

*My Life Films*

# Trustees' Annual Report and Financial Statements

For the year ended 28 February 2023

Registered Charity No. 1157198

Company No. 08898416

[mylifefilms.org](http://mylifefilms.org)



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# Letter from the Chairman

Dear friends, funders, partners and supporters,

It feels that 2022 proved that there is no return to the old normalities of the pre-covid era, and it at once felt like the closing of a chapter and the start of a new era.

We had a similar story at My Life Films, as our focus increased on meeting the needs of people affected by dementia through our growing streaming service My Life TV, we continued our biographical films for our beneficiaries and we retired our pilot My Life Films photo app.

But of course the day-to-day challenges faced by all people living with dementia, their families, friends and carers have not changed, and the need for our work continues to motivate us and drive us forward.

The focus throughout the last financial year has been to test, learn and grow My Life TV, founded on understanding the range of needs it is meeting, how it is most often being used, and the wellbeing benefits it is providing in different environments and circumstances.

We know from user feedback, testimonials and CQC reporting how valuable the service is to people living with dementia, their loved ones, care staff and activity co-ordinators. We are hugely grateful to our partners for their ongoing support in enabling us to continue delivering and developing a high quality service that really supports those we serve.

We are so thankful that funders including the Esmée Fairbairn Foundation, Garfield Weston, Rayne Foundation, RPLC and Peter Sowerby Foundation have continued to support our vision to reach thousands more beneficiaries through our services, and we are delighted that EQ Foundation and Margaret Fisher Trust have joined us as key supporters on our journey and going forward. City Bridge Trust and Childwick Trust have also enabled our life story films to impact on individuals and families over this year and we are grateful for their support.

Thank you to our funders, including



We said a fond farewell to Monika Lang at our Christmas Concert with wonderful pianist Anthony Adkins. We thank her for her brilliant leadership of the charity through the pandemic, for launching My Life TV and for her robust stewardship of our fundraising and finances. Our colleagues Charlotte George and Poppy Sharples also left to pursue new ventures and we thank them deeply for their huge contribution to the charity.

As Monika left we welcomed Rachel Addley as our new Executive Director, who brings a new energy and expanded team as we look to expand My Life TV's offer and use into care homes across the UK.

We have also recently welcomed two new trustees to the board: Shona Clegg, with expertise in dementia research and grant funding, and Emma Hewat with leadership expertise in the care sector. They succeed Piers Kotting and Liz Allen, who step down from the board after seven and six years respectively, and who have contributed so much to our evolving strategy and delivery.

As always it is the people that are the beating heart of the charity and so I would like to thank the wider My Life Films team and my fellow trustees on the board, including a big thank you to Petra and Lisa for tireless work on our annual accounts.

Thanks to Monika and Rachel's prudent management of our finances we ended the year ahead of forecast, with a small surplus. We have ambitious targets to meet in the new financial year in 2023/24, and so the last word should be our profound thanks to you all – our funders, donors and supporters – who make our work possible. Thank you.



**Alexander Kann**  
Chairman

Thank you to our partners, including



# The Landscape in which we Work

Dementia is rapidly becoming one of the most widespread and challenging health conditions facing the UK. 1 in 2 of us\* will be personally affected by dementia in our lifetimes and it remains the leading cause of death in England and Wales.

The human impact on individuals and families is far-reaching and profound. For those diagnosed, it gradually erodes their independence, identity and cherished memories, bringing frustration, confusion and isolation and affecting people's mental health and wellbeing. Families bear enormous emotional, physical and financial burdens in caring for their loved ones with dementia and caregivers often experience significant stress, exhaustion and poor mental health.

For a care sector already critically strained by insufficient funding, acute staff shortages and still recovering from the substantial impacts caused by the pandemic, the growing challenge in delivering excellent dementia care is enormous. By its very nature, dementia care is complex, demanding and requires time and focus, from trained staff who understand and can address the unique challenges caused by the condition. Providing comprehensive and person-centered care for individuals with dementia requires substantial time and resources, placing further strain on an already burdened care sector.

There is an urgent need for easily accessible, flexible and cost-effective services to support all those affected by dementia, improving the wellbeing of those living with the condition and facilitating their carers to deliver the high quality personalised care, that is so needed.

**900,000+**

people in the UK are living with dementia  
– estimate 1.6m by 2050\*\*

**1 in 6**

chance of developing dementia aged 80+, rising to 1 in 3 aged 90+

**70%**

of all care home residents have dementia or severe memory problems

**£45bn**

The cost of social care for dementia is set to triple by 2040

\*Office of Health Economics for Alzheimer's Research UK

\*\*All data: LSE, Care Policy and Evaluation Centre, Alzheimer's Society

# Our Vision & Aims

My Life Films is dedicated to improving the lives of people affected by dementia. We do this through the use of creative film making, storytelling and joyful content.

All our work is dementia-centred – purposefully designed to meet the cognitive needs of people living with dementia, and to support their carers, families and friends.

Our charitable objective is to relieve the needs of people living with dementia and its effects on their families, friends and carers through creative film making.

**Our vision is a world where people living with dementia are not defined by the condition but live as full a life as possible, and those that care for them receive the support they need.**

Our work aims to meet the needs of our beneficiaries in the following ways:

- For people living with dementia, to improve their mood, mental health and overall wellbeing. We also seek to improve social interactions and relationships with family members, carers and others around them.
- For their professional carers, to improve their ability to deliver excellent person-centred care, as well as improving their ability to work effectively and efficiently.
- For their family members and friends, to provide improved connection with their loved ones through shared, meaningful activities as well as providing comfort, relief and respite when needed.



# Our Objectives & Activities

The trustees review the aims, objectives and activities of the charity each year to ensure they are maximizing the reach and impact of the charity's work.

This report looks at what we achieved in the period 1 March 2022 to 28 February 2023. The trustees report the success of each key activity and the benefits the charity has brought. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the set aims and objectives.

My Life Films supports their beneficiaries through two innovative services which we have developed alongside people living with dementia, their families, carers, doctors and film makers, and which can be used across different care settings and at home:

## 1. My Life TV – on demand wellbeing and care tool

- An online streaming service, offering 170+ hours of content specifically created and curated to meet the needs of people living with dementia.
- Designed for use in care settings and at home, by both individuals and groups.
- Available on demand, on tablets, TV, mobiles and computers.

## 2. Biographical Films

- Production of long-form life story films which serve as a lasting reminiscence tool as well as an innovative care tool.
- Production of short-form life story films for care settings, which serve as an introduction to each individual for carers, aimed at improving person-centred care.

A third service was in operation at the beginning of the year, although this has since closed:

## 3. My Life Films app

- A free to download app for people to create a short biographical film themselves, using photos and music.

Furthermore, our fundraising and trading activity is operated to fund and enable our charitable delivery

## During 2022/23 our aims and objectives were to:

- Continue to develop and grow My Life TV, the dementia-centred on demand wellbeing tool.
- Continue to run My Life Films Life Stories (long-form), funding dependent, in Greater London and surrounding areas, as a remote and face-to-face service.
- Revisit My Life Films app.

## Case Study

# My Life TV – enabling and inspiring meaningful activities

Broxbourne and Ware Road Day Services in Hertfordshire are two day centres which offer support, friendship and activities for people in the community, particularly those living with age related conditions impacting significantly on their quality of life. The services work with around 90 senior individuals each week, of which 65 are people living with various stages of dementia.

The centre staff use My Life TV across the week as an integral part of their activity sessions. Tracey Ward, the centre manager says, **“My Life TV is a fantastic resource – it’s like having an extra member of staff to provide activities which promote engagement, conversation and reminiscence.”**

The team use a wide range of content to support and enhance their sessions. Particularly popular are music shows, reminiscence programmes, art and interactive quizzes, which spark lots of discussion amongst the participants.

My Life TV's activity content helps the team to run engaging sessions, but the programming has also inspired them to take up broader activities with their clients.

Tracey says: **As a result of watching the draw-a-long art series “Draw With Rob”, the residents are now having an art session every day where they collaborate to create a jungle collage – the impact has been fantastic.”**

They adapt the use of My Life TV to the interests and needs of the people attending each session, and as fresh content and activities are added, it informs the planning of sessions. Currently, they are building activity sessions around the BBC archive programmes, which have recently been added to My Life TV. For example, there are new memory games, skills challenges and a conveyor belt, which are linked to The Generation Game, Bruce Forsyth's classic TV show.

Tracey adds: **“It is an extremely valuable resource, not only does it stand alone, but it inspires staff to follow a theme, building sessions into the programme.”**





# Our Achievements & Performance

## Strategic focus

This year was a time of review and renewed focus for My Life Films.

We began the year offering three services, all at different stages in their development and maturity; we had made over 300 biographical life story films, our streaming service My Life TV was gaining traction, and our My Life Films life stories app was available to download and use at home.

With a small team, we wanted to make sure we were best using our resources to respond to the demand for wellbeing services and resources for people living with dementia.

We also recognised the need to support the care sector, facing acute needs following the COVID-19 pandemic as well as ongoing financial pressures.

Following a strategic review in the summer of 2022, the Board decided to streamline the charity's activities, focusing on growing My Life TV, whilst running a smaller scale Biographical Films service. The decision was made to close the My Life Films app due to ongoing technical challenges failing to justify the expenditure and management time.

We believe this focus on developing My Life TV offers the best opportunity to reach and positively impact the greatest number of people affected by dementia across the UK. As well as bringing improved wellbeing to those living with the condition, it directly supports those who care for them, whether they be professional carers needing tailored tools to work with each individual in their care, or primary carers at home seeking greater connection with their loved ones or respite when needed.

The strategic review also identified the need for the charity to have greater staff capacity and resources to drive awareness and deliver the subscriber support required to meet this growth opportunity and impact at scale.

We have since secured seed funding from EQ Foundation contributing to an expanded team and budget to be implemented in FY24. During this next year, we will be continuing our growth strategy, with an additional emphasis on further developing the diversity and inclusivity of our service particularly across marginalised groups. We will also be developing content to meet the particular needs of the care sector, working with them to design My Life TV to best support the delivery of excellent person-centred care.



NAPA recognises the importance of meaningful activities and experiences for people with dementia, and My Life TV has proven to be a game-changer in this regard.

Their dedication to creating content that resonates with people living with dementia aligns perfectly with NAPA's mission of promoting person centred care and enhancing the wellbeing of individuals in care settings.

My Life Films's television platform has become a powerful tool in dementia care, offering a therapeutic and inclusive experience for those who need it most.

Hilary Woodhead, Executive Director,  
National Activity Providers' Association



At the previous inspection Cecil Court had participated in the 'My Life' project that researched the effectiveness of individual biographical reminiscence films for people with dementia. We saw first-hand the positive effect these film biographies had in greatly enriching people's quality of life and reducing their anxiety. This has now been further developed by the home participating in the development of a 'My Life' TV channel that provides people with dementia and others with access to topics identified as of interest to them, whenever they wish.

We saw first-hand the impact of having topics of interest available to people whenever they wished, particularly those with dementia. A person who had previously been silent and disengaged came to life when a ballroom-dancing programme was put on, becoming immersed in dancing, and clearly thoroughly enjoying themselves

CQC Inspection Report, March 2023  
Cecil Court Care Home, Outstanding  
in Well-Led Category



## My Life TV, the dementia-friendly wellbeing and care tool

My Life TV is an on demand streaming service specifically designed for people living with dementia and those who care for them. Through an online platform, it offers a wide range of content specifically created and curated to meet the cognitive needs of people living with dementia; providing stimulating activities, relevant reminiscence, joyful entertainment and calming content all accessible at any time.

My Life TV has been designed for use in both care settings and at home, and the principle of universal access and diversity of appeal has continued throughout this year. Charging an affordable fee to care homes means we can offer subsidised, low cost subscriptions to families and individuals for use in their own homes. In 2023 we began to provide a number of free subscriptions for individuals for whom that fee would still be a barrier to access. Over time this income stream will also support the long term financial sustainability of the charity.

Over the course of the year there was significant development of the content on the platform, in large part due to our close collaboration with trusted, expert partner organisations. Of particular note was our growing partnership with Alzheimer's Society, with a dedicated channel on the platform containing diverse content. This includes content covering Chinese New Year and Diwali as part of their EDI strategy, as well as the ever popular Singing for the Brain series.

We began valued content partnerships with Museum of Brands, National Trust and the Daily Sparkle. Additionally, expert partners in the care sector generously contributed their expertise to support our work in being high quality, dementia-centred and grounded in supporting best practice care. We are so grateful to all our partners for their continued expertise, collaboration and support.

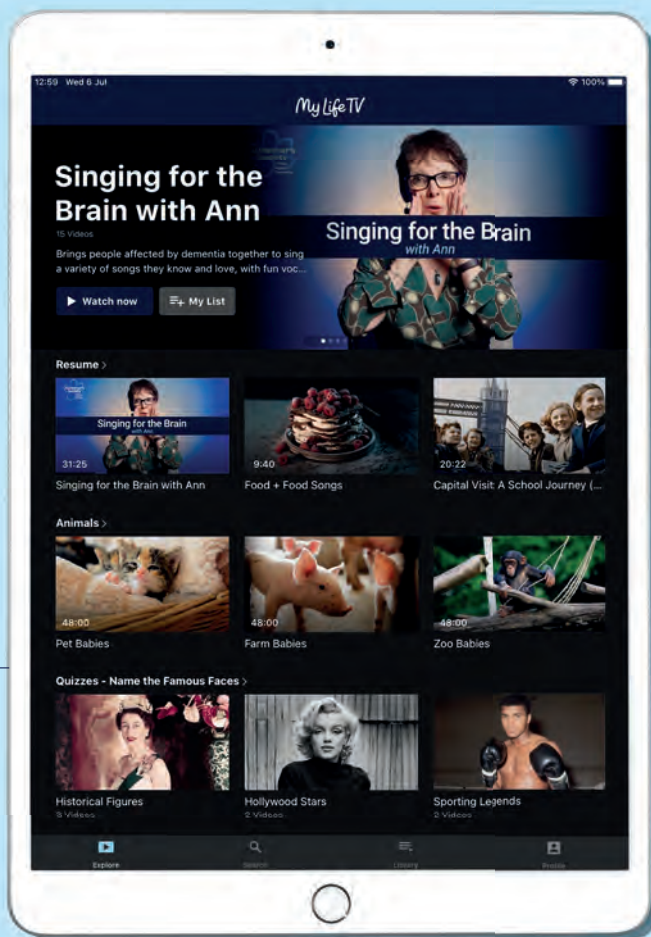
My Life TV was used on over 19,000 occasions across the year by a mix of residential care homes, other care settings and individuals using the service at home, accessing the full range of content to meet their needs.



The residents really enjoy watching and it starts great conversations... it's also useful for the younger care staff to encourage reminiscing especially if they don't have the lived experience.



[It has] given Mum company, and she could connect with the presenters and the content better than terrestrial tv.



## Biographical Films

Our life story films service creates personalised, biographical films for people living with dementia – the star of the film – using their photos, videos and filmed interviews to tell their life story. It's essentially like having a documentary made about your life, capturing the best bits from birth to present.

We have recruited our life story film stars through our existing partner network, e.g. Alzheimer's Society, Age UK, and care homes, as well as proactive outreach to community organisations within hard-to-reach groups.

For each film, one of our trained filmmakers works closely with each individual and their families to create the films using their personal photos, filmed interviews and favourite music. The filmmaking process involves two or three meetings between a filmmaker and each family, either in person at home or virtually via zoom, before creating a 30 minute film of their life story. This provides a lasting form of reminiscence therapy available over the coming months and years as that individual's dementia journey progresses.

We also offer a shorter, 5 minute Care Introduction film, which gives their care staff a quick way to get to know the individual outside of their dementia diagnosis, thus assisting the delivery of tailored, person-centred care.

Since 2015, we have made films for 330 people living with dementia, helping over 3,000 people affected by dementia. Over that time 90% of beneficiaries have reported that the films improved their mental health and wellbeing. They reported that they watch the films regularly – daily, weekly or monthly – and the intention is that the films remain useful for the rest of a person's lifetime, supporting their care pathway as their dementia progresses and their care needs evolve.

In FY23, we delivered 12 long-form film packages in the Greater London area and 1 Care Introduction film. This was 6 fewer than planned; the legacy of the pandemic meant some people remained reluctant to have filming in their homes, resulting in a number of delayed or cancelled films.



# Case Study

## George's Life Story Film

After leaving university in the late 1950s, George had a highly successful career in tropical agriculture where he worked overseas for many years, including in Sierra Leone, Sudan and Jordan.

His skills were so highly regarded that he received an MBE for his work in this field. Accompanying him on his travels was his wife Jilly, a teacher who taught at local schools in whichever country they were based.

After many years abroad the couple retired and returned to the UK. George was diagnosed with Alzheimer's & Vascular Dementia in March 2022 just before his 80th birthday.

"When I first found out the diagnosis I spent so much time trying to find groups and activities that I felt George would find stimulating" said Jilly. It was during this period she was given a leaflet for My Life Films' biographical films and they asked to create a film for George.

Guided by Jamie, their film maker, George and Jilly began to sort through their photographs, a hugely positive and stimulating part of the process for them:

**"I'd encourage anyone who is living with someone with dementia to spend time together just going through their photographs and reminiscing about shared experiences – it had such a positive and therapeutic impact on George remembering all the things we enjoyed doing together"**

Jamie interviewed the family including George & Jilly's two children and their six grandchildren. George built up a great relationship with Jamie. "Jamie absolutely put us all at ease especially George as he was so empathetic as well as being a very cheerful young man – they got on very well"

The film pieced together George's life from his childhood in Sussex, through their time overseas and their many far-flung holidays to the arrival of the grandchildren.

**"It's been such a brilliant experience, George is absolutely thrilled with the film and watches it regularly. He feels it was such an honour to have the film made about his life and he can watch it when he needs any reassurance".**



## Board and Management

There was a change in Executive Leadership of the charity in November 2022, with Rachel Addley succeeding Monika Lang who stepped down for family reasons.

The Board thanks Monika for her passionate commitment, thoughtful leadership and deft stewardship of the charity during her 3 years in post. We are very grateful that she remains a close supporter of our work.

## Volunteers

My Life Films has regular volunteers supporting some of the key operational areas, including finances, fundraising and development.

Volunteers work closely with the team to deliver their duties and areas of expertise. Volunteers receive training and supervision and contribute to My Life Films' operation and delivery, from financial management through to innovative new services.

The Board thanks our amazing volunteers for their important contribution to My Life Films and helping the charity improve the lives of our beneficiaries.

## Use of Funds

My Life Films generates income through grant-funded projects, community fundraising, and trading activity. Our mix of restricted and unrestricted funding has enabled us to produce life story films for particular beneficiary groups and in areas specified by our grant funders alongside activities focused on impacting at scale.

Funds have been used prudently through careful financial planning, controlled spending and regular forecasting. Management accounts are presented to the Finance Committee and the Board on a quarterly basis.




## Environmental, social, and governance

Environmental, social, and governance criteria are at the centre of our mission to improve the quality of life for the people who live with dementia, their carers, and families.

Our strategy is closely aligned to key UN Sustainable Development Goals. These 17 goals are an urgent call to action and are core to the UN's ambition for peace and prosperity for the people & planet, now and into the future. At My Life Films, 3 UN SDGs are embedded into our strategy. See table below.

We believe these are of utmost importance to our stakeholders, form the basis of our sustainability strategy and are areas we believe we make a tangible positive impact.

## Alignment with UN Sustainable Development Goals

UN SDG	Title	MLF aligned material issues
	<b>Goal 3:</b> Good Health & Wellbeing	Our overriding ambition is to improve the health & wellbeing of people living with dementia.
	<b>Goal 9:</b> Industry Innovation and Infrastructure	We seek to achieve our ambition through innovative, creative film making and programme design to meet specific needs.
	<b>Goal 10:</b> Reducing Inequalities	We ensure wide access to our services using technology that is easily accessible and affordable, working to close the digital divide for older people

# The Impact of our Services

All our services are centred on creating positive outcomes among our beneficiaries in the following ways.

## For people living with dementia

- To improve their mental health and wellbeing.
- To improve social interactions and relationships with family members and friends, care staff, fellow care home residents and others.

## For their care staff

- To improve their ability to deliver person-centred care to people living with dementia, improving their quality of life.
- To improve their ability to deliver essential care to people living with dementia, including helping them to manage behaviour that challenges.
- To improve their ability to work effectively and efficiently.

## For their family members

- To provide improved connection with their loved ones through shared, meaningful activities.
- To provide opportunities for respite, improving their own mood and wellbeing.

We monitor and evaluate the impact of our services through regular custom-built Impact Surveys which we have developed with Prof. Tracey Williamson at University of Worcester, Dr Robert Lawrence at NHS Barnes Hospital, and Richmond Council for Voluntary Services. We also seek regular feedback and ideas from those who access our services, via focus groups and interviews as well as ongoing conversations with care staff, family members and people living with dementia where possible.

We are in discussions with University of West Scotland about conducting an independent evaluation of the impact of My Life TV in the coming financial year subject to funding.



## The Impact of My Life TV

My Life TV provides a wide range of content designed to meet different needs at different times; relevant reminiscence to provide connection and comfort, hobbies and interests to spark interest and interaction, calming content to ease agitation or distress, and feelgood entertainment to brighten spirits and enjoy with others.

My Life Films has a strong learning focus and actively seeks user feedback, both through structured sessions e.g. Alzheimer's Society's national Dementia Voices team, and interviews with care staff, as well as ongoing informal feedback channels. We plan to deepen this work by setting up a feedback and co-production panel in the coming year so the platform is best designed around user needs and experience.

We are encouraged by the results of our internal impact survey to service users, conducted in January 2023 and reinforced through our conversations with our users. Across both care settings and families, My Life TV has made a positive difference to wellbeing, enabled meaningful engagement and prompted greater connection with others.

““““

It really improved the mood of the residents as it prompted conversations, especially the quizzes.

““““

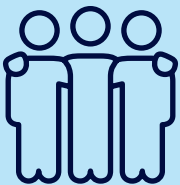
I can use My Life TV in a group setting and can use different programmes depending on the mood of the group or time of day plus it's useful on a 1-2-1.

### Ways My Life TV Has Made a Positive Difference (% agreeing\*)



81%

Positive difference to mood and mental wellbeing



78%

Given a shared and meaningful activity to do with others



74%

Positive difference to social interactions and relationships

### Top Ways My Life TV has Made a Difference to Care Staff

Helped me better manage people's moods

Helped me better deliver stimulating activities



Helped me manage behaviour that challenges

Helped me deliver more person-centred care

\*Subscriber Impact Survey, Jan 23



# Case Study

## Supporting a Wellbeing Plan

Advinia Healthcare is a network of 36 residential care homes. They have a strong emphasis on person-centred care which ensures the residents get meaningful engagement that is tailored to their needs and interests.

The healthcare group has its own wellbeing plan for residents called SPECS (Social, Physical, Emotional, Cognitive & Sensory).

George Dewis is the Head of Dementia & Wellbeing across the group, where they have been using My Life TV for the past 2 years.

**“The programmes that are available on My Life TV complement all aspects of the SPECS wellbeing programme extremely well.”**

Each care home uses My Life TV to meet the needs of their residents.

Naomi Daghish, is a Wellbeing Co-ordinator at Woodstock Care Home in Norfolk which has twenty-seven residents with the majority living with dementia.

**“I find My Life TV absolutely invaluable, I use it in group reminiscence sessions which vary in number between 8 to 14 residents.”**

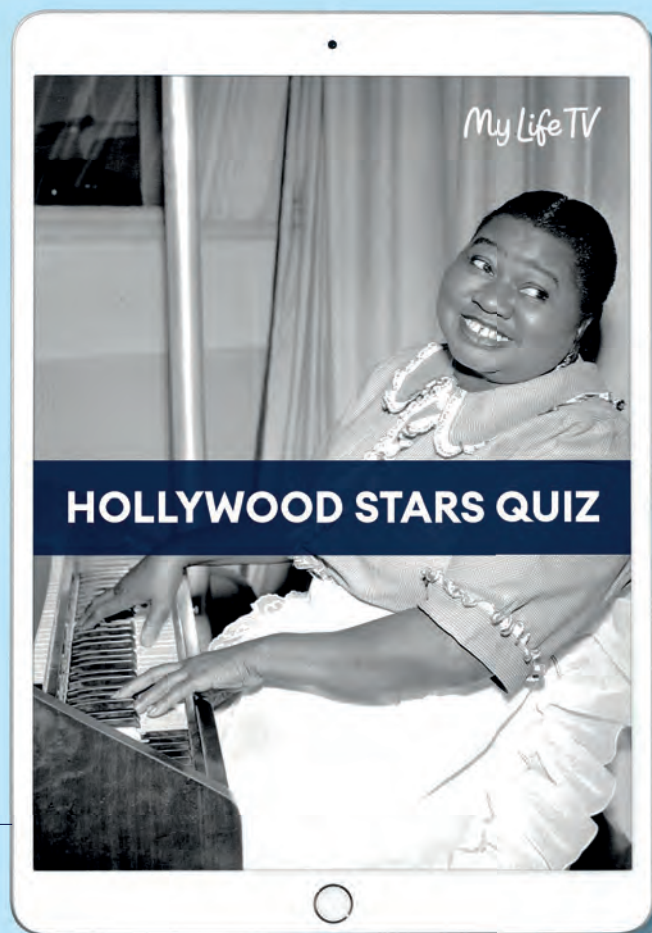


**These are absolutely invaluable, they always prompt a conversation. The group start sharing memories particularly something like Guess the Actor as that starts a discussion about different films they've seen.**

The programme Reminiscence with Jan is particularly popular as well as Mr Meredith sing-a-long. Naomi added: “Even if some of the group are further in their dementia journey and don't join in with the singing they still enjoy the music and images. Jan's Reminiscence they love and it always sparks conversations about what they remember from their younger years”

Naomi also uses the quizzes regularly. “These are absolutely invaluable, they always prompt a conversation. The group start sharing memories particularly something like Guess the Actor as that starts a discussion about different films they've seen. If it's a really busy day I can put the quiz on and the residents engage with it on their own while I can focus on some other residents who may need 1-2-1 attention”

As George Dewis summed up: **“My Life TV is incredibly useful and fits in with our wellbeing programme fantastically.”**



## The Impact of the Life Story Films

We receive overwhelmingly positive feedback on how our biographical films service is impacting in so many ways.

For the films' star, the benefit starts with the preparatory process; gathering old photos with loved ones and reminiscing about the past. Our trained film makers work hard to build strong relationships with individuals and families, making the process warm, comforting and joyful. Family members also report the film making process as hugely valuable in building greater connection with their loved ones, as well as providing comfort and reassurance for themselves.

The completed films are watched over and over by individuals and families, providing moments of reassurance and joy when needed, bringing loved ones together and capturing cherished memories. Family members often tell us how important the films have been in keeping them connected to their loved ones throughout their journey with dementia and celebrating the whole lives they have lived.

We are hugely proud of the fact that 100% of our service users would recommend this service to other people affected by dementia.

“““

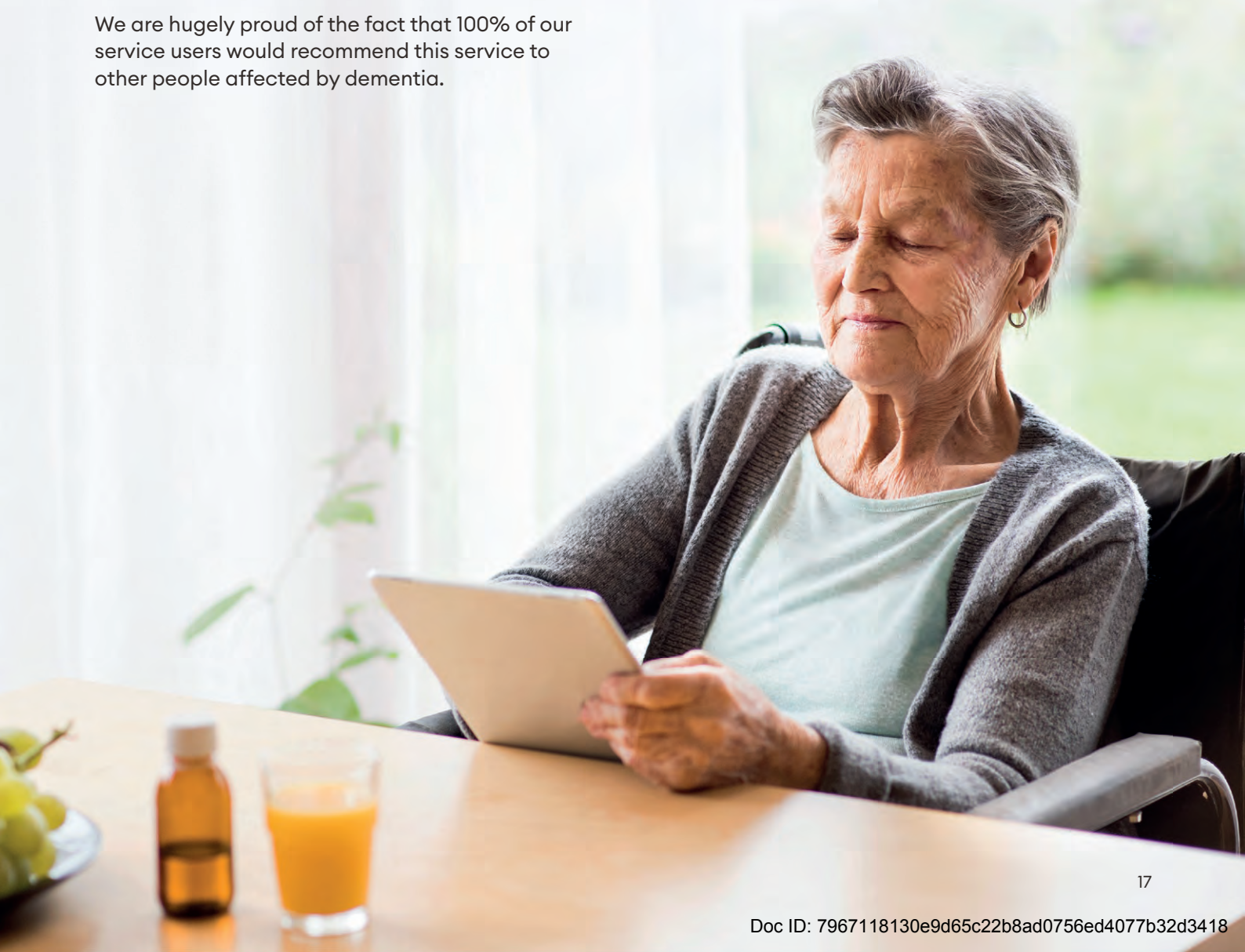
**[Grandma] is markedly more communicative after watching. Often she isn't engaged by normal TV but she is engaged watching her film, intently smiling and tapping along to the music.**

“““

**Mum's focus and absorption with the film was just brilliant to see. She didn't want anyone to pause or interrupt the film. She was also singing along to the songs. She has loved and will love watching this, again and again. Like an external hard drive of memory, when hers is failing her.**

“““

**Helps both carers and family know the shining star mum was and help tailor her care. I think it's beautiful and softens the approach from caregivers... and so important to maintain our focus on the person despite the condition of Alzheimer's.**



# Financial Review

Overview of financial situation over the year.

Total income for the year ended 28 February 2023 was £255,973 (2022: £258,764) and total funds at 28 February 2023 were £169,993 (2022: £160,788). Overall, our financial performance during the year delivered a net income of £9,205 (2022: net expenditure of -£5,406), thanks to very successful grant income and support from existing and new funders.

Restricted income was £122,659 (2022: £67,009) and restricted expenditure was £75,683 (2022: £79,535), generating net restricted income of £46,976 (2022: net restricted expenditure of -£12,526). Unrestricted income was £133,314 (2022: £191,755) and unrestricted expenditure was £171,085 (2022: £184,635), generating net unrestricted expenditure of -£37,771 (2022: net unrestricted income of £7,120). At the end of the year, the charity's funds consisted of £91,985 (2022: £45,009) of restricted funds and £78,008 (2022: £115,779) of unrestricted funds.

The charitable expenditure reduced to £227,414 (2022: £236,061).

Income from trading activities reduced to £5,660 (2022: £17,960) although fundraising events have been possible again. The cost of raising funds reduced to £19,354 (2022: £28,109).

My Life TV operation is conducted by the trading arm MLF Productions Ltd. The results of the trading arm are included in the accounting notes.

The trustees consider the financial position at the year-end as positive and stable.

## Going Concern

The Trustees believe My Life Films is a going concern and we are confident that through a strong grants pipeline, fundraising and subscription income, the charity will continue to be secure. Thanks to grant funding already secured for the next financial year, our unsecured income requirements are lower and we can focus on achieving this remaining income needed to achieve budget.

The charity's model enables it to scale up and down in activity as income allows and should there be material changes to projected income, the charity can reduce costs to manage its finances.

## Reserves Policy

The aim of the Reserves Policy is to ensure that the charity's ongoing and future activities are reasonably protected from unexpected fluctuations in its income and expectations. The board reviewed the Reserves Policy and agreed that a minimum level of two-month unrestricted general funds plus staff notice periods of £64,000 is appropriate given the risks faced by the charity and the sustainability of its different income streams.

The reserves level is monitored quarterly by the Finance Committee who will make any required adjustments if and when the need arises. The Reserves Policy is reviewed by the Board on a yearly basis and whenever there are significant changes in My Life Films operations.

## Plans for the Coming Year

In FY24, My Life Films plans to continue focusing on the growth strategy for My Life TV, specifically,

- Continue to grow the reach of My Life TV so we can positively impact on as many people as possible affected by dementia.
- Work with the care sector to develop further content and resources specifically designed to support their delivery of dementia care.
- Ensure the platform and content are inclusive of diverse life experiences, ethnicities, sexualities, identities and other minoritised communities.

# Structure and Governance

The organization is a charitable company limited by guarantee, incorporated on 17 February 2014 (company number 08898416) and registered as a charity in England and Wales on 27 May 2014 (registered charity number 1157198).

The charity is registered under the name My Life Films Limited and it operates as My Life Films.

The charity has no share capital. 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 total number of such guarantees at 28 February 2023 was 8 (2022: 9). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

The charity's governing instrument is the company's Memorandum & Articles of Association dated 18 January 2014. These set out the objects and powers of the charity and how it is governed. A board of trustees has been appointed in accordance with them. The board has a minimum of 3 and a maximum of 10 trustees. The board is responsible for the overall governance of the charity and determines its strategy.

One third of the trustees (or the nearest number to one third) must retire at each AGM by rotation and are eligible for re-appointment. The appointment of new trustees is overseen by the Board following an analysis of the skills and expertise each new trustee brings.

One trustee stepped down during FY 23. From 28 February 2023 to the date of this report, two trustees stepped down and two were appointed.

During this reporting period My Life Films held four board meetings. The trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out as described in note 11 to the accounts.

## Operations

My Life Films is run by the team of staff, freelance filmmakers and volunteers. This ranges from income generation roles (grants, voluntary income, trading income) and finances to project management, impact reporting, innovation and partnership building. Along with amazing volunteer support we have many supporters raising funds for us through community fundraising.

During this reporting period the day-to-day running of My Life Films was delegated to Monika Lang who held the position of Executive Director to November 2022, and subsequently to Rachel Addley. This role is accountable to the Board of Trustees and attended Board meetings.

## Related Parties

My Life Films has a trading subsidiary, MLF Productions Ltd to carry out non-charitable trading activities. The subsidiary has, in fact been used to operate My Life TV, a charitable activity wholly within the objects of the charity. The trading arm is also occasionally involved in commercial film production.

## Remuneration Policy for Key Management Personnel

The Finance Committee has responsibility for nominations and remuneration and actively monitor staff salaries. The key management personnel include the Executive Director.

## Risk Management

The board manages financial, operational and other risks through regular review at board meetings, as well as Finance Committee meetings. The charity's risk register details the major risks and mitigating actions that can be applied to them and is regularly reviewed by the board. Procedures are in place to ensure compliance with safety of staff, volunteers and clients and these procedures are reviewed periodically.

# Reference & Administrative Information

**Registered Charity number** 1157198  
**Company Number** 08898416

**Registered Office and Operational Address**  
Unit 2, Dickson House, 3 Grove Road,  
Richmond, Surrey, TW10 6SP

## Trustees

The trustees of the charity, who served during the period from 1 March 2022, and up to the date of this report were as follows:

Jörg Roth	appointed 17 February 2014
Carolin-Marie Roth	appointed 17 February 2014
Piers Kotting	appointed 31 May 2016 resigned 27 June 2023
Alexander Kann	appointed 31 May 2016
Aileen Jackson	appointed 31 May 2016 resigned 14 September 2022
Elizabeth Allen	appointed 15 February 2017 resigned 27 June 2023
Lisa Silver	appointed 21 November 2018
Maana Ruia	appointed 1 December 2021
Hanna Yongo	appointed 1 December 2021
Shona Clegg	appointed 27 June 2023
Emma Hewat	appointed 27 June 2023

There were no trustees who held title to property belonging to the charity during the reporting period or at the date of approval.

## Company Secretary

Jörg Roth

## Key Management Personnel

Executive Director:

Monika Lang appointed 26 October 2020  
resigned 25 November 2022

Rachel Addley appointed 28 November 2022

## Bankers

Barclays Bank plc, 8 George Street, North Sheen,  
Richmond upon Thames, Surrey, TW9 1JY

## Independent Examiner

Patrick Morrello ACA, Third Sector Accountancy,  
Holyoake House, Hanover Street, Manchester,  
M60 0AS

## Design

Karoshi

# Trustees Report

The trustees present their report and the unaudited financial statements for the year ended 28 February 2023. Included within the trustees' report is the directors' report as required by company law.

Reference and administrative information set out on this page 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: SORP applicable to charities preparing their accounts in accordance with FRS 102.

“My Life Films Limited” refers to both the charity and its subsidiary company, “MLF Productions Ltd”, which carries out some of the charitable work of the charity. The narrative in the report refers to the work of both entities.

# Statement of Responsibilities of the Trustees

The trustees (who are also directors of My Life Films Limited for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these 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 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.
- 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 adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and to enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safe-guarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- There is no relevant information of which the charitable company's independent examiner is unaware; and
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the independent examiner is aware of that information.

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.

## Small company exemptions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption. The trustees annual report has been approved by the trustees on 29 August 2023 and signed on their behalf by



**Alexander Kann**  
Chairman of My Life Films

# Independent Examiner's Report

## Independent examiner's report to the trustees of My Life Films Limited for the year ended 28 February 2023

I report on the accounts of the charity for the year ended 28 February 2023 set out on pages 23 to 34.

### Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of ICAEW.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act), and
- to state whether particular matters have come to my attention.

### Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Charities Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Acthave not been met, or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Patrick Morrello ACA  
Third Sector Accountancy Limited  
Holyoake House  
Hanover Street  
Manchester  
M60 0AS

Date: 12 / 09 / 2023

# Statement of Financial Activities (including Income and Expenditure account) for the year ended 28 February 2023

	Note	Unrestricted funds £	Restricted funds £	Total funds 2023 £	Unrestricted funds £	Restricted funds £	Total funds 2022 £
<b>Income from:</b>							
Donations and legacies	3	127,467	117,659	245,126	173,780	43,009	216,789
Charitable activities	4	-	5,000	5,000	-	24,000	24,000
Other trading activities	5	5,660	-	5,660	17,960	-	17,960
Investments	6	187	-	187	15	-	15
<b>Total income</b>		<b>133,314</b>	<b>122,659</b>	<b>255,973</b>	<b>191,755</b>	<b>67,009</b>	<b>258,764</b>
<b>Expenditure on:</b>							
Raising funds	7	19,354	-	19,354	28,109	-	28,109
Charitable activities	8	151,731	75,683	227,414	156,526	79,535	236,061
<b>Total expenditure</b>		<b>171,085</b>	<b>75,683</b>	<b>246,768</b>	<b>184,635</b>	<b>79,535</b>	<b>264,170</b>
<b>Net income/(expenditure) for the year</b>	<b>9</b>	<b>(37,771)</b>	<b>46,976</b>	<b>9,205</b>	<b>7,120</b>	<b>(12,526)</b>	<b>(5,406)</b>
Transfer between funds		-	-	-	20,328	(20,328)	-
<b>Net movement in funds for the year</b>		<b>(37,771)</b>	<b>46,976</b>	<b>9,205</b>	<b>27,448</b>	<b>(32,854)</b>	<b>(5,406)</b>
<b>Reconciliation of funds</b>							
Total funds brought forward		115,779	45,009	160,788	88,331	77,863	166,194
<b>Total funds carried forward</b>		<b>78,008</b>	<b>91,985</b>	<b>169,993</b>	<b>115,779</b>	<b>45,009</b>	<b>160,788</b>

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



# Balance Sheet as at 28 February 2023

## Company Number 08898416

	Note	2023 £	2023 £	2022 £	2022 £
<b>Fixed assets</b>					
Tangible assets	13		666		1,995
Intangible assets	14		975		15,741
Investments	15		1		1
<b>Total fixed assets</b>			<b>1,642</b>		<b>17,737</b>
<b>Current assets</b>					
Debtors	16	3,188		6,473	
Cash at bank and in hand		167,904		140,089	
<b>Total current assets</b>		<b>171,092</b>		<b>146,562</b>	
<b>Liabilities</b>					
Creditors: amounts falling due in less than one year	17	(2,741)		(3,511)	
<b>Net current assets</b>			<b>168,351</b>		<b>143,051</b>
<b>Total assets less current liabilities</b>			<b>169,993</b>		<b>160,788</b>
<b>Net assets</b>			<b>169,993</b>		<b>160,788</b>
<b>The funds of the charity</b>					
Restricted income funds	18		91,985		45,009
Unrestricted income funds	19		78,008		115,779
<b>Total charity funds</b>			<b>169,993</b>		<b>160,788</b>

For the year in question, the company was entitled to exemption from an audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts are prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

The notes on pages 25 to 34 form part of these accounts.

Approved by the trustees on and signed on their behalf by:



Jörg Roth (Director and Trustee)

12 / 09 / 2023

Date Signed

# Notes to the accounts for the year ended 28 February 2023

## 1. Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

### a. Basis of preparation

The financial statements have been prepared in accordance with 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) issued in October 2019 – (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

My Life Films Limited meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

### b. Preparation of the accounts on a going concern basis

The trustees consider that there are no material uncertainties about the charitable company'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(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from 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.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

### d. 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.

### e. Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

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.

### f. 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. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of fundraising salaries and freelance fees, and event costs.
- Expenditure on charitable activities includes the costs of life story film making, salaries and production costs undertaken to further the purposes of the charity.
- Other expenditure represents those items not falling into any other heading.

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

### g. Tangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Furniture and equipment	25%
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### h. Intangible assets

The charity's intangible assets are recognised at cost and amortised over their estimated useful economic life on a straight line basis as follows:

Website	25%
Mobile App*	25% and 50%

\* Due to ongoing technical challenges failing to justify the expenditure and management time, the mobile app was retired in the current year and completely written off.

# Notes to the accounts for the year ended 28 February 2023 (continued)

## **i. 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.

## **j. 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.

## **k. Creditors and provisions**

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.

## **l. Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

## **m. Foreign currency transactions**

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

## **n. Pensions**

Employees of the charity are entitled to join a defined contribution scheme. The charity's contribution is restricted to the contributions disclosed in note 10. There were no outstanding contributions at year end.

## **2. Legal status of the charity**

The charity is a private company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The registered office address is disclosed on page 20.

# Notes to the accounts for the year ended 28 February 2023 (continued)

## 3. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2023 £	Unrestricted £	Restricted £	Total 2022 £
<b>Grants</b>						
Anne Rylands Small Donations	2,500	-	2,500	-	-	-
City Bridge Trust	-	6,000	6,000	-	-	-
D'Oyly Carte Charitable Trust	-	-	-	4,000	-	4,000
EQ Foundation	-	44,000	44,000	25,000	-	25,000
Esmee Fairbairn Foundation	72,000	-	72,000	60,000	-	60,000
Garfield Weston Foundation	-	-	-	20,000	-	20,000
McLay Dementia Trust	-	-	-	-	15,000	15,000
Richmond Parish Lands Charity	22,000	6,000	28,000	30,000	6,000	36,000
The Funding Network	-	174	174	-	22,009	22,009
The Margaret Fisher Charitable Trust	-	35,000	35,000	-	-	-
The Peter Sowerby Foundation	-	25,000	25,000	-	-	-
The Rayne Foundation	20,000	-	20,000	20,000	-	20,000
<b>Donations</b>						
Arnold Clarke Automobiles Limited	-	-	-	1,000	-	1,000
The Cazenove Charitable Trust	-	1,000	1,000	-	-	-
The Magic Bean Company	5,667	-	5,667	-	-	-
Sundry donations	5,300	485	5,785	13,780	-	13,780
<b>Total</b>	<b>127,467</b>	<b>117,659</b>	<b>245,126</b>	<b>173,780</b>	<b>43,009</b>	<b>216,789</b>

## 4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2023 £	Unrestricted £	Restricted £	Total 2022 £
City Bridge Trust	-	-	-	-	24,000	24,000
The Childwick Trust	-	5,000	5,000	-	-	-
<b>Total</b>	<b>-</b>	<b>5,000</b>	<b>5,000</b>	<b>-</b>	<b>24,000</b>	<b>24,000</b>

## 5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2023 £	Unrestricted £	Restricted £	Total 2022 £
Fundraising events	2,300	-	2,300	14,600	-	14,600
Rent received	3,360	-	3,360	3,360	-	3,360
<b>Total</b>	<b>5,660</b>	<b>-</b>	<b>5,660</b>	<b>17,960</b>	<b>-</b>	<b>17,960</b>

## 6. Investment income

	Unrestricted £	Restricted £	Total 2023 £	Unrestricted £	Restricted £	Total 2022 £
Income from bank deposits	187	-	187	15	-	15
<b>Total</b>	<b>187</b>	<b>-</b>	<b>187</b>	<b>15</b>	<b>-</b>	<b>15</b>

# Notes to the accounts for the year ended 28 February 2023 (continued)

## 7. Cost of raising funds

	Unrestricted £	Restricted £	Total 2023 £	Unrestricted £	Restricted £	Total 2022 £
Staff costs	-	-	-	7,949	-	7,949
Fundraiser's fees	18,765	-	18,765	14,262	-	14,262
Fundraising events	324	-	324	5,589	-	5,589
Card/donation processing fees	265	-	265	309	-	309
<b>Total</b>	<b>19,354</b>	<b>-</b>	<b>19,354</b>	<b>28,109</b>	<b>-</b>	<b>28,109</b>

## 8. Analysis of expenditure on charitable activities

	Total 2023 £	Total 2022 £
Staff costs	86,080	88,474
Staff recruitment and training	1,919	-
Film management	12,775	19,127
Film production costs	350	732
Film making	9,375	18,750
Mobile app expenses	191	491
Grants paid (see note below)	66,941	63,740
100 Hours project	-	720
Premises costs	13,041	14,095
Accountancy, legal and other professional services	7,388	9,412
Grant writing	935	5,438
Subscriptions	3,914	4,001
Travel and accommodation	31	-
IT support	1,308	1,397
Insurance	1,039	993
Telephone	992	723
General office expenses	685	1,232
Marketing	4,243	1,094
Bank charges	112	119
Depreciation	3,279	5,523
Impairment of asset	12,816	-
	<b>227,414</b>	<b>236,061</b>
Restricted expenditure	75,683	79,535
Unrestricted expenditure	151,731	156,526
	<b>227,414</b>	<b>236,061</b>

### Note re grants paid

All grant payments were made to the charity's subsidiary company MLF Productions Ltd towards the operation of My Life TV, an on demand streaming service designed to meet the needs of people living with dementia and those who care for them. The grant funded operation is wholly in support of the charity's charitable objects.

# Notes to the accounts for the year ended 28 February 2023 (continued)

## 9. Net income/(expenditure) for the year

This is stated after charging/(crediting)	2023 £	2022 £
Depreciation	3,279	5,523
Impairment of asset	12,816	-
Independent examiner's fee	2,220	1,440

## 10. Staff costs

Staff costs during the year were as follows:	2023 £	2022 £
Wages and salaries	90,771	104,395
Social security costs	4,477	6,432
Pension costs	3,607	4,723
	98,855	115,550

No employee has employee benefits in excess of £60,000 (2022: Nil).

The average number of staff employed during the period was 2.8 (2022: 4).

The average full time equivalent number of staff employed during the period was 2.8 (2022: 3.6).

The key management personnel of the charity comprise the trustees and the Executive Director. The total employee benefits of the key management personnel of the charity were £42,773 (2022: £42,698).

## 11. Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2022: Nil).

No members of the management committee received travel or subsistence expenses during the year (2022: Nil).

Aggregate donations from related parties were Nil (2022: £3,593)

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

During the year the charity made grant payments of £66,941 to its subsidiary, MLF Productions Ltd.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2022: Nil).

## 12. Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

# Notes to the accounts for the year ended 28 February 2023 (continued)

## 13. Fixed assets: tangible assets

	Office furniture £	Computer equipment £	Total £
<b>Cost</b>			
At 1 March 2022	1,881	3,437	5,318
At 28 February 2023	1,881	3,437	5,318
<b>Depreciation</b>			
At 1 March 2022	1,175	2,148	3,323
Charge for the year	470	859	1,329
At 28 February 2023	1,645	3,007	4,652
<b>Net book value</b>			
At 28 February 2023	236	430	666
At 28 February 2022	706	1,289	1,995

## 14. Fixed assets: intangible assets

	Website £	Mobile application* £	Total £
<b>Cost</b>			
At 1 March 2022	7,800	15,060	22,860
Disposals	-	(15,060)	(15,060)
At 28 February 2023	7,800	-	7,800
<b>Depreciation</b>			
At 1 March 2022	4,875	2,244	7,119
Charge for the year	1,950	-	1,950
Disposals	-	(2,244)	(2,244)
At 28 February 2023	6,825	-	6,825
<b>Net book value</b>			
At 28 February 2023	975	-	975
At 28 February 2022	2,925	12,816	15,741

### \*Note for Mobile Application

Due to ongoing technical challenges failing to justify the expenditure and management time, the mobile app was retired in the current year and completely written off.

# Notes to the accounts for the year ended 28 February 2023 (continued)

## 15. Investments

	2023 £	2022 £
Investment in the shares of the subsidiary company MLF Productions Ltd	1	1

The charity owns the whole of the issued ordinary share capital of MLF Productions Ltd, a company registered in England, register no 12085071. The subsidiary started trading in March 2021 and is used to produce films on a commercial basis and to operate My Life TV, the dementia-friendly streaming service. My Life TV is within the remit of the charity's objects.

## Profit and loss account

	2023 £	2022 £
Income	8,827	8,062
Donation from parent	66,941	63,740
Expenditure	(75,768)	(71,802)
Net profit/(loss)	-	-

## Balance sheet aggregates

	2023 £	2022 £
Current assets	3,125	4,683
Creditors due in less than one year	(3,124)	(4,682)
Total assets less current liabilities	1	1
Net liabilities	1	1
Assets	3,125	4,683
Liabilities	(3,124)	(4,682)
Shareholder funds	1	1

## 16. Debtors

	2023 £	2021 £
Other debtors	-	289
Prepayments and accrued income	2,009	2,102
Amount owed to parent undertaking	1,179	4,082
	3,188	6,473

## 17. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	-	618
Other creditors and accruals	2,741	2,893
	2,741	3,511



# Notes to the accounts for the year ended 28 February 2023 (continued)

## 18. Analysis of movements in restricted funds

Purpose	Balance at 1 March 2022 £	Income £	Expenditure £	Transfers £	Balance at 28 February 2023 £
<b>Life Story Films</b>					
City Bridge Trust	22,500	6,000	(22,500)	(6,000)	-
The Childwick Trust	-	5,000	-	-	5,000
Donation	-	485	-	-	485
<b>My Life TV</b>					
The Funding Network	22,009	174	(22,183)	-	-
The Peter Sowerby Foundation	-	25,000	(25,000)	-	-
EQ Foundation	-	44,000	-	-	44,000
The Margaret Fisher Charitable Trust	-	35,000	-	-	35,000
The Cazenove Charitable Trust	-	1,000	-	-	1,000
<b>Others/rent</b>					
Richmond Parish Lands Charity	500	6,000	(6,000)	-	500
City Bridge Trust	-	-	-	6,000	6,000
<b>Total</b>	<b>45,009</b>	<b>122,659</b>	<b>(75,683)</b>	<b>-</b>	<b>91,985</b>

# Notes to the accounts for the year ended 28 February 2023 (continued)

## Comparative period

Purpose	Balance at 1 March 2021 £	Income £	Expenditure £	Transfers £	Balance at 28 February 2022 £
<b>Life Story Films</b>					
City Bridge Trust	15,000	24,000	(16,500)	-	22,500
The Frances Winham Foundation	1,875	-	(1,551)	(324)	-
National Lottery Community Fund	24,000	-	(24,000)	-	-
<b>My Life TV</b>					
The Funding Network	-	22,009	-	-	22,009
McLay Dementia Trust	-	15,000	(15,000)	-	-
Richmond Parish Lands Charity	-	15,273	(15,273)	-	-
<b>100 Hours of Conversation</b>					
City of London – London Community Response Fund	925	-	(720)	(205)	-
<b>My Life Films app</b>					
Hampton Fund	10,290	-	(491)	(9,799)	-
Other major donors	10,000	-	-	(10,000)	-
<b>Others/rent</b>					
Richmond Parish Lands Charity (1)	500	6,000	(6,000)	-	500
Total	62,590	82,282	(79,535)	(20,328)	45,009

## Name of restricted fund

### Life Story Films

### My Life TV

### 100 Hours of Conversation

### My Life Films app

### Others/rent

## Description, nature and purposes of the fund

Grants toward film-making costs to produce life stories films for people affected by dementia

Grants towards the cost of development and delivery of the My Life TV streaming service for people affected by dementia.

Grants towards the cost of calls and conversations by the filmmakers with people affected by dementia

Grant and donations towards the costs of developing a mobile application which allows families to create a life story film using their mobile phone. The application is free to use.

Grant towards the cost of rent for the charity's premises

# Notes to the accounts for the year ended 28 February 2023 (continued)

## 19. Analysis of movement in unrestricted funds

	Balance at 1 March 2022 £	Income £	Expenditure £	Transfers £	As at 28 February 2023 £
General fund	115,779	133,314	(171,085)	-	78,008
	<u>115,779</u>	<u>133,314</u>	<u>(171,085)</u>	<u>-</u>	<u>78,008</u>

## Comparative period

	Balance at 1 March 2021 £	Income £	Expenditure £	Transfers £	As at 28 February 2022 £
General fund	88,331	191,755	(184,635)	20,328	115,779
	<u>88,331</u>	<u>191,755</u>	<u>(184,635)</u>	<u>20,328</u>	<u>115,779</u>

## Name of unrestricted fund

General fund

## Description, nature and purposes of the fund

The free reserves after allowing for all designated funds

## 20. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2023 £
Tangible fixed assets	666	-	-	666
Intangible fixed assets	975	-	-	975
Fixed asset investments	1	-	-	1
Net current assets/(liabilities)	76,366	-	91,985	168,351
Total	<u>78,008</u>	<u>-</u>	<u>91,985</u>	<u>169,993</u>

## Comparative period

	General fund £	Designated funds £	Restricted funds £	Total 2022 £
Tangible fixed assets	1,995	-	-	1,995
Intangible fixed assets	15,741	-	-	15,741
Fixed asset investments	1	-	-	1
Net current assets/(liabilities)	98,042	-	45,009	143,051
Total	<u>115,779</u>	<u>-</u>	<u>45,009</u>	<u>160,788</u>

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