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A Charitable Company Limited by Guarantee

# Annual Report and Financial Statements

For the year ended 31st March 2013

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Company Reg No 02895790  
Registered Charity No 1042733

## Reference and Administrative Information

<b>Charity name</b>	The Media Trust, known as Media Trust
<b>Registered Charity number</b>	1042733
<b>Registered Company number:</b>	02895790
<b>Registered Office:</b>	2 – 6 Cannon Street, London, EC4M 6YH
<b>Principle Office.</b>	Block A, Centre House, 56 Wood Lane, London W12 7SB
<b>Website:</b>	<a href="http://www.mediatrust.org">www.mediatrust.org</a>
<b>On Twitter</b>	@Media_Trust
<b>Trustees.</b>	Andy Duncan (Chairman) Jon Snow (Deputy Chairman) Scott Cormack (Honorary Treasurer) Matt Brittin Paddy Coulter Sarah Davis Rupert Howell Martina Milburn – resigned 17 May 2012 Ian Pearman – appointed 17 October 2012 Jane Reed Mark Thompson – resigned 17 October 2012 Sophie Turner Lang
<b>Company Secretary</b>	Scott Cormack
<b>Chief Executive</b>	Caroline Diehl
<b>Auditors</b>	Knox Cropper, 8/9 Well Court, London EC4M 9DN
<b>Bankers.</b>	Co-operative Bank, City of London Business Centre, 9 Prescot Street, London E1 8SG
<b>Solicitors:</b>	Bates, Wells and Braithwaite, 2 – 6 Cannon Street, London EC4M 6YH

# Contents

<b>Reference and Administrative Information.....</b>	<b>1</b>
<b>Trustees and Officers ...</b>	<b>1</b>
<b>Media Trust Trustees' Annual Report our work in 2012/13 ..</b>	<b>3</b>
<b>Public Benefit Statement ...</b>	<b>4</b>
<b>Objectives, activities and achievements during the year .</b>	<b>5</b>
Objective 1 – To provide communications skills and resources for charities and communities	6
Objective 2 – To help charities and communities access audiences	11
Objective 3 – To harness creative industry talent, volunteers and pro bono support	16
<b>Our People and our infrastructure .</b>	<b>19</b>
<b>Future developments ..</b>	<b>19</b>
<b>Review of financial position .</b>	<b>21</b>
<b>Structure, governance and management ...</b>	<b>25</b>
<b>Independent Auditors' Report to the Trustees ..</b>	<b>29</b>
<b>Consolidated statement of financial activities for the year ended 31 March 2013 ..</b>	<b>31</b>
<b>Balance sheet as at 31 March 2013 ....</b>	<b>32</b>
<b>Notes to the financial statements for the year ended 31 March 2013 .</b>	<b>33</b>

This Trustees' report and the financial statements have been prepared in accordance with the "Statement of Recommended Practice (SORP) – Accounting and Reporting by Charities (2005)" as revised in May 2008, and the Charities Act 2011. This report gives details of our work throughout the UK.

## Media Trust Trustees' Report

The Trustees present their annual report and audited financial statements of the charity for the year ended 31st March 2013

### Our objects

The objects, for which the company is established, as set out in the Memorandum of Association, are To promote the efficient and effective application of resources for charitable purposes by the provision of advice on the use of all forms of communication media, and To advance the education and training of the public and in particular members of charitable and non-charitable voluntary organisations in all forms of communication media

### Our vision and mission

At Media Trust we believe in the power of media to change lives. We work with the media industry to empower charities and communities to have a voice and be heard.

This is achieved by

- providing communications skills and resources
- helping access new audiences
- harnessing industry talent

### Our values

Our vision and mission are at the heart of all we do. We work to achieve this by

- Being innovative and creative
- Putting our stakeholders, beneficiaries and customers first
- Being entrepreneurial
- Working with energy, passion and dynamism
- Valuing our people and helping them become the best they can be

## Public Benefit Statement

The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'

Media Trust delivers public benefit by providing donated and low-cost media and communications resources, skills, media volunteers, media channels and pro bono support to enable charities, communities and individuals across the UK to have a voice, access audiences and create positive change in their lives and communities. The charity also receives grant funding and contracts to provide low-cost or free communications advice, education, training and resources to small charities and disadvantaged communities to enable them to deliver more effectively their own charitable purposes, particularly with disadvantaged and marginalised individuals and groups, often based in areas of deprivation.

In 2012/13, for example, Media Trust resourced over 4,610 charities and communities,

- 502 media and communications professionals volunteered their skills with charities, communities and disadvantaged young people across the UK
- we published and distributed over 8,550 charity and community news stories
- we trained over 1,710 charity and community staff in communications skills
- 867 young people were supported with media training and mentoring
- Media Trust produced 187 films for charities and communities across the UK
- 240,662 unique visitors used [www.mediatrust.org](http://www.mediatrust.org) during the year
- over 19,000 people followed @Media\_Trust on twitter
- 5,072,000 viewers (BARB 3minute+ audience) watched Community Channel on TV
- 422,980 unique visitors engaged with Community Channel online

Together with charities, communities and our media partners, we want to create a world where everyone can have a voice and an audience to inspire positive change.

**Media Trust's Community Newswire helped us get national media coverage for our very local hospice. We could never have got a half-page article in the Daily Mail, or a discussion on BBC Radio Two, without their expertise and contacts. It caused a real buzz amongst our staff, patients, volunteers and visitors! Once the Daily Mail and our local paper the Derby Telegraph got hold of the story, it snowballed. Our story was then covered widely not just as news, but in editorials too. To generate this amount of publicity on our own would have taken hours of phone calls trying to find the relevant contact at each publication. But because Community Newswire already has direct links to national, regional and local journalists, it takes away all the hard work.**

**Lizzie Banks**, Marketing and Communications Executive, Treetops Hospice, Derbyshire

## Objectives, activities and achievements during the year

This section of the report summarises our objectives, activities and achievements for 2012/13 and the progress we have made against our aims and objectives as outlined in our business plan and our 2011/12 report

Our aims and objectives are

- **To provide communications skills and resources for charities and communities**
- **To help charities and communities access audiences**
- **To harness creative industry talent, volunteers and pro bono support**

### Overview

We made good progress during the year, in spite of challenging external circumstances, the current economic climate and considerable reduction in government funding for Media Trust. Our media corporate members continued their membership and other contributions, and new members joined during the year including AMV BBDO, our long-term funders including the Big Lottery Fund, The City Bridge Trust and the Trust for London contributed significant funds to ensure that our key activities would continue to reach thousands of small charities, communities and young people, newer funders including the Open Society Foundations and Sainsbury's continued their support, and our fee-paying clients in the charitable, public and corporate sectors continued to come to Media Trust for film production, training, and communications projects

Our main activities, as broken down and accounted for in our financial statements, include Community Channel, voluntary sector campaigns, film production, communications services and youth media. These all contribute to and are underpinned by our three objectives

Overleaf are some more details of what we delivered against those objectives during 2012/13

## Objective 1 – To provide communications skills and resources for charities and communities

Supporting charities and communities with first class, innovative and up to date communications skills and resources remained a priority objective during the year

We continued to offer a broad mix of services including face-to-face and online training, media volunteers and mentors, film production, news distribution, broadcast opportunities and a new package of support for communities and community journalists, enabling and supporting a network of local media hubs in communities across the UK. We continued to support young people to develop their communications skills and to have a voice, partnering with youth organisations and media companies to provide life-changing opportunities

### Training and Events

In 2012/13, we trained 1,713 charity and community delegates, and 417 young people, covering diverse communications subjects from Marketing Essentials to Making Video on a Shoestring, from Proofreading to Media Interview Training. We had a big demand for courses in digital and social media, and together with Google and Charity Technology Trust launched an online initiative, Grow your Charity Online, targeted at small charities learning the basics. We provided an additional 53 charities with bespoke communications training packages designed to meet their own specific requirements. This training support extends beyond the traditional, often taking in complex consultancy projects and working intensively with charity executives, trustees and beneficiaries to create communications strategies or address specific issues and challenges.

### Case study: Alzheimer's Research UK

Alzheimer's Research UK is the UK's leading dementia research charity specialising in finding preventions, causes, treatments and a cure for dementia. They believe that science and innovation hold the key to defeating dementia.

Media Trust delivered three Media Interview training workshops across England for Alzheimer's Research UK. Two of the workshops were for Scientists, refining how they talk about their research and using lay language that translates to a non-scientific audience. The third workshop was for Alzheimer's Research UK media volunteers who act as spokespeople to raise awareness of the charity and pioneer dementia research by sharing their personal stories.

Four days after attending the training, Dione Priddy a media volunteer was interviewed on BBC Radio Northampton talking about her husband's diagnosis of early onset dementia at 36 years old. The Senior Media Officer was thrilled with the training and subsequent media interviews by their spokespeople.

**Dione said she felt much more confident going on radio after her training. During the interview she mentioned out two key messages, gave some good descriptive examples to paint a picture for the listeners and managed to do some bridging to bring the conversation back onto safe ground. She was near perfect!**

Our annual conference, GoMobile, was very successful with over 100 charities and 30 speakers taking part. The conference took place at Channel 4 headquarters and was chaired by the Daily Telegraph's Consumer Technology Editor, Matt Warman. Speakers included corporate partners Google, Sky and Aegis with speakers from Twitter, UNICEF and the Vodafone Foundation, Macmillan Cancer Support, WWF and ActionAid International. A mobile app was produced for the conference and @Media\_Trust was trending on twitter on the day. Delegate quotes included:

**“All speakers and sessions brought fresh content” “Inspirational and knowledgeable speakers” “The workshops, if only there were more of them, were fantastic.”**

### Support from Media Volunteers and Mentors

Harnessing the donated skills, creativity and advice of those working in professional media and communications roles remains key to our mission. During the year, more than 380 charities and communities received support from at least one of our media volunteers, either online via our help engine or directly via our volunteer matching service, speed-matching initiatives and projects.

### Case study - Positive Action on Cancer:

In April 2012 Positive Action on Cancer, a charity providing free, professional counselling to any adults and children affected or bereaved by cancer and other life threatening illness in Bath, Somerset and West Wiltshire, was matched with James Peacock, a senior communications manager with experience of media relations and crisis communications in Government and Whitehall as well as charities.

James Peacock met with the charity initially and has been providing ongoing support with writing press releases and securing media coverage which has already resulted in articles appearing in 3 newspapers as well as features on local radio. They are delighted with this coverage which led to them receiving a grant for £16k per year over 3 years. They are continuing to work with James on their communications plan and further media relations work.

**“We are so grateful to the Media Trust and James. Not only was the match useful on a practical level but also in terms of helping to boost my confidence. We were really pleased with the outcome. The piece of press work that James supported us for has led to us receiving a grant for the next three years of £16k per year. This was previously declined but the article in the press encouraged a reverse of the decision.”**

**Kelly Hall**, Fundraiser, Positive Action on Cancer



## Support for young people

We supported 867 young people between the ages of 13-25 during the year 417 with media training, and 450 with mentoring from volunteer media professionals. Many of the young people were supported to get their stories and media content distributed through our widespread media partnerships, having their voice and stories heard, and reaching new audiences.

### Case study - Hannah, 18:

Hannah, 18, from the Loughton Youth Project (LYP) was struggling at school and wasn't in training or employment. She produced a series of photographs that documented positive images of her local community in Loughton. **Her images appeared in 17 regional newspapers across London and Essex.**

The project gave Hannah an invaluable pathway to re-engagement. After the project she secured a volunteer placement at LYP to take photographs for their website. This has led to a formal work experience placement. With her new confidence, skills and experience she has re-engaged with college, has completed a Diploma in Child Care and has been offered a flexible part-time job in this field. In addition, **she is blogging for Community Channel's magazine show London360.** She has stayed in touch with her media mentor Efe Ezekiel to support her through this transition who has found that Hannah has become a far more positive and self-confident person since the project.

**}} Before this project I didn't know what I wanted to do, now I feel like the world's my oyster. }}**

Hannah, Loughton Youth Project beneficiary

**}} Meeting Hannah and having the chance to develop a relationship with her has been amazing. I've seen her develop in confidence - when I first met her I could tell that she had really low self-esteem and I've seen her go from that to her having the confidence to apply for jobs and I've invited her to do some filming with me. }}**

Efe Ezekiel, media mentor

## Film production

Filmmaking remained an important part of our work, and during the year, our award-winning film production team produced 187 films for 56 charities throughout the UK, in addition to the films produced pro bono for charities through our volunteer matching service, and the films produced for and about London's charities and communities by Community Channel's London360 community reporters.

**Working with the Media Trust has been great. From the off-set there was passion and enthusiasm in the project to ensure a great product and the whole process felt very collaborative. Their vision was ambitious and they were determined to create something that would have impact and that we could be proud of. The director was incredibly professional and a real pro – working with an A-Lister such as Patrick Stewart did not faze him and the resulting footage was excellently shot and directed. Many would have crumbled! The impact of the film has been phenomenal. In just over three weeks we hit 100,000+ views, 19,000+ unique visitors to the campaign page and 3,000 signed the petition. These figures have completely surpassed targets and impressed us all**

**Kajal Odedra**, Campaigns Team, Macmillan Cancer Support

25 broadcast quality films were produced through our Untold Stories initiative, sponsored in 12/13 by Sainsbury's and Google, which sheds light on the most inspiring, but seldom told charity stories from across the UK

Untold Stories matches volunteer professional filmmakers with small charities to create short, high quality films at a fraction of the cost. The 12/13 films were packaged into five episodes presented by Jon Snow and broadcast on Community Channel. Press coverage achieved included two reviews in The Daily Mail Weekend magazine, a feature in Broadcast magazine, promotion across 11 BBC radio stations and coverage in over 50 local and regional titles

**Film is a fantastic way to put across the narratives of charities and good causes across the globe, and it's perfectly suited to stories like ours. Our film has had over 10,000 online views in just over 2 months and reached fourth place in Cisco competition to film the non-profit video of the year. Sometimes it can be difficult to 'sell' a positive message, but with Media Trust support the story sells itself.**

**Ruth Ibegbuna**, Chief Executive, RECLAIM

## Local360 Network

Funded by the Big Lottery Fund, Media Trust trained and resourced community groups around the UK in the skills needed to become active citizen journalists. Workshops included social media, writing for the web, film-making and using mobile phone to capture audio and video interviews with members of the public, including uploading to YouTube

### **Case study: Down Not Out, Leicester**

On 26 January Adam Perry delivered video and interview training for community reporters from the **Down Not Out** volunteer news agency in Leicester. The agency reports on homeless issues for Citizens' Eye, a Media Trust Local360 Network Beacon. We had very positive feedback from the Down Not Out video training session. Many participants remarked on how it gave them a much greater sense of how to structure and approach a story when shooting video, particularly with reference to the five Ws of journalism and how to prepare an interview.

**“ It was really useful to me. It gave first hand experience of interviewing. I learned what kinds of questions to ask and to know the difference between a conversation and an interview. ”**

Community reporter, **Maxine Beesley**

**“ When I heard about the citizen journalism aspect I thought this was a great way to be involved and put my phone to good use doing interviews. I'm hoping to learn how to use Audioboo and even photography. ”**

**Lisa**, participant, Local360

### **Digital media initiatives**

We recognise the power of digital media to bring about positive life-changes in individuals and communities, and during the year we developed a Photo App, Cam360, to encourage citizen journalism around the UK. With funding from Heritage Lottery, we also worked with 543 community groups creating digital archives of local heritage. We have worked with these communities to identify their unique challenges and opportunities, and to support them with training, resources and volunteer mentors to help them create their own unique local digital media projects.

## Objective 2 – To help charities and communities access audiences

A key pillar of our work enables charities and communities to reach new and relevant audiences, amplifying their voice, and inspiring audiences to change their own lives and the lives of those around them

During the year, this work was delivered using our own channels (Community Channel on TV and online, and Media Trust online), our news distribution services (Community Newswire and Newsnet), our social media footprint, and our media partnerships with the wider media industry

### Community Channel

Community Channel remains our flagship owned platform, broadcasting on TV via Sky 539, Virgin Media 233, Freeview 87 and BT Vision, online at [www.communitychannel.org](http://www.communitychannel.org) and via social media including YouTube and Facebook

In January 2013, we launched Community Channel on BBC iplayer, where we are the only non-public service broadcaster, and able to offer charities and communities a unique space on this important platform [http://www.bbc.co.uk/iplayer/tv/community\\_channel](http://www.bbc.co.uk/iplayer/tv/community_channel)

As part of our commitment to community news, we continued to broadcast our flagship television programme, UK360 on Community Channel, with the specific aim of bringing community voices and the Big Lottery Fund's "people powered change" campaign to new audiences. UK360 broadcast 31 episodes during the year, telling 425 charity and community stories from across the UK

The City Bridge Trust funded a second year of London360. Over the course of the year we engaged 120 18-25 year olds, training and mentoring them in community journalism, giving them a voice and enabling them to tell the stories of our capital's communities through London360, their regular dedicated television and online show on Community Channel. Across the year London360 publicised 599 community stories including through our unique partnerships with BBC Radio London, The Voice Newspaper and other mainstream media distribution

During the 2012/13, Community Channel's television audience grew significantly, and across the year we reached over 5 million unique viewers on the BARB three-minute plus audience rating. This is an audience growth of 25% compared to the previous year, due to the increased support from funders, sponsors, and our corporate members. Growth in audience numbers had a direct impact on income from advertising sales, which more than doubled during the year. Community Channel content was viewed by 423,000 unique visitors across the different online platforms, a strong increase from the previous year. We increased our reach via partner channels and social media, attracting 313,965 video views on YouTube during the period. In total, we published or broadcast more than 8,550 stories during the year.

**Case study: Centrepont, the charity supporting homeless young people, commissioned Community Channel to film and broadcast a 3 hour 'live' package of their "Sleepout" event, broadcasting live from London, Edinburgh, Glasgow and Belfast**

Sleep Out Live was a 3-hour live broadcast for Centrepont on **Community Channel**. Featuring Centrepont and six other youth homeless charities, the show was jam-packed with presenters, interviews, performances, guests, link-ups across the UK and incredible films about youth homelessness. Produced by Media Trust Productions, Sleep Out Live was made with support from London360, the channel team and Arqiva, Globecast, Garland LiveU, 123 Lighting, Philips Lighting and more. The promo, featuring presenter Richard Madeley, was shown in UK shopping centres with a footfall of 60m people. We secured Sky cross-promotion on **Sky News** and **PickTV**, who broadcast the promo 58 times. **This year the event raised £350,000, up £100,000 on last year's total**, and plans are afoot to go bigger and better in 2013.

Community Channel followed up the show with a homelessness season in December including films from **Shelter, Thames Reach, Porchlight** and **Catch 22** covering stories in London, Dover, Newcastle, Manchester and beyond.

**}} I watched the Homelessness series in December - it was absolutely fantastic and so much more nuanced and perceptive than a lot of generic news reports that were buzzing around then. }}**

**Female viewer**, editor of student newspaper

**www.mediatrust.org**

Our reach via mediatrust.org increased to 240,662 unique visitors during the year, an increase from the previous year. We also increased our social media footprint, increasing Twitter followers to reach over 19,000 followers by June 2013.

During the year, we continued to build our newsnet initiative, rebranding it to become Local360 Network. This project, funded mainly by the Big Lottery Fund, links our work on Community Channel with new resources to support community reporters to learn, connect and share news and stories. It comprises an online resource of guides, training material and discussion forums, a network of community reporters around the UK, intensive support for 75 beacon community news outlets around the UK, and news distribution, including Community Newswire and our flagship Community Channel TV programme, UK360.

## Community Newswire

Grant funding from the Big lottery Fund enables us to provide one of our most well used services, Community Newswire, our partnership with the Press Association and Community Channel. During the year we distributed 7,183 charity and community press releases into the mainstream local, regional and national media via this service, offering a vital free resource to charities across the UK, enabling them to reach their target audiences, to recruit and retain donors and volunteers, promote their services, and influence social change.

### Case study – Don't Be That Someone

**Don't Be That Someone** is a small charity that offers an education service for young people to encourage them to avoid drinking and driving. The charity's 27-year-old founder Mike McAdam won an award for his commitment to road safety. His story was featured on Community Channel's London360 and submitted to the Community Newswire. This resulted in two further appearances on BBC News 24, the RAC website, Green Flag website and over 20 radio stations.

**Following the broadcast on Community Channel, Community Newswire managed to get my campaign on the national BBC NEWS channel, on a Saturday afternoon. The RAC and Green Flag picked up the Don't Be That Someone campaign and published stories on their website. A freelance journalist also picked it up and may use it in a national story. Thank you!.**

**Mike McAdam**, Founder, Don't Be That Someone

### Supporting young people to reach new audiences

We empower and enable disadvantaged young people to create content to communicate issues important to them to large audiences. Through partnerships with the media industry including BBC Big Screens, The Times, The Sun and the BFI, we have enabled young voices to reach audiences of millions.

## London360

The City Bridge Trust funded a second year of London Community Reporters. Over the course of the year we engaged 120 18-25 year olds, training and mentoring them in community journalism, giving them a voice and enabling them to tell the stories of our capital's communities through London360, their regular dedicated television and online show on Community Channel. Across the year London360 publicised 599 community stories including through our unique partnerships with BBC Radio London, The Voice Newspaper and other mainstream media distribution.

## Case study – Your London

Media Trust partnered with **Time Out** and **The Jack Petchey Foundation** to launch **Your London**, offering 18-25 year olds from across the capital the chance to pick up skills in writing, photography and digital media. Five finalists were chosen to work on a full-page feature for print in April of 2013. The partnership with Time Out and The Jack Petchey Foundation was celebrated at an event at **Channel 4** this quarter, hosted by **Radio 1's** Tina Daheley.

“We're delighted to partner with Media Trust to reach out to a huge range of young Londoners, giving them the opportunity to gain valuable insight and expertise. Each of the five winners has shown raw talent, creative ideas, bags of enthusiasm and a love for their city.”

Tim Arthur, Editor in Chief, Time Out London

## Case Study: Stories from the City and Archant Media

Media Trust joined forces with **Archant Media**, London's biggest local newspaper publisher and owner of London24.com, to launch Stories From The City. This initiative enabled **15** young people from Loughton, Tottenham, Hackney and Brent to receive mentoring to produce images for London24.com and **17 regional newspapers** across London and Essex. They were then supported by media professional mentors including, Sarah Shaffi, London24.com Editor, Luke Jacobs, London24 Reporter, and award winning photographer, Greg White to produce their photographs.

Each group has since had their photos featured in a **double-page spread across 17 local newspapers** across London and Essex, as well as on the London24.com website, the second most visited London website in the country. This content has been seen by a potential audience of **3.2 million** in print and **600,000** online over the course of a month.

“Knowing that the photos were going in the paper made me have a lot of confidence in myself. Telling myself that if I can do this then I can do anything.”

Young person, 19, Cricklewood Homeless Concern

### Case study The Change Makers with The Sunday Times

Launching in March this was a campaign to find The Sunday Times' social entrepreneur of the year. It called on the public to nominate inspirational social entrepreneurs – from someone running an educational club for young people to communal gardens – celebrating inspiring people coming up with enterprising solutions to help tackle social issues.

To support the campaign two celebrity ambassadors were recruited by Community Channel. These included James Middleton and Karren Brady, who both conducted interviews with The Sunday Times and were judges on the high-profile judging panel to choose the competition winner.

Reaching The Sunday Times' 3.75m readers (with an equivalent advertising value of £293k) – and with press outreach – to over 20 UK entrepreneur networks – the competition generated 100 entries from across the UK. The winner, David Duke – founder of Street Soccer in Scotland – was featured in an interview published in The Sunday Times, received a raft of professional media support from The Sunday Times, £500 digital media grant from Media Trust and appeared in UK360.

**“I really appreciate the support Community Channel are giving me and the project. It's great for us. On a personal level winning the award is nice for my mum. When I was younger I was a wee bit of a toe-rag so it's nice to make her proud. As a result of the feature I'm also going on Channel 5 to speak about my work.”**

**David Duke**, winner of The Change Makers

**“David Duke is a very worthy winner of The Change Makers. I was so inspired by reading David's story because he overcame such hardship in his early personal life and has drawn on this to help other disadvantaged adults and young people through the power of sport and football.”**

**Karen Brady**, entrepreneur and Alan Sugar's right hand woman on TV's The Apprentice

**“The Sunday Times is delighted to be partnering with Community Channel to launch The Change Makers campaign – through our partnership we aim to celebrate people from all walks of life who are making a significant contribution to the world around them and changing their communities for the better.”**

**John Witherow**, Editor, The Sunday Times



## Our work with the media industry to support charities and communities

The UK media industry has phenomenal reach, skills and creativity. Harnessing this incredible power for positive change in charities and communities around the UK remains at the core of everything we do.

Media Trust's corporate members continued to underpin our work by providing membership contributions, media volunteers, technical and marketing support, board involvement, and creative and editorial partnerships. Corporate members during the year included Aegis Group plc, AMV BBDO, BBC, Camelot, Channel 4, Daily Mail and General Trust, Discovery Networks Group, Google, Guardian Media Group, ITV plc, Just Health PR, MTV, News UK, OMD, Sky, Time Warner and WPP. We were delighted to welcome AMV BBDO, Camelot and Just Health Communications as our newest corporate members.

During the year, over 500 media and communications professionals volunteered their time and creative skills to support charities and communities to have a voice. Some of our volunteers provided one-off support to a charity for a specific project or challenge, while others worked intensively over long periods of time to bring about significant and lasting change in charities and communities.

### Working with the media industry to support charities and communities

In 2012/13, we also worked strategically with a wide range of media companies on high profile pro bono and volunteering projects. One example is our Campaigns for Good initiative, where JWT (part of the WPP Group, which is a long term corporate member of Media Trust) provided more than £50,000 of pro bono creative media support to national spinal injury charity Aspire for their new fundraising campaign. During the year, 78 of our media volunteers mentored young people working on youth media projects across the UK.

We worked with the media industry to offer young people from disadvantaged backgrounds the opportunity to attend media master-classes and access work experience opportunities at well-known media brands including BBC, Channel 4, ITV, MTV, Nickelodeon, and Discovery Channel. This provided these young people with a unique opportunity to understand how a professional environment works and in turn gave them transferable skills and raised their aspirations.

Media companies working across the UK supported our programme of matching media professionals to charities, communities and young people, including by providing professional media briefs, volunteers, industry master classes, work experience placements and distribution platforms.

Media Trust's work with the media industry to support charities and communities is a key part of our mission. We are proud to have a wide range of corporate members who support our work, and we are grateful to the many media professionals who volunteer their time and skills to support charities and communities.

**Sukey Richardson, Lux Monkey**, produced a film for Handel House Museum, as part of Media Trust's "Untold Stories" film-making competition for small charities.

## Column Idol

In 2012 Media Trust launched Column Idol for the third consecutive year. Run in partnership with The Sun Newspaper, Column Idol aims to find raw, undiscovered writing talent and get young voices heard. The competition received over 500 entries from young people across England and Wales. Six Finalists were selected and mentored by Sun journalists through Media Trust's youth mentoring scheme to develop their column ideas. During the course of the competition 6 young people's stories were featured in the paper and one lucky winner given a page and a dedicated column in The Sun in September 2012.

“There's a lot of untapped writing talent out there and it's vital to give the younger generation a voice -- and that is what Column Idol is doing. I didn't go to university. When I started, all I had was my passion and conviction so I know how hard it can be to stand up and express yourself. I got a tough time at school in Hackney when I began writing music and spending time in the studio. If you're doing something different then you're not seen as cool. Expressing yourself is finding your own unique sign of cool.”

**Labrinth**, Column Idol 2012 spokesperson

“The Sun is committed to finding and investing in new talent so I am extremely proud that we are giving new voices a platform through Column Idol 2012. Every year we have a great selection of entries from talented young people. This year it was a resounding success once again.”

**Dominic Mohan**, editor of The Sun

“I am so proud of all our young mentees. They have been able to build up their own unique voice and find a way to tell their stories. It's fantastic that they have been able to overcome their shyness and express their ideas. I have been able to see how they have grown from the competition and it's been an absolute pleasure to work with them at Media Trust.”

**Sam Carlisle**, Executive Features Editor, The Sun and Column Idol mentor

## Breaking Into News

We ran a second year of our Breaking Into News competition in partnership with ITN and ITV News. Fronted by BAFTA award-winning ITV News at Ten presenters Julie Etchingham and Mark Austin, the competition seeks to discover new talent and find top broadcast journalists of the future. Breaking Into News offers 18-25 year olds the chance to be mentored by experienced broadcast journalists from the ITN newsroom in writing, presenting and production skills, with the winning young people's news features broadcast on ITV's regional and national news. **Three reports were broadcast on ITV Network News. Additional coverage was secured in media trade outlet The Drum, Press Gazette and in over 20 regional outlets.**

|| As a designated news worker with MediaT, I have been recording training seeking out big television journalists of the day and trying to get a continuous media news voices can be heard. ||

## The Orange Workers

00-221215

During the year Community Channel launched on BBC iplayer, and is the only non-public service broadcaster to be included on this platform, giving a unique audience to charities and communities using Community Channel! [http://www.bbc.co.uk/iplayer/tv/community\\_channel](http://www.bbc.co.uk/iplayer/tv/community_channel)

18

## Our people and our infrastructure

We continued to receive widespread feedback from our partners and clients regarding the quality, creativity and commitment of our staff, including our volunteers. During the year our people came from a wide range of experience and backgrounds across the media, charity and corporate sectors, contributing a unique mix of skills and talent to our work. We encouraged internal promotion, and were often able to appoint from within.

We invested in staff development throughout the year and provided training in Visual Awareness, Moving into Management and Social Media, as well as, providing courses for individual training needs, where possible. We encourage our staff and volunteers to attend Media Trust's external training courses, alongside our charity and community customers.

We bid for and received grant funding from the Department of Education to invest in our impact evaluation across the organisation, and linking this into our new CRM database.

We continued to take on volunteers across the organisation on 3 to 6 months placements. Volunteering for Media Trust has many benefits for the volunteers, including helping to shape and provide paid employment opportunities for them.

Our White City Offices in West London, are a creative hub for our training programmes, our media volunteer matching events, and our young community reporters. We continue to benefit from close proximity to the BBC, one of our key corporate partners. Our lease gives us flexibility to downsize should we need to, depending on our staff and volunteer headcount.

## Future developments

We are enthusiastic about the impact that we have on charities and communities across the UK and see many areas where we can further increase our impact, develop our services, and make a real and lasting difference by harnessing the power of media to change lives.

Our training and volunteer matching services hold steady, and we hope to attract additional support from funders to expand our staff and online resources in volunteer matching.

We will continue to work with a range of charitable funders to train and enable their beneficiary charities and communities to tell the story of the impact of their funding, using film, media and digital communications, while providing useful content for funders' own websites and social media. We will recruit key community media outreach staff in Scotland, Northern Ireland and Wales, as well as continuing our outreach work in England, to continue to have a presence in each country and to grow our work across the UK.

Our film production team continues to win contracts from large charities, and we start the new financial year with a range of guaranteed contracts from the charitable and corporate sector

For Community Channel, advertising and airtime sales income is growing along with audiences. Our support from Big Lottery Fund will enable us to continue to run and develop Community Newswire and Community Channel online until mid-2016

We are growing our activity in grassroots communities across the UK, through our Big Lottery funded Local360 Network which is resourced until May 2014, giving us time to develop online, face-to-face and income-generating services to support communities across the UK to create and share stories and voices

Mediatrust.org unique users, and our social media followers (19,000 on twitter by June 2013), are growing fast, and will provide a major driver of communications resources for charities and communities

Our challenges continue to be funding and income generation, but we believe that our mix of services, the positive feedback we continue to receive from our clients, our good long-term relationship with many funders, and our unique media partnerships will underpin steady and strong activity for Media Trust into the future

Media Trust is in a strong position to build our reach and impact across the UK, to strengthen and grow our partnerships with funders and media companies

We have a 3 year business plan that shows steady growth and that includes challenging ambitions to increase the number of media volunteers we engage to support our work

Our 3 year funding from Big Lottery Fund will underpin our major initiatives, helping charities and communities reach wider audiences, and engaging those audiences in positive social change as part of our Do Something Brilliant campaign

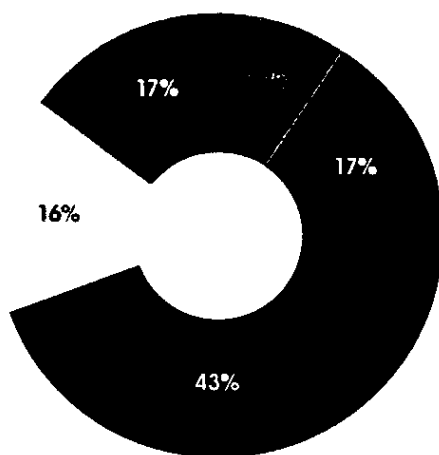
We are delighted to have commitments from other funders through funder-plus contracts and grants, to support small charities, communities and young people to have a voice and be heard. Committed funders for 2013/14 include The City Bridge Trust, Nominet Trust and Jack Petchey Foundation, amongst others

We have plans in place to grow our donated income through fundraising events that engage our media industry partners and volunteers

Our media industry corporate members remain key to enabling us to support so many charities and communities across the UK, and we are delighted that our current members have pledged ongoing 3 year support, and that new corporate members have recently joined, including Weber Shandwick, A+E networks, PHD Media and Trinity Mirror plc

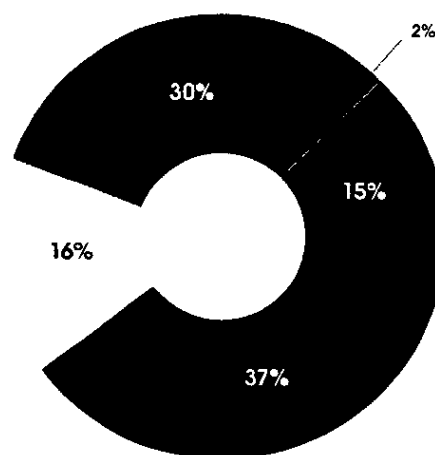
Giving a voice to charities and communities has never been more important, and Media Trust has the unique mix of partnerships, projects and services to really make a difference

## Incoming Resources 2012/2013



Film Production

## Resources Expended 2012/2013



## Review of financial position

2012-13 was again a challenging year for both the charity sector and the media industry, so we were pleased to see ongoing financial commitment and new partnerships from across both these sectors. Demand for our income-generating services, alongside funder-plus contracts and a range of grant-funding from statutory and charitable sources ensured we were able to continue to broadcast Community Channel, to deliver Community Newswire and to extend our work into communities across the UK, alongside providing a wide range of training, film production and media consultancy for charities, their beneficiaries and their partners. The biggest challenge for us has been to replace the funding from Department of Education for our youth media activity. We ended the year with commitments from a range of statutory and trust funding for this activity in 2013/14.

In spite of the expected financial challenges, our Consolidated Balance Sheet remains in a relatively strong financial position as at 31 March 2013, both in liquidity and reserves. Trade Debtors £0.3m in 2012/13 is higher than £0.14m in 2011/12, however of this figure £0.25m was related to grant and contract items invoiced in March 2013, the majority of which were settled early in 2013/14. Our financial performance and financial position, along with the continuing investments we have made in areas such as fundraising, enhanced customer relationship management system, updated film edit suite facilities and more in-depth evaluation of our work, provide us with confidence that we will continue as a going concern in the foreseeable future. This is reinforced by a grant commitment from the Big Lottery Fund through to May 2016.

Total income decreased by £1.2m from £4.5m in 2011/12 to £3.3m in 2012/13 mainly due to expected reduction in income from government grants, this has been compensated primarily by increased support from trusts, foundations and the Big Lottery Fund, along with an increase in contract income. The overall net decrease was offset by brought forward unrestricted and restricted reserves of approximately £0.7m and £0.3m respectively. An analysis of the 2012/13 incoming resources is shown in graphical form on the previous page.

Expenditure in the year was greater than our income, giving an overall in-year deficit of £0.4m. This was as a result of planned expenditure in the year of £0.3m against the £0.7m unrestricted reserve carried forward from the previous financial year and £0.1m against the £0.3m restricted reserve carried forward from the previous financial year. The year ended with an unrestricted reserve of £417K to carry forward, alongside committed income from a range of funders and clients.

### **Principal funding sources**

Donations, membership and marketing contributions are received from media industry corporate members. Grants and contracts to fund specific activities are received from a range of charitable trusts, public and corporate sector bodies, including the Big Lottery Fund. Fees are charged for media and communications training, projects and film production.

Details of amounts received are set out in notes 2 and 3 to the financial statements.

During the year 2012/13 Media Trust continued to invest in fundraising. We diversified our funding sources including for the first time engaging our media volunteers to raise funds for us by taking part in the British 10k Charity Run, and holding our first fundraising and cultivation quiz dinner, hosted by Google, for 120 media industry leaders. These events are being repeated in 2013/14. We grew our pipeline across all our income sources, leading to a range of successful bids in early 2013/14, including a major three year Big Lottery Fund grant.

### **Investment policy**

Apart from retaining a prudent amount in reserves each year, most of the charity's funds are to be spent in the short term, so there are few funds for long term investment. Having considered the options available, the Trustees have decided to invest cash balances in high interest bearing deposit accounts with an ethical bank. This policy was reviewed in March 2012 by the Finance and Audit Committee and reported to the full Board in May 2012. As part of the review, a Savings and Cash Deposits Policy was agreed.

### **Reserves policy**

The Trustees have reviewed the requirements for reserves in light of the material financial risks of the charity that cannot be managed in other ways. The financial risks include the volatility in the current economic climate and loss of funding from larger statutory, charitable and media partners. Following the review, the Trustees have agreed that in order to mitigate against those risks, and to operate effectively, Media Trust needs to build up unrestricted reserves to £500K by March 2016. With unrestricted reserves of £417K as at 31 March 2013, (£723K as at March 2012) Media Trust has a business plan to increase unrestricted reserves to this level over the three year period to March 2016. The level of reserves and the reserves policy will continue to be reviewed annually by the Trustees.

Where restricted fund balances are in a deficit situation, then unless these will be covered by forthcoming receipts, the deficit balances are charged to general funds. There were no such balances in 2012/13 or 2011/12.



## **Risk management**

The Board of Trustees is responsible for overseeing the Charity's risk management activities. Detailed consideration of risk is delegated to the Finance and Audit Committee, which is assisted by the Charity's Senior Management Team in continually reviewing this matter and reporting thereon to the Board. Trustees review the risks to which the organisation is exposed throughout the year, both at the Finance and Audit Committee and again at full Board meetings. A risk register is regularly reviewed by management and Trustees, and updated as appropriate. The risks cover all potential threats to the business including, financial, legal, operational, governance and reputational.

Mitigating strategies and/or contingency plans, controls and actions are in place for these and other risks identified. Through the risk management process established for the Charity, the Trustees are satisfied that the major risks have been identified and processes for addressing them have been implemented. It is recognised that any control systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

## **Going concern**

Having reviewed the strategic risks facing the Charity, the business plan for the period 2013/14 to 2015/16, and the cash and investments committed and forecast over the same period, the Board of Trustees considers that there are sufficient commitments and reserves held at 31 March 2013 to manage those risks successfully, despite the current uncertain economic outlook. The Trustees consider that there is a reasonable expectation that the Group has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the 'going concern' basis in preparing the annual report and accounts.

## Structure, governance and management

Media Trust is a charitable company limited by guarantee, incorporated on 8 February 1994 and registered as a charity on 12 December 1994. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed under its Articles of Association. The company has no share capital, and in the event of the company being wound up each member is required to contribute an amount not exceeding £1. The members of the Board of Trustees are the Directors of the company.

Media Trust established a subsidiary trading company, The Community Channel, on 22 October 1998. Media Trust is the sole member of the trading company. Most Directors and Trustees of Media Trust are also Directors of the trading company. The Chief Executive of Media Trust is also a Director of the trading company.

Under the requirements of the Memorandum and Articles of Association the members of the Board of Trustees are elected to serve for a period of three years after which they must be re-elected at the next Annual General Meeting. All Trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in note 6 to the financial statements.

Trustees of Media Trust are invited to stand for election by the Board to ensure a range of media and charity sector skills are represented. The Trustees from, among their number, appoint the Chairman and Deputy Chairman. The Board convenes at least four times each year.

### Supporting committees include.

*Finance and Audit Committee* Paddy Coulter (Chairman), Scott Cormack (Honorary Treasurer), Jane Reed, as well as a co-opted member, Keith Hickey (Group Director – Resources, RNIB). The Finance and Audit Committee meets four times a year and reports quarterly to full Board meetings.

*Nominations and Remuneration Committee* Andy Duncan (Chairman), Jon Snow (Deputy Chairman), Mark Thompson (to 17 October 2012), and also from March 2013, Matt Brittin and Sophie Turner-Laing.

New Trustees are provided with an induction pack of master documents, including the charity's business plan and Memorandum and Articles of Association, alongside Charity Commission guidance and examples of work undertaken including media content. On appointment Trustees sign a register of interests, which is renewed annually. Trustees' induction and ongoing involvement includes visits to the projects and activities delivered by the charity, engagement with beneficiaries, and meetings with project managers, senior staff, volunteers and stakeholders, including funders and corporate members. Training opportunities are highlighted.

Trustees receive regular updates, including full reports on activities, targets, impact, research and evaluation reports, and financial information, in advance of each quarterly board meeting and committee meeting. The Chief Executive meets with the Chairman on a regular basis. Business plans and strategic plans are discussed, agreed, amended and revised by the Trustees at Board meetings and awaydays. Trustees attend external meetings with funders, donors and partners, as well as a range of the charity's activities to experience the charity's services directly and to meet with beneficiaries.

The Trustees are responsible for setting the strategy and direction of the company. Trustees have delegated management to the Chief Executive who reports on the performance against the strategic and operational plans approved by the Board. The Finance and Resources Director reports on the financial position, including out-turn against budget. The Board receives management accounts quarterly.

## Management structure

The Chief Executive has responsibility for planning and developing the strategies and services for Media Trust within an overall strategic direction agreed by the Board of Trustees. The Chief Executive has responsibility for recruitment and management of the senior staff team to ensure that Media Trust's services and values are delivered and upheld against plans and priorities agreed by the Board.

The senior management team has experience in television, digital media, youth media, charity communications and marketing, finance, HR and operations. During the financial year 2012/13 the senior management team consisted of

▪ Chief Executive	<b>Caroline Diehl</b>
▪ Creative Media Director and Deputy Chief Executive	<b>Katie Lloyd</b>
▪ Marketing Director	<b>Gavin Sheppard</b>
▪ Fundraising Director to 26 June 2012	<b>Fanba Kellaway</b>
▪ Finance and Resources Director	<b>Mark Boisson</b>

Staff working in Media Trust have a mix of skills and experience across charity and media, reflecting the purposes of the charity. During the year Media Trust invested in training and retention of 'middle managers' across the organisation, including creating a Business Development Group for this team, led by our Marketing Director. The charity's staff team is supported by freelance media professionals, media industry secondments, volunteer interns, and media industry volunteers who, recruited and matched through Media Trust, give their time and communications skills to support charities, communities and individual beneficiaries of charities across the UK.

Media Trust is an active member of the media industry's Cultural Diversity Network, pledging to continue to advance our own diversity, and to provide support and opportunities for our media partners to enhance their diversity through accessing new and diverse talent and communities.

## Volunteer policy

We offer a range of volunteering opportunities both within the Media Trust team, across our services, and with charities, communities and young people across the UK. We have a formal volunteering policy, and our HR Manager and our operational managers are provided with training, appropriate checks and advice to maximise positive outcomes and impact for our volunteers and for the projects and people they support.

## Trustees' responsibilities

The Trustees are responsible for preparing the annual report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice. Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the net income or expenditure of the charity for the year. In preparing these financial statements the Trustees are required to:

- Select suitable accounting policies and then apply them consistently,
- Make judgments and estimates that are reasonable and prudent,
- State whether applicable 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 company will continue in business.

The Trustees are responsible for maintaining proper accounting records, which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They 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.

The Trustees, who are Directors for the purpose of company law and Trustees for the purpose of charity law, who served during the year and up to the date of this report are set out on page 1.

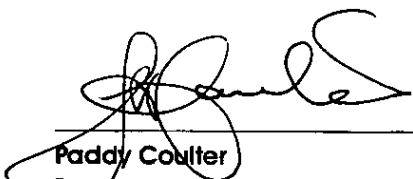
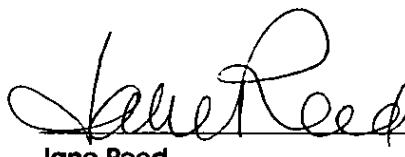
In accordance with company law, as the company's Directors, we certify that

- so far as we are aware, there is no relevant audit information of which the charitable company's auditors are unaware, and
- as Directors of the company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the charitable company's auditors are aware of that information

### **Appointment of auditors**

A resolution for the re-appointment of Knox Cropper will be proposed at the forthcoming Annual General Meeting

### **On behalf of the board of trustees**

  
\_\_\_\_\_  
**Paddy Coulter**  
Trustee  
\_\_\_\_\_  
**Jane Reed**  
Trustee

16th July 2013

### **On behalf of the board of trustees**

## **Independent auditors' report to the members of The Media Trust**

We have audited the financial statements of The Media Trust for the year ended 31 March 2013 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Company Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective Responsibilities of Trustees and Auditor**

As explained more fully in the Trustees' Responsibilities Statement set out in the Report of the Board of Trustees, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditor under the Companies Act 2006 and section 151 of Charities Act 2011 and report in accordance with those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

### **Scope of the Audit of the Financial Statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the trustees, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

## Opinion on Financial Statements

In our opinion the financial statements

- Give a true and fair view of the state of the charitable company's and group's affairs as at 31 March 2013 and of the group's incoming resources and application of resources including its income and expenditure, for the period then ended,
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

## Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Trustees Annual Report for the financial year to which the financial statements are prepared is consistent with the financial statements

## Matters on which we are Required to Report by Exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion

- Adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us, or
- The financial statements are not in agreement with the accounting records and returns, or
- Certain disclosures of trustees' remuneration specified by law are not made, or
- We have not received all the information and explanations we require for our audit

*Kevin Lally*

**Kevin Lally**

(Senior Statutory Auditor)

For and on behalf of

**Knox Cropper**

Chartered Accountants, Statutory Auditor  
8/9 Well Court, London EC4M 9DN

16th July 2013

# The Media Trust Consolidated Statement of Financial Activities (Income and Expenditure Account)

For the year ended 31st March 2013

		2013		2012	
		Unrestricted Funds £	Restricted Funds £	Total Funds £	Total Funds £
<b>Incoming resources</b>	<b>Notes</b>				
<b>Incoming Resources from Generated Funds</b>					
Voluntary income	2	246,363	-	246,363	174,018
Investment income		2,709	-	2,709	8,461
<b>Sub totals</b>		<b>249,072</b>	<b>-</b>	<b>249,072</b>	<b>182,479</b>
<b>Incoming Resources From Charitable Activities</b>	<b>3</b>				
Community Channel		506,749	942,897	1,449,646	1,717,324
Voluntary Sector Campaigns		-	-	-	59,000
Film Production		508,585	15,000	523,585	494,874
Communications Services		394,264	156,872	551,136	528,922
Youth Media		32,573	524,885	557,458	1,519,552
<b>Sub totals</b>		<b>1,442,171</b>	<b>1,639,654</b>	<b>3,081,825</b>	<b>4,319,672</b>
<b>Total incoming resources</b>		<b>1,691,243</b>	<b>1,639,654</b>	<b>3,330,897</b>	<b>4,502,151</b>
<b>Resources expended</b>	<b>4</b>				
<b>Costs of Generating Funds</b>					
Costs of generating voluntary income and donated services		35,732	-	35,732	34,478
<b>Charitable Activities</b>					
Community Channel		506,758	876,032	1,382,790	1,522,520
Voluntary Sector Campaigns		-	-	-	58,294
Film Production		590,982	-	590,982	503,113
Communications Services		816,450	272,160	1,088,610	946,851
Youth Media		23,783	522,428	546,211	1,660,472
<b>Sub totals</b>		<b>1,937,973</b>	<b>1,670,620</b>	<b>3,608,593</b>	<b>4,691,250</b>
Governance costs		22,898	30,474	53,372	54,121
<b>Total resources expended</b>		<b>1,996,603</b>	<b>1,701,094</b>	<b>3,697,697</b>	<b>4,779,849</b>
<b>Net income/(expenditure) for the year</b>		<b>(305,360)</b>	<b>(61,440)</b>	<b>(366,800)</b>	<b>(277,698)</b>
Fund balances brought forward		722,770	348,780	1,071,550	1,349,248
<b>Fund balances carried forward</b>		<b>417,410</b>	<b>287,340</b>	<b>704,750</b>	<b>1,071,550</b>

All recognised gains and losses are included in the above statement of financial activities



## Balance sheet

		Group		Company	
	Note	2013 £	2012 £	2013 £	2012 £
<b>Fixed assets</b>	<b>7</b>	<b>10,859</b>	<b>21,978</b>	<b>10,859</b>	<b>21,718</b>
<b>Current assets</b>					
Debtors	8	441,436	448,602	381,699	382,806
Cash at Bank and in Hand		650,998	1,006,328	628,828	897,826
		<b>1,092,434</b>	<b>1,454,930</b>	<b>1,010,527</b>	<b>1,280,632</b>
<b>Creditors</b>					
Amounts falling due within one year	9	(398,543)	(405,358)	(555,138)	(418,745)
<b>Net current assets</b>		<b>693,891</b>	<b>1,049,572</b>	<b>455,389</b>	<b>861,887</b>
<b>Total assets less current liabilities</b>		<b>704,750</b>	<b>1,071,550</b>	<b>466,248</b>	<b>883,605</b>
<b>Funds - Restricted</b>	<b>12</b>				
Held by company		59,246	171,243	59,246	171,243
Retained by subsidiary		228,094	177,537	-	-
		<b>287,340</b>	<b>348,780</b>	<b>59,246</b>	<b>171,243</b>
<b>Funds - Unrestricted</b>	<b>13</b>				
General Reserves					
- Held by Company		407,002	712,362	407,002	712,362
- Retained by Subsidiary		10,408	10,408	-	-
		<b>417,410</b>	<b>722,770</b>	<b>407,002</b>	<b>712,362</b>
<b>Total funds</b>		<b>704,750</b>	<b>1,071,550</b>	<b>466,248</b>	<b>883,605</b>

Approved by the Board of Directors on 16th July 2013 and signed on their behalf by

  
**Paddy Coulter** - Director

  
**Jane Reed** - Director

Company Registration No 02895790

Charity Registration No 1042733

**The Media Trust**  
**Notes to the financial statements**  
**For the year ended 31st March 2013**

**1 Accounting policies**

- (a) The accounts have been prepared under the historical cost convention and in accordance with United Kingdom Accounting and Financial Reporting Standards and the Statement of Recommended Practice Accounting and Reporting by Charities, issued in March 2005
- (b) Assets at a cost in excess of £5,000 intended to be of ongoing use in carrying out activities are capitalised as fixed assets. Depreciation charged on tangible fixed assets is calculated to write off the cost of fixed assets on a straight line basis over the useful economic lives of the assets concerned which are predominantly 3 years
- (c) Donations of cash are accounted for on a received basis and grants are accounted for when they are unconditionally receivable
- (d) Donations in kind are included in the statement of financial activities at their economic value to the Company where quantifiable and measurable
- (e) Services income is accounted for when the service is delivered and income earned
- (f) Support costs represent general management costs (including finance and human resources) and premises and facilities costs (including IT). These are allocated by reference to the resources allocated to the staff and volunteers for each area and the percentage of time spent by the relevant employees
- (g) Fund accounting
  - i Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the charitable objectives of Media Trust
  - ii Designated funds comprise unrestricted funds that have been put aside at the discretion of the trustees for particular purposes (see note 13)
  - iii Restricted income funds are funds subject to specific restrictions imposed by donors or by the purpose of the appeal
- (h) Rentals applicable to operating leases, where substantially all the benefits and risk of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the lease term
- (i) Under Financial Reporting Standard No 1 the company is not required to produce a Cash Flow Statement
- (j) Consolidation The Community Channel Limited is a subsidiary of The Media Trust and is consolidated in accordance with Financial Reporting Standard No 2. The statement of financial activities is consolidated on a line-by-line basis

## 2 Voluntary Income

	2013 Total £	2012 Total £
Corporate donations and sponsorship	246,363	159,018
Donations in kind – staff secondments	-	15,000
<b>Total</b>	<b>246,363</b>	<b>174,018</b>

The Trust's corporate members during the year included the Aegis Group plc, AMV BBDO, BBC, Camelot, Channel 4, Daily Mail and General Trust, Discovery Networks Group, Google, Guardian Media Group, ITV plc, Just Health Communication, MTV, News UK, Sky, Time Warner and WPP

In addition to the individual and above donations and sponsorship, the group receives a wide range of discounted and donated services from the media industry, particularly Arqiva, Sky and Virgin Media, which include bandwidth, programming and cross promotion both on air and in press advertisements and listings. The Community Channel is crucially dependent on the bandwidth given. These organisations have variably committed to provide bandwidth but there is no guarantee that this will continue in future years. These services have not been valued because in the view of the Trustees their value to The Media Trust, in meeting its charitable objectives, is immeasurable in the context in which they are given and used.

### 3 Incoming resources from charitable activities

2013

	Community Channel £	Voluntary Sector Campaigns £	Film Production £	Communications Services £	Youth Media £	Total 2013 £	Total 2012 £
Department for Education	-	-	-	-	414,980	414,980	439,351
Office of the Third Sector	-	-	-	-	-	-	289,000
Department for Communities and Local Government	-	-	-	-	-	-	100,000
Department for Work and Pensions	-	-	-	-	-	-	57,300
Big Lottery Fund	696,150	-	-	-	9,905	706,055	1,831,095
The City Bridge Trust	142,000	-	-	-	-	142,000	142,000
International Press Institute (IPI)	-	-	-	129,872	-	129,872	-
Jack Petchey Foundation	-	-	-	-	88,000	88,000	-
Open Society Foundations	39,747	-	-	-	-	39,747	100,000
Nominet Trust	-	-	-	1,250	-	1,250	49,980
Arts Council for England and Wales	31,000	-	-	-	-	31,000	-
Other grants	34,000	-	15,000	25,750	12,000	86,750	134,973
Fee income	506,749	-	508,585	394,264	32,573	1,442,171	1,175,973
<b>Total</b>	<b>1,449,646</b>	<b>-</b>	<b>523,585</b>	<b>551,136</b>	<b>557,458</b>	<b>3,081,825</b>	<b>4,319,672</b>

#### 4 Analysis of resources expended

	2013		2012	
	Direct costs £	Support costs £	Total £	Total £
Generating funds	-	35,732	35,732	34,478
Community Channel	1,230,891	151,899	1,382,790	1,522,520
Voluntary Sector Campaigns	-	-	-	58,294
Film Production	476,415	114,567	590,982	503,113
Communications Services	875,451	213,159	1,088,610	946,851
Youth Media	464,119	82,092	546,211	1,660,472
Governance	-	53,372	53,372	54,121
<b>Total resources expended</b>	<b>3,026,876</b>	<b>650,821</b>	<b>3,697,697</b>	<b>4,779,849</b>

#### Analysis of support costs

	2013		2012	
	General management £	Premises & facilities £	Total £	Total £
Generating funds	27,932	7,800	35,732	34,478
Community Channel	120,063	31,836	151,899	190,495
Voluntary Sector Campaigns	-	-	-	6,893
Film Production	90,555	24,012	114,567	120,467
Communications Services	192,957	20,202	213,159	99,329
Youth Media	64,803	17,289	82,092	128,619
Governance	47,122	6,250	53,372	54,121
<b>Total resources expended</b>	<b>543,432</b>	<b>107,389</b>	<b>650,821</b>	<b>634,402</b>

#### 5 Net incoming resources is stated after charging

	Group	
	2013 £	2012 £
Depreciation	11,119	16,104
Audit fee	5,425	5,425
Other accounting services	-	-

## 6 Staff Costs

	Group	
	2013 £	2012 £
Salaries	1,648,409	1,882,749
Social security	175,059	201,121
Pension costs	31,725	33,877
	<b>1,855,193</b>	<b>2,117,747</b>

A defined contribution scheme for all staff operated during the year with contributions of at least 4% from the employees and 3% from the employer

	2013	2012
The average number of staff employed during the year was	46	58
The number of employees whose emoluments for the year fell within the following bands were	-	-
£70,001 – £80,000	1	1
£60,001 – £70,000	2	4

No remuneration or expenses were paid to the Directors (2012 £nil)

## 7 Fixed assets

	Group Equipment		Company Equipment	
	2013 £	2012 £	2013 £	2012 £
<b>Cost</b>				
Balance brought forward	318,267	285,689	147,921	115,343
Additions	-	32,578	-	32,578
Scrapped/written off	-	-	-	-
<b>Balance carried forward</b>	<b>318,267</b>	<b>318,267</b>	<b>147,921</b>	<b>147,921</b>
<b>Depreciation</b>				
Balance brought forward	296,289	280,185	126,203	110,466
Charge for year	11,119	16,104	10,859	15,737
Scrapped/written off	-	-	-	-
Balance carried forward	307,408	296,289	137,062	126,203
<b>Net book value:</b>	<b>10,859</b>	<b>21,978</b>	<b>10,859</b>	<b>21,718</b>

## 8 Debtors

	Group		Company	
	2013 £	2012 £	2013 £	2012 £
Trade debtors	301,195	139,315	244,558	94,958
Prepayments and accrued income	102,402	303,777	99,302	282,338
Other debtors	37,839	5,510	37,839	5,510
Amounts due from group undertakings	-	-	-	-
	<b>441,436</b>	<b>448,602</b>	<b>381,699</b>	<b>382,806</b>

## 9 Creditors

	Group		Company	
	2013 £	2012 £	2013 £	2012 £
Trade creditors	88,522	204,760	75,103	162,978
Other creditors including taxation and social security	95,833	26,196	112,414	33,032
Overdrafts	-	-	-	-
Accruals & deferred income	214,188	174,402	191,560	148,757
Amounts due to group undertakings	-	-	176,061	73,978
	<b>398,543</b>	<b>405,358</b>	<b>555,138</b>	<b>418,745</b>

Cash is managed on behalf of the group by the parent charity

## 10 Operating leases

At 31 March 2013 the company had annual commitments under non-cancellable operating leases as follows

Expiry date:	2013 £	2012 £
Within one year	-	23,231
Between one and five years	69,482	69,482
In more than five years	-	-
	<b>69,482</b>	<b>92,713</b>

Included in operating leases is £69,482 p a for the lease on the company's principal office

## 11 Share capital

The company is limited by guarantee and has no share capital, the liability of the members is limited to £1 per member

## 12 Restricted funds

Movement in Year					
Income					
	Brought Forward £	Interest £	Income £	Expenditure £	Carried Forward £
<b>Community Channel</b>					
Big Lottery Fund	162,870		696,150	(675,522)	183,498
The City Bridge Trust			142,000	(142,000)	-
Open Society Foundations	14,667		39,747	(16,213)	38,201
The Arts Council for England & Wales			31,000	(31,000)	-
Other Grants			34,000	(27,605)	6,395
<b>Voluntary Sector Campaigns</b>					
		-	-	-	-
<b>Production</b>					
Google	-	-	15,000	-	15,000
<b>Communications Services</b>					
Department for Communities and Local Government	117,594	-	-	(92,383)	25,211
International Press Institute (IPI)	-	-	129,872	(129,872)	-
Nominet Trust	-	-	1,250	(1,250)	-
Other	34,290	-	25,750	(53,005)	7,035
<b>Youth Media</b>					
Department for Education	-	-	414,980	(414,980)	-
Jack Petchey Foundation	-	-	88,000	(88,000)	-
Big Lottery Fund	-	-	9,905	(9,905)	-
Other	5,000	-	12,000	(5,000)	12,000
<b>Other</b>	14,359	-	-	(14,359)	-
	<b>348,780</b>	<b>-</b>	<b>1,639,654</b>	<b>(1,701,094)</b>	<b>287,340</b>



### 13 Unrestricted funds

Movement in Year					
Income					
	Brought Forward £	Income & Interest £	Transfer £	Expenditure £	Carried Forward £
<b>General reserves:</b>					
Held by company	712,362	1,184,485	-	(1,489,845)	407,002
Retained by subsidiary	10,408	506,758	-	(506,758)	10,408
	<b>722,770</b>	<b>1,691,243</b>	<b>-</b>	<b>(1,996,603)</b>	<b>417,410</b>

### 14 Analysis of net assets between funds

Restricted Funds				
	Unrestricted Funds £	Company £	Subsidiary £	Total Funds £
Fixed Assets	10,859	-	-	10,859
Net Current Assets	406,551	59,246	228,094	693,891
	<b>417,410</b>	<b>59,246</b>	<b>228,094</b>	<b>704,750</b>

### 15 Taxation

The company, as a registered charity, is not liable for Income Tax or Corporation Tax because its income falls within the various exemptions available to registered charities

### 16 Capital commitments

At 31 March 2013 there were no capital commitments (2012- £0)

## 17 Subsidiary company

The Community Channel, a company limited by guarantee incorporated in England and Wales, is under the control of The Media Trust, which is its sole member. The activities of the Community Channel, which is a primary purpose activity of The Media Trust, are undertaken through this company and the income and expenditure are consolidated on a line-by-line basis.

	2013 £	2012 £
Income	1,449,655	1,717,324
Expenditure	(1,396,823)	(1,534,593)
	<b>52,832</b>	<b>182,731</b>
Gift Aid	(2,275)	(5,194)
Excess of Income over Expenditure	50,557	177,537
Total Assets	274,552	255,372
Total Liabilities	(36,050)	(67,427)
<b>Total Reserve</b>	<b>238,502</b>	<b>187,945</b>

## 18 Industry contributors

As described in note 2, The Media Trust is supported by a number of major media organisations (including BBC, Sky and Virgin Media). The non-executive directors of The Media Trust include directors and senior managers of some of these media organisations who have been appointed because of their experience and knowledge of the sector. The directors do not believe that these organisations are related to The Media Trust and absent themselves from any financial transaction involving the media organisation they are connected to.

## Thank you to our funders

Big Lottery Fund

Department for Education

Google

International Press Institute (IPC)

Jack Petchey Foundation

John Ellerman Foundation

News UK

Nominet Trust

Open Society Foundations

Sainsbury's

The Arts Council for England and Wales

The City Bridge Trust

The Clothworkers Foundation

The Golden Bottle Trust

Trust for London

**Our corporate members during  
the year 2012/13 included:**

Aegis Group plc  
AMV BBDO  
BBC  
Camelot  
Channel 4  
Daily Mail and General Trust  
Discovery Networks Group  
Google  
Guardian Media Group  
ITV plc  
Just Health Communication  
MTV  
News UK  
Sky  
Time Warner  
WPP

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