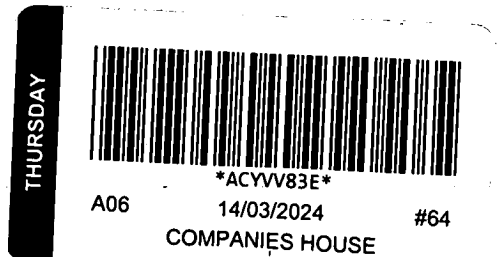


Registered number: 10837410

**EAST LEARNING CIC  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2023**

Fairman Harris  
1 Landor Road  
London  
SW9 9RX



**East Learning Cic  
Unaudited Financial Statements  
For The Year Ended 30 June 2023**

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**East Learning Cio  
Balance Sheet  
As At 30 June 2023**

Registered number: 10837410

	Notes	2023		2022	
		£	£	£	£
<b>FIXED ASSETS</b>					
Tangible Assets	4		2,465		557
			<u>2,465</u>		<u>557</u>
<b>CURRENT ASSETS</b>					
Debtors	5	35,656		31,294	
Cash at bank and in hand		31,334		4,268	
		<u>66,990</u>		<u>35,562</u>	
<b>Creditors: Amounts Falling Due Within One Year</b>	6	<u>(168,595)</u>		<u>(152,968)</u>	
<b>NET CURRENT ASSETS (LIABILITIES)</b>			<u>(101,605)</u>		<u>(117,406)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(99,140)</u>		<u>(116,849)</u>
<b>Creditors: Amounts Falling Due After More Than One Year</b>	7		<u>(230,195)</u>		<u>(219,096)</u>
<b>NET LIABILITIES</b>			<u>(329,335)</u>		<u>(335,945)</u>
Income and Expenditure Account			<u>(329,335)</u>		<u>(335,945)</u>
<b>MEMBERS' FUNDS</b>			<u>(329,335)</u>		<u>(335,945)</u>

**East Learning Cic  
Balance Sheet (continued)  
As At 30 June 2023**

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For the year ending 30 June 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The member has not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Income and Expenditure Account.



Mr M R Lees

Director

Date 05 Mar 2024

The notes on pages 3 to 5 form part of these financial statements.

**East Learning Cic**  
**Notes to the Financial Statements**  
**For The Year Ended 30 June 2023**

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**1. General Information**

East Learning Cic is a private company, limited by guarantee, incorporated in England & Wales, registered number 10837410 . The registered office is Fairman Harris, 1 Landor Road, London, SW9 9RX.

**2. Accounting Policies**

**2.1. Basis of Preparation of Financial Statements**

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 section 1A Small Entities "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

**2.2. Turnover**

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

**Rendering of services**

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

**2.3. Tangible Fixed Assets and Depreciation**

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer Equipment	25% Straight Line
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**2.4. Foreign Currencies**

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. 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 surplus.

**2.5. Taxation**

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable surplus for the year. Taxable surplus differs from surplus as reported in the statement of comprehensive income because of items of income or expense that are taxable or deductible in other years and items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable surplus. Deferred tax liabilities are generally recognised for all taxable timing differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable surplus will be available against which those deductible timing differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable surplus will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. Deferred tax liabilities are presented within provisions for liabilities and deferred tax assets within debtors. The measurement of deferred tax liabilities and assets reflect the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current or deferred tax for the year is recognised in surplus or deficit, except when they related to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

**3. Average Number of Employees**

Average number of employees, including directors, during the year was as follows: 5 (2022: 5)

**East Learning Cic**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 30 June 2023**

**4. Tangible Assets**

	<b>Computer Equipment</b>
	<b>£</b>
<b>Cost</b>	
As at 1 July 2022	742
Additions	2,792
As at 30 June 2023	3,534
<b>Depreciation</b>	
As at 1 July 2022	185
Provided during the period	884
As at 30 June 2023	1,069
<b>Net Book Value</b>	
As at 30 June 2023	2,465
As at 1 July 2022	557

**5. Debtors**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
<b>Due within one year</b>		
Trade debtors	31,231	28,310
Prepayments and accrued income	4,375	-
Net wages	50	2,984
	35,656	31,294

**6. Creditors: Amounts Falling Due Within One Year**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Trade creditors	206	2,583
Bank loans and overdrafts	10,000	10,000
Other taxes and social security	4,014	814
VAT	2,893	8,226
Other creditors	53,179	23,473
Accruals and deferred income	29,754	56,000
Director's loan account	68,549	51,872
	168,595	152,968

**7. Creditors: Amounts Falling Due After More Than One Year**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Bank loans	17,946	27,946
Other creditors	212,249	191,150
	230,195	219,096

**East Learning Cic**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 30 June 2023**

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**8. Company limited by guarantee**

The company is limited by guarantee and has no share capital.

Every member of the company undertakes to contribute to the assets of the company, in the event of a winding up, such an amount as may be required not exceeding £1.

200740/19

# CIC 34

## Community Interest Company Report

For official use  
(Please leave blank)

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*Please complete  
in typescript, or  
in bold black  
capitals.*

Company Name in full

East Learning CIC

Company Number

10837410

Year Ending

30 June 2023



Please ensure the company name is consistent with the company name entered on the accounts.

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

(N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)

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## **PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT**

**In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a description of how they have benefited the community.**

### **Who we are**

East Learning CIC is a not-for-profit which exists to systematically quantify and narrow the opportunity and achievement gaps experienced by young people in the UK and perhaps beyond, through early, personalised support plans at scale. Our work is particularly to support those with a disadvantage relative to their peers, financial or otherwise. The company was founded in 2017 after a 4 year research and testing phase.

### **The problem**

Whilst the state has access to a wealth of information about academic progress, we cannot systematically make change to improve true equity of opportunity for young people because

- **There is a huge gap in knowing for sure if we are improving the circumstances of the young person behind their grades.**
- **The only way to gather the information is from young people, which was prohibitively complex at scale.**

Our work makes this possible; affordably, ethically, simply and impactfully.

We have seen a tremendous impact not just for ourselves but increasingly for partner organisations who are able to target and impact assess their work more effectively.

### **Our Solution**

Through effective use of technology, we have made the process of understanding and monitoring the unique needs, interests and ambitions of young people scalable, affordable and significantly value-adding to all parties. We have done this through our core offer- 3the 'Aspirations Programme' which is a whole-school approach to personalised development, designed by students and teachers from the ground up. Currently the programme is only able to run in mainstream secondary schools (and Y6 transitioning students). The data is then used by school, and where relevant the network or the local authority to tie together their offer.

We support young people through a reflective coaching and goal-setting process, and then using the data ,work with schools and organisations to effectively plan tailored development programmes and review impact to make continued improvements. Some examples are below.

<b>Data shows...</b>	<b>Plan</b>
20% of Y11 aren't interested in university because they "don't know enough about it"	Arrange visit to a local university at the end of Y10
5% of students "don't feel safe at school"	Meetings with HoY to understand issues
65 students interested in a career in technology	Create a coding club (or two!)
78% of Y9 don't know much about managing money, and want to learn more	Add into form time curriculum, using resources recommended by another school via East

As schools become more familiar with the data and the approach, the development experience each young person has will become increasingly tailored to them.

We have been operating as a CIC by guarantee since 2017, and have grown organically and through referrals 3x each year whilst improving our programme.

## **PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT CTD**

Benefits to the community are detailed more extensively in our Impact Reports, however highlights include:

- >200,000 young people to date have taken the online Aspire quizzes, exploring their strengths and interests and providing their schools with rich insight into who they are and how best to support them.
- Of these students, 80% have gone on to create their own Personal Development plan including selecting short-term priorities, setting goals and (where applicable) selecting online resources or school activities to fit with each priority chosen
- Every single participating school has improved their rating in at least one element of the Aspirations Framework (Understand, Plan, Act and Review) which have led to transformational change occurring in each school.

As a further mark of the programme's success and impact, we have close to a 100% retention rate for participating schools who have bought the programme in—with all those running the full Aspirations programme having signed up for next academic year.

We have expanded our offer this year to provide trusts with more strategic support in how to make best use of their resources to effectively support young people.

**PART 2 – CONSULTATION WITH STAKEHOLDERS – Please indicate who the company’s stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.**

The company’s stakeholders are the students and staff at our partner schools.

Almost every aspect of the Aspirations programme has been developed with inputs and feedback from teachers and students in those schools, as well as members of United Learning’s central team responsible for promoting and measuring Education with Character. Throughout the year, work done to develop programme materials, approach and underlying software has been undertaken in response to feedback and requests from schools themselves—in the form of cross-school workshops, 1-1 support and feedback sessions, and surveys.

In addition, all of our activities related to finding resources for students—from sourcing online resources to list on the platform or include in our blog, to helping identify suitable support offers from community providers on behalf of a Local Authority—has been led by data from the students themselves indicating what it is they most want to develop or learn about.

**PART 3 – DIRECTORS’ REMUNERATION – if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, “There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director’s loss of office, which require to be disclosed” (See example with full notes). If no remuneration was received you must state that “no remuneration was received” below.**

East Learning only has one Director who works for East Learning CIC, earning £30,000 including both salary and pension. They supplement this income with some private work though 90% of their time is at East Learning.

In addition, the Director has loaned money to East Learning CIC in order to provide cash flow ahead of expected revenues and investment; these loans are subject to 0% interest per annum.

**PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that “no transfer of assets other than for full consideration has been made” below.**

No transfer of assets other than for full consideration has been made

*(Please continue on separate continuation sheet if necessary.)*

PART 5 – SIGNATORY

The original report must be signed by a director or secretary of the company

Signed



Date

12/03/2024

Office held (delete as appropriate) Director/Secretary

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

Tel	
DX Number	DX Exchange

When you have completed and signed the form, please attach it to the accounts and send both forms by post to the Registrar of Companies at:

*For companies registered in England and Wales:* Companies House, Crown Way, Cardiff, CF14 3UZ  
DX 33050 Cardiff

*For companies registered in Scotland:* Companies House, 4<sup>th</sup> Floor, Edinburgh Quay 2, 139  
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

*For companies registered in Northern Ireland:* Companies House, 2nd Floor, The Linenhall, 32-38  
Linenhall Street, Belfast, BT2 8BG

The accounts and CIC34 cannot be filed online

(N.B. Please enclose a cheque for £15 payable to Companies House)