12 cultural and social partner organisations, four local authorities in London and Essex, four volunteers and 15 artists;
- Our workshops, projects, events and training sessions reached and directly benefited 100 care home staff and more than 1,000 care home residents, 20 teachers and community organisations, and 194 participants; and
- We welcomed 1,975 live and online audience members to our film screenings and our online community enjoying our films and online content grew to 4,667.

Overview of the year

This year we said goodbye to our Founder and Director Susan Langford after 36 years of leading the charity. A celebration of her achievements and the legacy she leaves behind was held in October with participants, partners, peers and funders all joining our staff and trustees in thanking Susan for her amazing contribution towards fostering more connected communities and spreading intergenerational joy across Tower Hamlets and beyond.

Susan has been succeeded by our new Creative Director, Kate Hodson, who was previously Magic Me's Programme Director for 8 years and Executive Director, Ben Butcher, who joined the charity in 2023 as Head of Operations. The Board has approved a new co-leadership model as part of the succession process which is in keeping with Magic Me's values and ethos. Our new Co-CEOs began work on our new 5 year strategic plan in January which will be created in consultation with many of our community members and launch in April 2027.

Our projects continue to prioritise the 1 in 2 children and 1 in 3 older people in Tower Hamlets who live in poverty, impacting their physical and mental health, confidence and ability to participate in education, cultural and community life.

2025/26 saw us deliver the third of what has been extended to be five years of activity funded by our inclusion in Arts Council England's National Portfolio of Organisations. This core financial support - together with other practical support, connections and resources - enables us to plan ahead with confidence, to develop and deliver a growing programme of high quality arts opportunities within communities in east London and beyond and invest in our organisation - its people, practice and systems.

Key projects and highlights included:

Depth & Inclusion
It's on the Cards: A commission from Wellcome Collection, this intergenerational project with a Brick Lane primary school and older Tower Hamlets residents undertook market research into birthday cards resulting in the co-creation of a vibrant interactive card design studio installation that subverts ageist humour and celebrates the authentic joy of growing older. Being exhibited at the Wellcome Collection in central London from March to November 2026.

Creative Mix: The continuation of a three and a half year project, which brings generations together through creative activities and celebratory events. Participants were year 12 students from a local UTC and older residents from sheltered housing complexes and other community settings. Social isolation is combatted, increasing individuals' confidence and wellbeing whilst building connections across different faiths, cultures and backgrounds.

Voices Across Time: A filmmaking project using oral history and digital storytelling techniques to bridge the gap between generations, allowing younger and older women to amplify voices that often go unheard. Older women from Tower Hamlets collaborated with students from local girls schools to explore the histories of local East End heroines in our latest mini-documentary. The film was screened at Poplar Union to celebrate International Women's Day.

LGBTQ+ Community Consultation: Part of our LAB programme, which is a place-based project exploring the issues most important to our community partners across Tower Hamlets. Older and younger groups from the local LGBTQ+ community came together with artists for pilot sessions for a future intergenerational project that we're seeking funding for 2026/27.

Increased Reach
Spark: our continuing programme of sensory arts activities for older people living in care homes. Spark is delivered by Magic Me artists working in partnership with care home staff through training opportunities, resources and visits, in person and remotely, supporting everyone's right to creative expression. This year's sessions took place in collaboration with Excelcare and Essex County Council. This year, Spark won the Creative Arts & Culture in Dementia award at the UK Dementia Awards.

Through creative fundraising ideas and the creativity of our staff and artists, Spark continues to evolve as showcased in our recent Spark Dance project funded by London Sport where our team created a music and movement focused format to support residents to find creative ways to stay

Leadership & Activism
We believe in and continue to promote the power of intergenerational work and the arts as tools for challenging ageism and the status quo.

Artists & Practice: a programme of quarterly learning and development days for our diverse cohort of fifteen Associate Artists to share creative skills and experience. This year, as well as learning practical movement skills and ways to design games for care home residents, our Artists were supported to develop expertise in conflict management as well as how to respond to complex safeguarding scenarios.

It's on the Cards: Our Wellcome Collection collaboration for The Coming of Age Exhibition will be seen by thousands of visitors while it is on display in Euston from March to November 2026 allowing us to reach new audiences to communicate our anti-ageist message.

Sharing the Learning
As our society continues to age and change, Magic Me remains pioneering, inventing fresh approaches to emerging situations and dynamics. With interest in intergenerational work increasing, we remain a leader in this field, sharing our expertise with others. In 2025/26 this included publishing the Spark Book of Ideas to introduce care staff to the sensory creative techniques of Spark, speaking at Arts Council England's events - 'Creative Ageing Peer Learning Programme' and 'Creative Care: Engaging Older People Living in Care in Meaningful Creative Opportunities', and delivering intergenerational training to Croydon Council's Creative Health Network.

The team also built a brand new website to better showcase our expertise and share all of our resources.

Looking ahead
In 2026/27 we will co-create a five year strategic plan with our community to take us up to March 2032. Consultations with participants, peers, partners, artists and funders began in March 2026 and the strategy should be signed off by the board in October 2026 with a launch party in February 2027.

We are looking forward to continuing to explore the creative intergenerational possibilities in Tower Hamlets, east London and beyond over the coming year, and have a number of projects planned including:

Creative Mix: continuing sessions at Pott Street with a new focus on primary school partnerships.

Spark: continuing Spark programmes, with additional pilots to involve friends and family in activities.

Intergenerational Prompt Cards: In collaboration with A&O Shearman we will design and create a series of prompt cards encouraging creative intergenerational connection.

Gateway Housing 100: Gateway Housing have commissioned us for a project to celebrate their 100th anniversary. The project will use photography, drawing, collage and words to explore Gateway archive material and the stories of residents.

We also have the following projects we are actively seeking funding for:

LAB LGBTQ+ Project: we are hoping to launch a project based on the consultations we've had with our community in 2025/26 which will bring together older and younger members of the LGBTQ+ community.

Archiving / 40th Birthday Celebrations: as part of our plans for our 40th birthday in 2029 we are planning a project that will archive our catalogue of artworks and the organisation's history while bringing together participants from our past and present to celebrate our extraordinary legacy.

Financial review

The financial transactions of the charity during the year and the position at the end of the year are set out in the attached accounts.

Income during the year 2025/26 was £437,949 compared with £445,797 in 2024/25. Total expenditure was up slightly to £432,240 compared with £428,921 in the previous year.

We are incredibly grateful to our funders and supporters who have enabled us to achieve significant growth and increase our reach and impact in recent years. Their partnership and flexibility has facilitated the deepening of our community focused practice and the development and innovation of our offerings.

Magic Me is enormously grateful for the very generous support received from numerous trusts and foundations, livery companies, lotteries, businesses and individual supporters – without which our work would not be possible. 2025/26 was our third year as an Arts Council England National Portfolio Organisation; this substantial annual unrestricted grant of £160,538 which has been extended by a further two years to run until March 2028 has allowed the organisation to put in place robust fundraising and financial foundations to support us to thrive this year and into the future.

Income in 2025/26 included: the second and third instalments of a grant from The Rayne Foundation totalling £79,911; the final instalment of a £150,000 grant over four years from the Tudor Trust.

One-off grants came from: National Lottery, Woodroffe Benton, French Huguenot Church of London Charitable Trust, Clarion Futures, W G Edwards Trust, ShareGift, Fowler Smith & Jones Trust, Childhood Trust. Two Local Authority grants from London Borough Tower Hamlets and Essex County Council supported projects in their areas. London Borough Tower Hamlets also commissioned us to support with their commemoration of Holocaust Memorial Day and Croydon Council paid for bespoke training for their Creative Health Network. Commissions included Wellcome Collection for their The Coming of Age exhibition and, once again, Mulberry School for Girls for a film project as part of their Global Girl Leading initiative.

Further details of grants and donations are given in the Notes below.

Reserves policy and position

As is standard, the accounts have been prepared using the going concern approach, which is appropriate as there are no plans to cease Magic Me's operations or liquidate the charity. At 31 March 2026 the balance sheet showed £196,512 cash at the bank and total net assets of £185,833, which included £133,767 of unrestricted general funds and £52,066 of restricted funds for ongoing projects.

In 2025/26 we set a deficit budget and through project cost savings, excellent work from our fundraising team and continued prudent fiscal management, we delivered a surplus and unrestricted reserves remained steady at £133,767.

The trustees aim to keep a balance in reserves equal to at least three months' core and project expenditure which is now £92,408. This is to enable the charity to continue to operate in the short term in the event of unexpected delays in the receipt of income or unexpected expenditure and to enable a well-managed wind-up of the charity should that ever become necessary. We recognise that this target will change depending on various circumstances, growing with inflation and a growth in our programme activity and associated expenditure and with changes in staff. The reserve level is reviewed quarterly by the Finance, Audit and Risk sub-Committee and the overall reserves policy is reviewed on an annual basis.

Inflation has risen in recent months and prices remain high, with continued national and international economic difficulties and uncertainties. Fundraising remains challenging with increasing community need and higher than ever competition for grants and donations. Magic Me has successfully managed cyclical annual fundraising for many years and will continue to do so. The fact that our activities address pressing needs within our communities gives us confidence that funders and donors will continue to invest in our work and organisation.

The senior leadership team continue our regular practice of actively (i) modelling potential fundraising scenarios and (ii) managing cashflow, including reviewing discretionary costs and avoiding unnecessary liabilities. In order to retain a level of reserves consistent with honouring current liabilities, including to our staff and freelance artists, we continue to plan projects in such a way as to be able to pause or reschedule activity and thus reduce costs, should further grants not be secured.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners
Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 21 October 2026 and signed on their behalf by

David Russell

David Russell - Trustee

Independent examiner's report

To the trustees of

Magic Me

I report to the trustees on my examination of the accounts of Magic Me (the charitable company) for the year ended 31 March 2026, which are set out on pages 11 to 24.

Responsibilities and basis of report

As the trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company 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 charitable company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since the charitable company'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 and Wales (ICAEW), which is one of the listed bodies.

Godfrey Wilson Limited also provides bookkeeping services to the charitable company. I confirm that as a member of the ICAEW I am subject to the FRC's Revised Ethical Standard 2024, which I have applied with respect to this engagement.

I have completed my examination. I confirm that no material 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 charitable company as required by section 386 of the 2006 Act; or

(2) the accounts do not accord with those records; or

(3) the accounts 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 accounts 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).

Independent examiner's report

To the trustees of

Magic Me

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 accounts to be reached.

Dougal Howard

Date: 21 October 2026

Dougal Howard ACA
Member of the ICAEW
Godfrey Wilson Limited
Chartered accountants and statutory auditors
2nd Floor - South
One Castle Park
Tower Hill
Bristol
BS2 0JA

Magic Me

Statement of financial activities *(incorporating an income and expenditure account)*

For the year ended 31 March 2026

	Note	Restricted £	Unrestricted £	**2026 Total £**	2025 Total £
Income from:					
Donations	3/5	-	319,614	**319,614**	312,508
Charitable activities	4	110,986	-	**110,986**	126,560
Investments		-	5,398	**5,398**	4,579
Other		-	1,951	**1,951**	2,150
Total income		110,986	326,963	**437,949**	445,797
Expenditure on:					
Raising funds		-	103,970	**103,970**	98,511
Charitable activities		110,260	218,010	**328,270**	330,410
Total expenditure	6	110,260	321,980	**432,240**	428,921
Net income / (expenditure) and net movement in funds	7	726	4,983	**5,709**	16,876
Reconciliation of funds:					
Total funds brought forward		37,937	142,187	**180,124**	163,248
Total funds carried forward		38,663	147,170	**185,833**	180,124

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.

Magic Me

Balance sheet

As at 31 March 2026

	Note	£	2026 £	2025 £
Fixed assets				
Tangible assets	10		**758**	1,635
			758	1,635
Current assets				
Debtors	11	**9,811**		38,005
Cash at bank and in hand		**196,512**		160,838
		206,323		198,843
Liabilities				
Creditors: amounts falling due within 1 year	12	**(21,248)**		(20,354)
Net current assets			**185,075**	178,489
Net assets	13		**185,833**	180,124
Funds	14			
Restricted funds			**38,663**	37,937
Unrestricted funds				
General funds			**147,170**	142,187
Total charity funds			**185,833**	180,124

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

(i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and

(ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 21 October 2026 and signed on their behalf by

David Russell

David Russell - Trustee

1. Accounting policies

a) General information and basis of preparation

Magic Me is a charitable company limited by guarantee registered in England and Wales. The registered office address is 26 Pott Street, London, E2 0EF.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Magic Me meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

1. Accounting policies (continued)

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

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

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on total expenditure as follows:

	2026	2025
Raising funds	**18.0%**	17.4%
Charitable activities	**82.0%**	82.6%

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures, fittings and equipment	4 years
IT equipment and website	3 years

Items of equipment are capitalised where the purchase price exceeds £500.

j) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

k) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

l) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1. Accounting policies (continued)

m) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation as described in note (i) above.

2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2025 Total £
Income from:			
Donations	-	312,508	312,508
Charitable activities	126,560	-	126,560
Investments	-	4,579	4,579
Other	-	2,150	2,150
Total income	126,560	319,237	445,797
Expenditure on:			
Raising funds	-	98,511	98,511
Charitable activities	126,973	203,437	330,410
Total expenditure	126,973	301,948	428,921
Net income / (expenditure) and net movement in funds	(413)	17,289	16,876

3. Income from donations

	Restricted £	Unrestricted £	2026 Total £
Grants and donations > £1,000			
Arts Council England	-	160,538	**160,538**
Tudor Trust	-	37,500	**37,500**
Mulberry School for Girls	-	29,900	**29,900**
National Lottery	-	20,000	**20,000**
Wellcome Trust	-	13,914	**13,914**
The Rayne Foundation	-	11,080	**11,080**
Sharegift	-	7,500	**7,500**
Clarion Futures	-	5,000	**5,000**
London Borough of Tower Hamlets	-	1,250	**1,250**
Grants and donations < £1,000, individual donations*	-	29,869	**29,869**
Gift aid	-	3,063	**3,063**
Total income from donations	**-**	**319,614**	**319,614**

*Included in this line are gifts in kind of £1,913 (2025: £1,553) representing printing of the charity's annual report, hire of a meeting room for an away day and a donation of unused materials and fabric.

Prior period comparative:

	Restricted £	Unrestricted £	2025 Total £
Grants and donations > £1,000			
Arts Council England	-	157,994	157,994
Tudor Trust	-	37,500	37,500
Mulberry School for Girls	-	29,808	29,808
The Rayne Foundation	-	20,070	20,070
Garfield Weston Foundation	-	20,000	20,000
Chapman Trust	-	2,000	2,000
Grants and donations < £1,000, individual donations	-	36,385	36,385
Gift aid	-	8,751	8,751
Total income from donations	-	312,508	312,508

4. Income from charitable activities

	2026 Total £
Grants > £,1000	
London Borough of Tower Hamlets	**39,958**
Essex County Council	**25,000**
The Rayne Foundation	**19,550**
The Childhood Trust	**5,403**
London Sport	**5,243**
French Huguenots Church in London Charitable Trust	**5,000**
Clarion Futures	**3,332**
Excelcare Homes	**2,500**
Fowler Smith & Jones Trust	**2,000**
W G Edwards Trust	**1,500**
Lindt and Spring	**1,000**
Grants and donations < £1,000, individual donations	**500**
Total income from charitable activities	**110,986**

Prior year comparative:

	2025 Total £
Grants > £,1000	
London Borough of Tower Hamlets	39,958
The Rayne Foundation	29,211
Essex County Council	25,000
Foundation for Future London	8,971
The Childhood Trust	8,000
The Childwick Trust	7,000
Charles S French Charitable Trust	4,420
Fowler Smith & Jones Trust	2,000
Woodroffe Benton	2,000
Total income from charitable activities	126,560

All income from charitable activities in the current and prior year was restricted.

5. Government grants

The charitable company receives government grants, defined as funding from the London Borough of Tower Hamlets, Essex County Council and Arts Council England to fund charitable activities. The total value of such grants in the period ending 31 March 2026 was £225,496 (2025: £222,952). There are no unfulfilled conditions or contingencies attaching to these grants in 2025/26.

6. Total expenditure

	Raising funds	Charitable activities	Support and governance costs	**2026 Total**
	£	£	£	**£**
Staff costs (note 8)	77,614	118,494	97,364	**293,472**
Artists' fees, materials and other direct project costs	-	79,575	-	**79,575**
Premises and insurance costs	-	-	19,415	**19,415**
Administrative expenses	-	-	17,369	**17,369**
Accountancy expenses	-	-	9,835	**9,835**
Other staff costs	-	10,247	-	**10,247**
Depreciation	-	-	877	**877**
Annual report and AGM	-	-	1,140	**1,140**
Fundraising expenses	73	-	-	**73**
Trustees meetings and expenses	-	-	237	**237**
Sub-total	77,687	208,316	146,237	**432,240**
Allocation of support and governance costs	26,283	119,954	(146,237)	**-**
Total expenditure	**103,970**	**328,270**	**-**	**432,240**

Total governance costs were £4,617 (2025: £4,402).

Prior period comparative	Raising funds	Charitable activities	Support and governance costs	2025 Total
	£	£	£	£
Staff costs (note 8)	73,927	142,164	94,554	310,645
Artists' fees, materials and other direct project costs	-	67,414	-	67,414
Premises and insurance costs	-	-	19,000	19,000
Administrative expenses	-	-	13,011	13,011
Accountancy expenses	-	-	8,300	8,300
Other staff costs	-	7,255	-	7,255
Depreciation	-	-	1,282	1,282
Annual report and AGM	-	-	1,080	1,080
Fundraising expenses	671	-	-	671
Trustees meetings and expenses	-	-	263	263
Sub-total	74,598	216,833	137,490	428,921
Allocation of support and governance costs	23,913	113,577	(137,490)	-
Total expenditure	98,511	330,410	-	428,921

7. Net movement in funds

This is stated after charging:

	2026	2025
	£	£
Depreciation	**877**	1,282
Trustees' remuneration	**Nil**	Nil
Trustees' reimbursed expenses	**82**	76
Independent examiner's remuneration (excluding VAT):		
▪ Independent examination	**2,700**	2,550
▪ Other services	**5,496**	4,077

One trustee was reimbursed for expenses related to trustee meeting costs (2025: one trustee).

In common with other charities of our size and nature we use our examiners to assist with the preparation of the financial statements. Our examiners have also provided bookkeeping services to the charity during the year.

8. Staff costs and numbers

Staff costs were as follows:

	2026	2025
	£	£
Salaries and wages	**264,044**	280,457
Social security costs	**22,939**	23,390
Pension costs	**6,489**	6,798
	293,472	310,645

No employees earned more than £60,000 in the current or prior year.

The key management personnel of the charitable company comprise the trustees and CO-CEOs (Creative Director and Executive Director). The total employee benefits of the key management personnel were £128,715 (2025: £139,869).

	2026	2025
	No.	No.
Average head count	**7**	8

9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10. Tangible fixed assets

	Fixtures, fittings & equipment	IT equipment & website	**Total**
	£	£	**£**
Cost			
At 1 April 2025	239	15,046	**15,285**
Disposals	-	(7,059)	**(7,059)**
At 31 March 2026	**239**	**7,987**	**8,226**
Depreciation			
At 1 April 2025	150	13,500	**13,650**
Charge for the year	60	817	**877**
On disposal	-	(7,059)	**(7,059)**
At 31 March 2026	**210**	**7,258**	**7,468**
Net book value			
At 31 March 2026	**29**	**729**	**758**
At 31 March 2025	89	1,546	1,635

11. Debtors

	2026	2025
	£	£
Trade debtors	**1,400**	2,000
Prepayments	**7,372**	5,317
Taxation and social services	**1,039**	-
Accrued income	**-**	30,688
	9,811	38,005

12. Creditors : amounts falling due within 1 year

	2026	2025
	£	£
Trade and other creditors	**17,008**	16,132
Accruals	**4,240**	4,222
	21,248	20,354

13. Analysis of net assets between funds

	Restricted funds	General funds	**Total funds**
	£	£	**£**
Tangible fixed assets	-	758	**758**
Current assets	38,663	167,660	**206,323**
Current liabilities	-	(21,248)	**(21,248)**
Net assets at 31 March 2026	**38,663**	**147,170**	**185,833**

Prior period comparative	Restricted funds	General funds	Total funds
	£	£	£
Tangible fixed assets	-	1,635	1,635
Current assets	38,139	160,704	198,843
Current liabilities	(202)	(20,152)	(20,354)
Net assets at 31 March 2025	37,937	142,187	180,124

14. Movements in funds

	At 1 April 2025	Income	Expenditure	**At 31 March 2026**
	£	£	£	**£**
Restricted funds				
Creative Mix	10,607	39,958	(40,845)	**9,720**
Spark	19,330	50,550	(45,173)	**24,707**
Spark Dance Pilot	-	5,243	(2,102)	**3,141**
Lab	-	6,500	(5,651)	**849**
Childhood Trust	8,000	5,403	(13,403)	**-**
The Picnic Hamper Project	-	3,332	(3,086)	**246**
Total restricted funds	37,937	110,986	(110,260)	**38,663**
Unrestricted funds				
General funds	142,187	326,963	(321,980)	**147,170**
Total unrestricted funds	142,187	326,963	(321,980)	**147,170**
Total funds	180,124	437,949	(432,240)	**185,833**

Purposes of restricted funds

Childhood Trust

Our Champion Funders for the collaborative match funded Big Give Christmas Campaign in 2025 - their £5,403 of support was unlocked by matching donations from pledgers and the public. Funding was to support new projects to bring joy, encourage interaction & Our Champion Funders for the collaborative match-funded Big Give Christmas Campaign in 2025 - their £5,403 of support was unlocked by matching donations from pledgers and the public. Funding was to support our projects involving children and young people to bring joy, encourage interaction & understanding, break down barriers, increase well-being and build stronger, safer communities with a focus on our Tower Hamlets community work.

Creative Mix

Continuation of a three and a half year project, which brings generations together through creative activities and celebratory events. Social isolation is combatted, increasing individuals' confidence and wellbeing whilst building connections across different faiths, cultures and backgrounds.

Supported by London Borough of Tower Hamlets

14. Movements in funds (continued)

Purposes of restricted funds (continued)

Lab	These funds for work with older people in London supported our Roots and Routes project, part of our LAB programme, which is a place-based arts project with community partners across Tower Hamlets. Older and younger people came together with artists to map intergenerational relationships locally, increasing their connection with each other and their pride in the place they live. Routes and Roots took place across six partner venues in the borough.
Spark	Our programme of sensory arts activities for older people living in care homes. Spark is delivered by Magic Me artists working in partnership with care home staff through training opportunities, resources and visits, in person and remotely, supporting everyone's right to creative expression. This year's sessions took place across Essex. Supported by Rayne Foundation, Essex County Council Art & Culture Fund, Fowler Smith and Jones, W G Edwards Trust, Arts Council
Spark Dance Pilot	An extension to the main Spark programe, offering care home residents the opportunity to explore music, movement and stretching with our movement-specialist Associate Artist. Coloured scarves and elastic resistance bands added to the choreography. Supported by London Sport and Arts Council England
The Picnic Hamper Project	Associate Artists with a picnic hamper of easy, chatty arts activities went door to door in a sheltered housing complex, building the foundations of improved relationships between neighbours. The visits culminated in a small 'Do You Know You Have A Neighbour Who...?' posted exhibtion. Supported by Clarion Futures

Purpose of unrestricted funds

Artists & Practice	A programme of quarterly learning and development days for our Associate Artists to share creative skills and experience, and to develop expertise in Magic Me's anti-racist, anti-ageist, pro-safeguarding practice. Supported by Arts Council England
Voices Across Time	A filmmaking project where older women from Tower Hamlets collaborated with students from local girls schools to create a film celebrating local heroines. The film was screened at Poplar Union to celebrate International Women's Day. Supported by Mulberry Schools Trust

14. Movements in funds (continued)

Purposes of unrestricted funds (continued)

It's on the Cards (Wellcome Collection)	An intergenerational project with a Brick Lane primary school and older Tower Hamlets residents in collaboration with Wellcome Collection. Through market research and creative production, they co-created a vibrant interactive installation that subverts ageist humour and celebrates the authentic joy of growing older. Being exhibited at the Wellcome Collection in central London from March to November 2026. Supported by Wellcome Collection

Prior period comparative	At 1 April 2024	Income	Expenditure	At 31 March 2025
	£	£	£	£
Restricted funds				
Artists Residencies	9,498	-	(9,498)	-
Artworks	4,535	8,971	(13,506)	-
Creative Mix	9,932	39,958	(39,283)	10,607
Spark (Formerly Magic Moments)	75	69,631	(50,376)	19,330
Charity of Sir Richard Whittington	12,335	-	(12,335)	-
Tudor Trust Wellbeing	1,975	-	(1,975)	-
Childhood Trust	-	8,000	-	8,000
Total restricted funds	38,350	126,560	(126,973)	37,937
Unrestricted funds				
General funds	124,898	319,237	(301,948)	142,187
Total unrestricted funds	124,898	319,237	(301,948)	142,187
Total funds	163,248	445,797	(428,921)	180,124

15. Related party transactions

During the year there was a total of £1,565 (2025: £Nil) of unrestricted donations made by trustees. There were no outstanding balances at the year end.