

**GOLDSTAR CREATIVE MARKETING
LIMITED BY GUARANTEE
DIRECTORS' AND TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2020**

**COMPANY NUMBER 08532455 (England and Wales)
CHARITY NUMBER 1155107**

GOLDSTAR CREATIVE MARKETING
CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2020

	Page
Legal and Administrative Information	1
Report of the trustees	2
Statement of financial activities	6
Balance sheet	7
Notes to the financial statements	8
Independent Examiner's Report	10

GOLDSTAR CREATIVE MARKETING

Legal and Administrative Information

Trustees	Mrs E L Feldman Mrs S Weiss Mrs R Erbllich Mrs P Margolis Mrs R Stern Ms D Joseph
Company Number	08532455
Charity Number	1155107
Registered Office	15 Osbaldeston Road London N16 7DJ

GOLDSTAR CREATIVE MARKETING

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2020

The trustees, one of whom is a director of the Charity for the purpose of the Companies Act have pleasure in presenting their report and financial statements of the charitable company for the year ended 31 May 2020. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 in preparing the financial statements of the Charity.

OBJECTIVES OF GOLDSTAR CREATIVE MARKETING

Goldstar Creative Marketing is governed by its Memorandum and Articles of Association. The charity's objects and its principal activities are:

1. To develop the capacity and skills of the members of socially and economically disadvantaged communities in such a way that they are better able to identify and help meet their needs and to participate more fully in society.

Goldstar Creative Marketing aims to ensure that people have better chances in life, with better access to training and development to improve life skills.

2. To promote any other exclusively charitable objects and purposes as the trustees see fit, provided that they are regarded as charitable by the law of England and Wales.

The charity is organised so that the trustees meet regularly to manage its affairs. The charity does not use voluntary assistance. Administration of the charity is dealt with by the trustees

PUBLIC BENEFIT

The trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on public benefit and in particular to its supplementary public benefit guidance on advancing education when reviewing the charity's aims and objectives and in planning future activities and setting grant making policy for the year.

LEGAL STATUS

The company is limited by guarantee and is governed by its memorandum and articles of association dated 16 May 2013. The company is a registered charity - number 1155107.

PRINCIPAL ACTIVITY AND REVIEW OF THE YEAR

The principal activities of the charity include:

- Developing the Goldstar Employability and Soft Skills Programme for young woman
- Training sessions and employability training
- Supporting individuals as approved by the Trustees through our Special Appeals Programme

Goldstar's main focus in 2019-2020 has been to concentrate on the development of the Goldstar Employability and Soft Skills training curriculum. This programme is being developed to meet the specific needs of orthodox Jewish young women who, due to their cultural requirements have limited access to employment and training opportunities. At the start of the year we had a strong baseline and course summary, and since then we have developed comprehensive lessons plans and focussed on writing up the curriculum.

This programme is being designed in line with our objective to promote success in ensuring advanced job opportunities for both the employed and unemployed and to open new pathways to careers and employment for women. Extensive research with local businesses and charitable organisations was undertaken in 2018-19, in which we learned about their concerns over the lack of skills of young women in the community when they access the workforce. A series of pilot experiential learning workshops confirmed this disparity and highlighted skills sets which are missing particularly in this community, and the curriculum focusses on these areas.

In order to develop an inspirational programme which covers the entire spectrum of employment and soft skills training we investigated culturally appropriate curriculums in both Israel and the USA. Although none were suitable for our needs, it is fair to say that the Tochnit Chen programme in Israel, was a springboard for Goldstar to develop our Soft Skills Programme. We worked extensively alongside individuals trained by Tochnit Chen and partnered with experiential learning professionals and educational specialist in the UK and across the globe.

A grant from the Tudor Trust and Delapage helped propel our work forward in a significant way and we are now almost ready to launch. However, the COVID-19 pandemic has made it clear that things have to change and has impacted our progress. We are now working extensively to adjust the programme so it can be delivered remotely, should the need arise, and this has required extensive input including digitalising course materials and providing variations of certain experiential learning and course activities. In addition, with remote working now becoming the new normal, we are working on adding an additional training module which will deal with the specific skills needed to remain motivated and excel in this type of employment.

We are currently focusing on the needs of orthodox Jewish young women, the programme is being designed so that it can be easily adapted to other BAME communities.

Going forward in 2020-2021 Goldstar's main objectives are:

- To finalise the design and content of the curriculum and audit the programme to ensure that standards are being met across the board, bearing in mind our vision to eventually get it accredited as an NVQ Level 4.
- Launch the programme by training trainers, who will then be certified to deliver the Goldstar training on our behalf
- Continue to actively fundraise to fund the development of the project so that we can produce an aesthetic and quality curriculum which will reach an annual cohort of 1500 young women, enhancing their employment opportunities and providing new pathways to employment and leadership opportunities.

With Covid-19 still rampant we will continue our special appeals programme to support people in need during this crisis. This programme is independent of any of our other soft skills and other training programmes.

**GOLDSTAR CREATIVE MARKETING
REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2020**

ORGANISATION

The charity is managed by a committee of the trustees.

INVESTMENT POWERS AND RESTRICTIONS

The trustees have wide-ranging investment powers to invest the Charity's assets as they see fit in the furtherance of the Charity's objectives.

REVIEW OF FINANCIAL ACTIVITIES AND AFFAIRS

The financial statements for the period show a surplus of £35,110 (2019 - deficit £7,937). The trustees consider the financial position of the charity to be satisfactory.

The financial statements conform to current statutory requirements and comply with the Charity's governing documents.

RESERVES POLICY

The policy is to expend whatever is available for the purposes of the charity.

RISK MANAGEMENT

The trustees actively review the major risks which the charity faces on a regular basis and believe that maintaining reserves at current levels combined with an annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The trustees have also examined other operational and business risks faced by the charity and confirm that they are satisfied

GOLDSTAR CREATIVE MARKETING

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MAY 2020

REVIEW OF DEVELOPMENTS, ACTIVITIES AND ACHIEVEMENTS

The charity was able to obtain funds and to promote its objectives.

THE TRUSTEES

The trustees who served the charitable company during the year were:-

Mrs E L Feldman
Mrs S Weiss
Mrs R Erbllich
Mrs P Margolis
Mrs R Stern
Ms D Joseph

RESPONSIBILITIES OF THE TRUSTEES

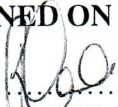
The director and trustees of Goldstar Creative Marketing (Limited by Guarantee) for the purposes of company law are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted 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 judgments and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards 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 charitable company will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

SIGNED ON BEHALF OF THE TRUSTEES:


.....
R ERBLICH – TRUSTEE

Dated 28 July 2020

GOLDSTAR CREATIVE MARKETING
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MAY 2020

note

GENERAL FUND		<u>2020</u> £	<u>2020</u> £	<u>2020</u> £	<u>2019</u> £
		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
Income and Expenditure					
Incoming Resources					
Soft Skills Programme	2	-	40,000	40,000	12,067
Special Appeals		22,750	-	22,750	11,673
Donations Received – General		<u>9,467</u>	<u>-</u>	<u>9,467</u>	<u>6029</u>
		<u>32,217</u>	<u>40,000</u>	<u>72,217</u>	<u>29,769</u>
 Resources Expended					
Direct Charitable Expenditure	3	24,629	10,777	35,406	36,491
Governance	4	<u>1,701</u>	<u>-</u>	<u>1,701</u>	<u>1,215</u>
Total Resources Expended		<u>26,330</u>	<u>10,777</u>	<u>37,107</u>	<u>37,706</u>
Net Incoming Resources		5,887	29,223	35,110	(7,937)
Net Incoming Resources b/f		<u>2,185</u>	<u>49</u>	<u>2,234</u>	<u>10,171</u>
Net Incoming Resources c/f		<u>8,072</u>	<u>29,272</u>	<u>37,344</u>	<u>2,234</u>

There were no recognised gains and losses for 2020 other than those included in the above Statement of Financial Activities.

The notes form part of these accounts

GOLDSTAR CREATIVE MARKETING

BALANCE SHEET AS AT 31 MAY 2020

	<u>Note</u>	<u>2020</u>	<u>2019</u>
		£	£
Fixed Assets	7	292	292
Current Assets			
Debtors	5	30,850	5,850
Cash at Bank		<u>10,903</u>	<u>409</u>
		41,753	6,259
Creditors payable within one year	6	<u>(4,701)</u>	<u>(4,317)</u>
		<u>37,052</u>	<u>1,942</u>
		<u>37,344</u>	<u>2,234</u>
Funds of the Charity			
Restricted Funds		29,272	49
Unrestricted Funds		<u>8,072</u>	<u>2,185</u>
TOTAL CHARITY FUNDS		<u>37,344</u>	<u>2,234</u>

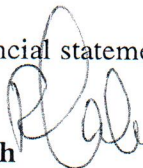
The trustees are satisfied that the charity is entitled to exemption from the provisions of the companies Act 2006 (the Act) relating to the audit of the financial statements for the period by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the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

The trustees acknowledge their responsibilities for:

- (i) ensuring that the charity keeps adequate 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 charity as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of sections 394 and 395, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the charity.

The financial statements were approved by the trustees on 28 July 2020 and signed on its behalf by:

R Erblich
Director



Company Registration Number: 08532455

GOLDSTAR CREATIVE MARKETING
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2020

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005) and comply with the Statement of Recommended Practice 2005 'Accounting and Reporting by Charities'.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

There are no designated or restricted funds in relation to the activities of the charitable company.

Incoming resources

All incoming resources are included in the SOFA when the charitable company is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

2. Soft skills programme

Donations for the above programme were received as follows;

Delapage Ltd	£15,000
Tudor Trust	<u>£25,000</u>
	<u>£40,000</u>

GOLDSTAR CREATIVE MARKETING
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2020

3.	Direct Charitable Expenditure	2020 Unrestricted Funds £	2020 Restricted Funds £	2020 Total Funds £	2019 Total Funds £
	Salaries	-	5,692	5,692	5,344
	Rent	4,159	-	4,159	3,929
	Skills and Training Services	2,348	4,775	7,123	5,815
	Printing, Postage, Stationery and Advertising	756	-	756	4,142
	Travel and subsistence	477	-	477	1,025
	Computer running costs	-	-	-	625
	Specialist Appeals	15,751	-	15,751	6,473
	Professional Fees	-	310	310	3,955
	Subscription	798	-	798	784
	Office and Sundry Expenses	<u>340</u>	<u>-</u>	<u>340</u>	<u>4,399</u>
		<u>24,629</u>	<u>10,777</u>	<u>35,406</u>	<u>36,491</u>
4.	Governance				
	Accountancy	1,440	-	1,440	1,200
	Professional Fees	240	-	240	-
	Bank Charges	<u>21</u>	<u>-</u>	<u>21</u>	<u>15</u>
		<u>1,701</u>	<u>-</u>	<u>1,701</u>	<u>1,215</u>
5.	Debtors				
	Income Accrued	30,706	-	5,706	5,706
	Loan	<u>144</u>	<u>-</u>	<u>144</u>	<u>144</u>
		<u>30,850</u>	<u>-</u>	<u>5,850</u>	<u>5,850</u>
6.	Creditors				
	Sundry	2,662	-	2,662	1,078
	Loan	<u>2,039</u>	<u>-</u>	<u>2,039</u>	<u>2,039</u>
		<u>4,701</u>	<u>-</u>	<u>4,701</u>	<u>3,118</u>
7.	Fixed Asset				
			<u>2020</u> £		<u>2019</u> £
	Equipment		1042		1,042
	Less depreciation b/f		(698)		(698)
	Less depreciation		<u>(52)</u>		<u>(52)</u>
	Balance c/f		<u>292</u>		<u>292</u>

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF GOLDSTAR CREATIVE MARKETING

I report on the financial statements of the Trust for the year ended 31 May 2020 which are set out on pages 5-8.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is requested by the trustees. The charity's gross income was £72,217 and I am qualified to undertake examination by being a qualified member of the I.C.A.E.W.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- To follow the procedures laid down in the general Directions given by the Charity Commission under section 145 (5)(b) of the 2011 Act; and
- To state whether particular matters have come to my attention.

Basis of independent examiner's report

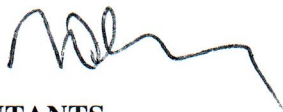
My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as 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 386 of the Companies Act 2006; and
 - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have 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.

B OLSBERG
B OLSBERG & CO
CHARTERED ACCOUNTANTS
3 MIDDLETON RD M8 5DT



28 July 2020