



A CHARITABLE COMPANY LIMITED BY GUARANTEE

# Annual Report and Financial Statements

For the year ending 31 March 2017

[www.mediatrust.org](http://www.mediatrust.org)

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## Reference and Administrative Information

Charity name:	The Media Trust, known as Media Trust
Registered Charity number:	1042733
Registered Company number:	2895790
Registered Office:	10 Queen Street Place, London EC4R 1BE
Principal Office:	Block A, The Ugli Building, 56 Wood Lane, London W12 7SB
Website:	<a href="http://www.mediatrust.org">www.mediatrust.org</a>
On Twitter:	@media_trust

### Trustees

Richard Eyre (Chairman)  
Matt Brittin  
Jerry Buhlmann  
Sarah Davis  
Andy Duncan  
Rupert Howell  
Ian Pearman  
John Ryley  
Shirley Watson, (Honorary Treasurer)  
Kamal Ahmed (appointed 26 April 2017)

### Company Secretary

Sarah Davis

### Chief Executive

Frances Lang - Interim CEO (appointed 6 March 2017)

Caroline Diehl MBE (resigned 28 February 2017)

<b>Independent Auditor:</b>	Knox Cropper, 8/9 Well Court, London EC4M 9DN
<b>Bankers:</b>	Co-operative Bank, City of London Business Centre, 9 Prescott Street, London E1 8SG CAF Bank Ltd, 25 Kings Hill, West Malling, Kent, ME19 4QJ
<b>Solicitors:</b>	Bates, Wells and Braithwaite, 10 Queen Street Place, London EC4R 1BE

# Trustees' Annual Report: Our Work in 2016/17

The Trustees present their annual report and audited financial statements of the charity for the year ended 31 March 2017.

## Our charitable 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.

## Our values

Our vision and mission are at the heart of all we do. We work to achieve these 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 and mentors, free media channels and pro bono support to enable charities, communities, young people and individuals across the UK to have a voice, access audiences, enhance their skills, 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.

## Objectives, Activities and Achievements During the Year

This section of the report summarises our objectives, activities and achievements for 2016/17 and the progress we made against our objectives as outlined in our business plan and our 2015/16 report.

### **During 2016/17, we continued to deliver against our major objectives across the UK:**

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

Media Trust uses a set of KPIs to assess its success, which are reviewed by the Senior Management Team and Board. Alongside this, more detailed performance and impact measurement is carried out on individual projects, based on an outcomes framework of the impact we aim to create. This includes conducting interviews and follow-up surveys with charities and volunteers to gather evidence of the impact they in turn create with our support. Media Trust also monitors its financial position, including media industry fundraising, through monthly financial reporting.

### **Overview**

Media Trust undertook a strategic review at the end of the last financial year and this year has been a year of transitioning to our new strategy. As set out in our last Annual Report, our new strategy aims to maximise our impact to the charities and communities we support, whilst ensuring the long term financial sustainability of Media Trust. We planned to do this by focusing on our unique position as a connector between the charity and media sector and to better harness the skills of the media sector to support charities and communities with free or low cost media and communications support. Being able to deliver more of our services through pro bono support will reduce the cost to Media Trust of delivering these services and provide us with opportunities to grow our funding from the media industry.

We continued to increase the number of corporate partners supporting Media Trust, growing them from 42 in the 2015/16 financial year to 49 by the end of 2016/17. We also delivered on our strategy to engage our corporate partners at a deeper level across our activities.

Our training courses, which had previously been delivered predominantly by paid trainers moved to being predominantly being run by volunteers from our corporate partners - providing charities with direct access to the expertise of the media industry.

We hired an Events Officer, dedicated to running events connecting charities with media volunteers. These include corporate and charity communication challenges and speed matching events for our corporate partners. Successful cross-corporate partner events such as International Women's Day brought together over 200 women from charities that support and advocate for women and girls with some of the most talented women from across the media industry.

Overall, Media Trust provided communications skills and resources to over 1,000 charities and community groups across the UK during the year including:

- matching charities with media volunteers and mentors
- providing communications training and advice to charity staff, volunteers and beneficiaries. 175 training courses were run in the year for over 1,400 attendees
- producing video, digital and print content for charities and communities
- distributing charity and community stories via Community Channel and our media partnerships

We supported over 2,000 young people to improve their life-chances through media projects, including training, content production, career advice and media mentors.

To underpin all the above, we engaged over 800 media industry volunteers as speakers, trainers, mentors, film-makers, digital advisors and strategy advisors for the charities and communities we resourced.

However we still believe there is scope to engage a significantly greater number of volunteers from the media sector. One of the main facilitators of this will be our new online matching platform, which we will launch in Autumn 2017. With grant funding secured, we have developed a new website and online matching platform which will transform the numbers of media and communications volunteers we can match with charities.

To ensure we can focus on delivering our strategy around media volunteering, we have discontinued several areas of our work we could, including the separation of Media Trust's trading subsidiary and TV channel Community Channel into an independent organisation. At the end of the year we also stopped producing commissioned films using in-house staff and freelancers that charities pay for and moved to a fully volunteer driven model to produce charity films and other content.

Community Channel announced on June 1st 2016 that it would become the UK's first community-owned TV, online and mobile brand dedicated to social impact by offering members of the public, including film makers, charities, media partners and, crucially, its 10m viewers, the opportunity to own a stake in the channel by investing in community shares through the crowdfunding platform, Crowdfunder. This has become a reality, with the Channel successfully raising over £390k. Around 300 organisations and individuals backed the campaign, with significant support coming from backers such as broadcaster Sky, the Big Lottery Fund and Barrow Cadbury Trust. The channel transitioned to a Community Benefit Society, independent of Media Trust and run by the community from September 2016.

In February 2017 Media Trust's Founder and Chief Executive Caroline Diehl MBE stepped down from the charity after 23 years leading it. Caroline was the inspiration and driving force behind Media Trust's growth and development, rallying the media industry to volunteer creative skills, time and resources to support the UK charity sector through a mix of communications training, mentors and volunteers, content production, editorial and distribution initiatives.

The Trustees would like to thank and acknowledge the tremendous contribution of Caroline Diehl As Founder and Chief Executive of Media Trust over 20 years. Although having stepped down as Chief Executive, Caroline remains a Patron of Media Trust.

Following an open recruitment process, Su-Mei Thompson was appointed as the new Chief Executive and joins Media Trust in September 2017. Su-Mei brings with her a wealth of experience and knowledge both from the media sector and from the non-profit space. She joins Media Trust with a brief to drive a five-year growth strategy to scale up media volunteer engagement, working in partnership with the media industry to provide volunteer skills, mentoring and other resources to the many charitable organisations and marginalised communities that need expert communications support.

We continued to be supported by charitable trusts and foundations, government grants and the Big Lottery Fund, alongside a growing number of individual media industry donors.

2016/17 was a year of transition to and investment in our new strategy, including building up our volunteering and media engagement teams for growth. As a result we made a small deficit on unrestricted funds of £(29)k in the year – of which £(10)k related to the disposal of Community Channel (£124k surplus 2015/16).

**Below are more details of how we delivered against our objectives during 2016/17.**

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

We support charities across the UK; building their communications skills through our innovative training, volunteer brokerage and content programmes. We're committed to growing the number of media professionals who share their skills, as speakers, trainers, mentors, filmmakers, and digital and strategy advisors with the sector.

### Volunteering

Media Trust's unique Volunteering Programme connects media professionals and companies with charities and community groups. Through this programme we are in a unique position to tackle the Charity Sector's communications and digital skills gap; its lack of resources and knowledge; and to improve its access to skilled, professional-grade, state-of-the art media expertise and support.

We continued to harness creative and digital media volunteers from across our corporate partners, and from small companies and freelancers, who volunteer through Media Trust to speak and train, advise and support charities at our workshops and conferences, to mentor charity beneficiaries, young people and staff, and to create pro bono and digital support for the charities, community groups and young people we match them with. This year we engaged 800 volunteers, some of whom volunteered many times across the year.

The Garfield Weston Foundation provided a further year of funding to support matching small charities across the UK with media volunteers. The John Ellerman Foundation provided funding to increase our activity in Birmingham, Manchester and Bristol by establishing Media Trust Volunteer Ambassadors in the regions, and to support charity beneficiaries to have a voice.

We have embedded volunteering across Media Trust's Charity Services in line with the new strategy, placing volunteering at the heart of the organisation. Our annual training programme was 84% volunteer led, with experts from our corporate partners delivering training to charities in PR, Marketing and Digital and we expanded our corporate volunteering events activity with 68 events taking place over the year.



## CASE STUDY: VOLUNTEERING - MEDIA MATCHING

### WHAT MEDIA TRUST DID

Each year, through events and online matching, we match media professional volunteers with charities and community groups to provide one-to-one advice, support and time on their media and communication challenges.

### WHAT IMPACT IT HAD

**786**

Number of matches made

**76%**

Net Promoter Score from charities using our service

**326**

Charities supported through our volunteering service

*“Claire's insights have helped us improve every aspect of the charity's internal and external communication systems (e.g staff feedback and website content).”*

***The Book Bus Foundation***

*“I have increased confidence in my own skills as I see how readily transferable they are to a different field. I have also made good contacts that I have been able to bring back to my day job.”*

***Audience Engagement Executive Volunteer***

### Capacity Building - Training & Projects

A total of 326 charities and community groups across the UK attended Media Trust training during the year. Charities supported included: the National Institute of Health Research - we delivered 3 media interview training sessions for 45 leading professors, scientists and researchers to talk about breakthroughs in research; Stonewall - we trained 26 LGBT Human Rights activists from Eastern Europe to be spokespeople in hostile environments; and Healthwatch England – we delivered a package of 4 training workshops in Google Analytics, Infographics, Creative Campaigning and PR.

Over 80% of our annual training programme was delivered by volunteers. Our volunteers have included the Head of PR at Hearst, Directors of Digital and Social at Weber Shandwick and the Online Editor at Trinity Mirror, giving charity professionals attending a chance to learn from some of the most skilled experts from across the industry.

## CASE STUDY: MEDIA TRUST TRAINING

### WHAT MEDIA TRUST DID

Each year, with the support of volunteer and expert trainers, we train hundreds of charities and communities in all areas of media, communication and digital skills through our open course programme.

### WHAT IMPACT IT HAD

**1,428**

Number of professionals  
trained

**709**

Charities benefiting from our  
training

**176**

Training Courses run in the  
year

*“Andrew introduced me to a whole range of new tools, that I didn’t know existed. I will implement a lot of these immediately.”*

**Course Participant, Cat’s Protection**

Media Trust extended its Community Voices programme, giving a voice to communities across the UK through training, mentoring and content creation projects.

Following the huge success of the *Somali Voices* pilot in 2014/15, we were the only project in the UK to be re-funded by the Open Society Foundations in 2015/16 to deliver an extended Somali Voices project, providing a media training programme for 44 Somali community leaders from London, Leicester, Bristol and Manchester. We partnered with BBC Radio London, Bristol and Manchester to provide networking events with BBC media mentors, including journalists and editors, who went on to volunteer to support the Somali community leaders to have a voice and get their positive stories told. To implement a sustainable continuation of capacity building for this project, we established the Somali Media Advisory Group, who have become a resource for the wider Somali community and developed and published the Stronger Voices Media Guide, which is a step by step guide for raising profile and voice within the media.

The Trust for London funded our *MyLondon* project for two years, to work with 24 migrant and diaspora communities in London to raise their profile and give them a platform to talk about the positive contribution they have on London. We are training Romanian, Albanian, Polish, Irish, Syrian, Indian, Zimbabwean, Yemeni, African Caribbean and Armenian communities to become confident media spokespeople. We made 12 films about their communities, that were featured on the Community Channel as part of the London360 programme, made by the London360 team of young diverse trainee reporters. We partnered with corporate member TBWA to design a public facing campaign to raise the profiles of these communities in London.

## CASE STUDY: COMMUNITY VOICES – SOMALI VOICES

### WHAT MEDIA TRUST DID

We partnered with the Open Society Foundations and the BBC to raise the positive profile and media engagement of the Somali Community in the UK. Through training, networking events and mentoring, Somali representatives gained skills, confidence and relationships to get their positive stories into the media.

### WHAT IMPACT IT HAD

**27 + 15**

Somali community representatives and journalists involved

**88%**

Delegates who raised their profile through media during the project

**89%**

Journalists involved with a more positive view of the UK Somali Community

*“My confidence in engaging and communicating with journalists has improved significantly. I have been able to invite and host a journalist in a few events.”*

**Programme Participant**

Media Trust was part of a consortium with three other charities including fuel poverty charities National Energy Action (NEA) and Energy Action Scotland (EAS) and the Charities Aid Foundation (CAF) that worked with Smart Energy GB to engage some of the most vulnerable and hard to reach communities, giving them an understanding of Smart Meters and how to use them to get their gas and electricity under control. Media Trust's role in the consortium was to design and deliver marketing and campaign training and guides for face-to-face and online use to 300 charity and community partners.

Media Trust developed and delivered an innovative media and communications training programme for the Department for Communities and Local Government (DCLG) between September 2016 and March 2017. We recruited and trained 152 participants from community groups working across the Community Rights Programme, across nine regions in England. We delivered 27 training sessions in PR, marketing and social media and partnered with Trinity Mirror to run 7 speedmatching events with 49 regional Trinity Mirror editors and journalists. 100% of delegates strongly agreed/agreed that they increased their knowledge, skills and confidence as a result of the training programme and 44% of participants received media coverage one month post-training.

With funding from the Marketing Trust, we trained 60 charities in marketing strategies in London, Manchester and Bristol and ran one Masterclass and surgery session with TBWA called Disrupt or Die.

We were contracted by Big Lottery Fund for a fifth year to provide marketing and campaign training to 145 People's Projects across 18 ITV regions in the UK in partnership with ITV.

We continued to provide communications support packages for grantees of funders Nominet Trust and Lloyds Bank Foundation.

## Youth Media

Through our work with youth charities, community groups and schools we supported over 2,000 young people across the year with training, media volunteer mentoring and opportunities to have a voice in the media.

Our Creativity Works program funded by the Berkeley Group and The Mayor's Fund has trained and mentored 60 young people from diverse backgrounds who were not in education, employment or training, in all aspects of media, to provide them with the skills they need to move towards being 'work ready'. Many of them have entered the creative industries.

200 young people from our Transformation Hidden Talent program, funded by Comic Relief and the Queen's Diamond Jubilee Fund, have been, or are currently being mentored by over 150 of our corporate partners. Many of the young people have had great positive outcomes, internships or apprenticeships offered to them by various organisations.

The Vlogstar Challenge, now in its second year has trained over 3,000 young people to produce vlogs and enter a challenge to unearth the 'Next Top Vlogger'. Funded by Jack Petchey Foundation and in partnership with YouTube and the Evening Standard, the young people are able to broadcast their vlogs to a wide audience. This year's final was held at BAFTA on the 14<sup>th</sup> July. Their news reports were all broadcast on ITV News and many of the finalists have secured roles with ITV News and other media companies.

The sixth year of our successful *Breaking into News* project saw 10 young people across England and Wales selected, trained and mentored by ITN and ITV News to create broadcast news reports about social issues and charities.

London360, our half-hour TV show that champions local untold stories, celebrated its 6<sup>th</sup> year. Created by a team of diverse young Londoners aged 18-25 who are trained by media industry mentors in researching, presenting, filming, editing and compliance in order to produce their own show for London about London. A successful event was held at the House of Commons to celebrate the success of the show. In six years this programme has trained 75 trainee reporters and 500 Community Vloggers, with over 80% going on to secure paid work in the media industry.

## CASE STUDY: YOUTH MEDIA TRAINING – VLOGSTAR

### WHAT MEDIA TRUST DID

In conjunction with YouTube and the London Evening Standard, we have trained 3,000 young people over 2 years to produce vlogs and develop their skills. The Vlogstar Challenge programme developed the technical skills and confidence of the participants.

**87%**

Improved their technical ability and are more confident to publish their own content

**61%**

Have increased confidence to speak up for what they believe in

**74%**

Inspired to use vlogs to influence their circle of influence.

### WHAT IMPACT IT HAD

*"I've learned so much about myself in so many ways and the fact that this competition challenged me and brought out things I didn't even know I had within me is AMAZING. THANK YOU!!"*

**Young Participant**

### Film production

Our expert team harnessed the skills and time of film makers, camera and sound operators and editors, along with a small in-house team to create over 60 low cost or pro bono charity films. Films were made for a wide variety of charities across the UK, both large and small including Barnardo's, Miscarriage Association, Carers Trust, Chance for Childhood and Sense. This was in addition to the many charity films produced through our online volunteer matching, and our youth media initiatives.

Media Trust won three prestigious Evcom Clarion awards for the films it produced on behalf of the charities Living Streets, Population Matters and Chance for Childhood. Media Trust's in-house production team was recognised in each of the three categories it was nominated for, picking up a Gold, Silver and Bronze award in the Environmental, Education/Training and Celebratory categories.

## CASE STUDY: VOLUNTEER FILMS – TELLING YOUR STORIES

### WHAT MEDIA TRUST DID

We partnered with John Lyon's Charity for the first time to produce short films for twelve of their grantee charities to raise awareness of their work and gain support. We matched each charity with professional filmmakers to produce their films, and we broadcast the films on Community Channel.

### WHAT IMPACT IT HAD

**12**

Production companies matched to charities to give pro bono support

**100%**

Charities involved would recommend the scheme to others

**100%**

Of charities rated the quality of their films as very good

*"The film is an excellent resource to have, to show to funders and introduce the work we do to new audiences. The quality of the production and the effectiveness of creating a simple but engaging message has created such a strong video. It wouldn't have been possible without the skills supported through the relationship with Media Trust and the filmmaker."*

**The Show Room**

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

During the year we continued to help our beneficiary charities, community groups and young people access audiences through the Community Channel (independent of Media Trust from September 2016) and our media partnerships. These services, while supporting our beneficiary groups, at the same time provide our media industry corporate partners with diverse and high impact voices and content.

### Community Channel

The Community Channel has been funded by the Big Lottery Fund, trusts and foundations, advertising and airtime sales, alongside major financial and in-kind contributions from Sky, Virgin Media, Arqiva and freesat, and with donated marketing and content support from Channel 4, Discovery, BBC, MTV, ITV, Sky, independent film-makers, BARB and charities.

In the first half of the last year the channel completed its Do Something Brilliant campaign, funded by Big Lottery Fund, meeting or exceeding all of its outcomes, the Brilliant Arts community arts project for Arts Council England and the first half of the youth journalism strand London360, now in its sixth year and funded by City Bridge Trust and Mayor's Fund for London.

## CASE STUDY: COMMUNITY CHANNELS DO SOMETHING BRILLIANT CAMPAIGN

### WHAT MEDIA TRUST DID

We ran a three-year UK-wide campaign to inspire people to do brilliant social actions.

### WHAT IMPACT IT HAD

**99 million**

Community Channel programme views across the campaign

**3,000**

Raised in Community Shares and donations

**1 million**

Brilliant actions taken by Community Channel viewers

*"If each of us make our small corner a better place, then the world becomes a better place".*

**Jennifer Boland, campaign supporter**

Following a strategic review by Media Trust's board, in the summer of 2016 Community Channel ran a Community Shares campaign on Crowdfunder.co.uk to hand ownership of the channel over to the community by becoming a Community Benefit Society, a form of mutual or cooperative. This campaign raised nearly £400k from individuals, media organisations and charity foundations that enabled the channel to continue broadcasting and convert to the new ownership structure.

Community Channel converted into an FCA-regulated Community Benefit Society in September 2016 and formally separated from Media Trust. As a newly-independent CBS it moved into new offices, with a new team and issued shares to its membership. It secured HMRC recognition of charitable status shortly afterwards, and went on to form a new board of directors (with three directors elected from the membership) and set up a trading subsidiary for its non-charitable trading.

Community Channel continues to be supported by the media platforms, public broadcasters, channel group, internet companies and press groups as it enters its next phase, looking at

revising its business model and relaunching in 2017. Its ethos enshrined in its charitable objects is as the channel that exists to promote and celebrate the good works of communities and the charity sector, motivating its millions of viewers to do more in their lives and for the lives of others.

## CASE STUDY: COMMUNITY CHANNELS COMMUNITY SHARE CAMPAIGN

### WHAT MEDIA TRUST DID

Transformed Community Channel into the world's first supporter-owned national TV channel.

### WHAT IMPACT IT HAD

**7 million**

Campaign reach through TV, print and social media

**£394k**

Raised in Community Shares and donations

**330**

New channel owners and donors

*"If each of us make our small corner a better place, then the world becomes a better place".*

**Jennifer Boland, campaign supporter**

### Media partnerships

We continued to provide volunteering initiatives for our corporate partners, our funders, and the charities and their beneficiaries that Media Trust supports. These innovative partnerships include structured engagement of media professionals as volunteer mentors and trainers, alongside careful recruitment of diverse and often disadvantaged charity beneficiaries. In 2016-17 we delivered content partnerships across the UK with ITV News and ITN (Breaking into News), Trinity Mirror Group papers (My Community), BBC Local Radio and TBWA (My London), BBC London and London Live (London360), amongst others.



## CASE STUDY: MEDIA PARTNERSHIPS – MY COMMUNITY

### WHAT MEDIA TRUST DID

Funded by DCLG and partnering with Trinity Mirror and national charity Locality we trained and resourced over 150 community groups to promote community rights and get their stories published in the local media. We ran training events in PR, Marketing and Social Media in 9 regions and organized networking events between the community groups and media professionals enabling the groups to build local and regional media contacts.

### WHAT IMPACT IT HAD

**100%**

Delegates strongly agreed/agreed that they increased their knowledge, skills and confidence as a result of the training programme

**44%**

Of participants received media coverage post training

**49**

Trinity Media editors and journalists volunteering at Speedmatching events

“We were delighted to work with Media Trust in helping some of the many community groups in the region, many of which are working so hard to plug many of the gaps left by funding cuts.”

**Paul Coates, Managing Editor, Manchester Evening News**

“It was inspirational. It was the best two hours of help we’ve had. It was a fantastic opportunity to get help from media professionals and share our story with them. It was incredibly beneficial.”

**Jan Tasker, Director at Collaborative Women UK**

### Objective 3: To harness creative industry talent, volunteers and pro bono support

This objective is central to Media Trust’s purpose and enables us to provide the unique mix of support we offer to charities, community groups and young people in the UK.

We are delighted to have the support of key players from throughout the creative, media, digital & communications industry and our corporate partner relationships are at the heart of everything we do. During the year we grew our membership to 49 corporate partners and made significant inroads into new industry areas including advertising, media and out-of-

home agencies helping to raise our profile even further within the industry and offering a far wider network of talented volunteers to engage in our training events and projects.

Our corporate partners provided us with much needed unrestricted membership income during the year, with 3 partners upgrading their annual financial support including Dentsu Aegis Network, Facebook and Weber Shandwick. Close key account relationships have developed with these and other partners including Starcom, AMVBBDO, BBH and Google and our partners have increasingly provided us with media volunteers and mentors, pro bono resources, creativity, content, training, charity challenge & speed-matching events and master-classes, venue space, in-kind media, support for fundraising events, advisory board members and trustees.

### Media volunteers

800 media volunteers spoke at our training events, acted as mentors or were matched with charities to support their communications needs with pro bono advice, film production, digital support and much more. Many of our corporate partners hosted lively and engaging 'speed-matching' events across the year, each event connecting media volunteers with charities, providing much-needed sharing of skills, and leading to long-term volunteer matches.

We scaled up volunteering activity delivered with corporate partners, including launching cross-corporate partner volunteering activity at Ad Week Europe and International Women's Day, bringing together teams of mixed skill and company volunteers to work on a charity challenge and come up with a collective solution. These proved very popular with individual volunteers, the charities and corporate partners. We increased the number of corporate partners volunteers signing up as trainers to deliver our annual training programme to 83%.

Media Trust was also able to benefit from pro-bono support from our partners for strategy & messaging work (BITE-Next15), brand refresh (AMVBBDO), MyLondon campaign support (TBWA), legal advice (Bristows), HR department mentoring (BBH), Impact measurement (Google) and content production support (Rattling Stick).

### Cross-partner collaborations

We introduced a very successful cross-corporate collaboration model at Adweek Europe in April 2016 and repeated this format again in March 2017 which brought together teams of cross-partner mixed-skill volunteers to work on a charity challenge and deliver a collective solution for a charity to a panel of senior industry experts. This model provided fantastic profile and engagement for Media Trust at a key industry event cultivating both existing and new partners whilst also offering premium communications support and online advertising for the charities involved.

On stage Steve Hatch VP Facebook Northern Europe told the ad industry audience: "Working with Media Trust in year one was an experiment, in year two it quickly became a racing certainty".

This model was scaled-up for our International Women's Day Event: Women's Voices, hosted by corporate partner, Starcom, and involving 116 talented female media professionals from 21 corporate partner companies offering strategic media advice to 24 charities that support,

campaign and advocate for women. This was an excellent event on all counts and has set a format for the future.

This activity was supported by a Facebook-hosted masterclass event on the same day focused on female-supporting charities and providing advice on how to maximize the free services Facebook has to offer. Media Trust facilitated this event for Facebook.

## CASE STUDY: INTERNATIONAL WOMEN'S DAY

### WHAT MEDIA TRUST DID

On 8 March 2017, Media Trust celebrated International Women's Day by bringing together over 200 women from charities that support and advocate for women and girls with some of the most talented women from across the media industry to connect, create and drive change through the power of communication.

### WHAT IMPACT IT HAD

**20+**

Corporate partners came together to create campaigns and strategies aimed at giving women and girls a voice

**166**

Charity members received advice on a communications challenge from teams of female media experts

**40**

Charities attended a masterclass and received one to one surgery sessions at Facebook

"What a fabulous way to spend International Women's Day; to get to meet experts for advice and guidance. We have received great insights on how to go about our new campaign."

**Naana Otoo-Oyortey, Executive Director, Forward UK**

### Large-scale bespoke initiatives

In April 2016 we joined forces with corporate partner Facebook to organise the UK part of their Facebook Global Causes Day. Spanning two locations this event involved a master-class & breakout surgeries for over 160 charities and hundreds of Facebook volunteers plus 12 charity challenge events incorporating 34 charity professionals and 56 Facebook staff providing communications solutions and support.

The trend for 'help or cause days' of varying sizes within the media industry is one which we intend to capitalise upon with our corporate partners as this is an efficient use of Media Trust

resources and can engage many volunteers within corporate partners with charities and communities.

### **Advice groups & strategic partnerships**

A network of HR/CSR contacts was created amongst our corporate partners who are invited to attend an action and advice group allowing Media Trust to communicate needs and opportunities to volunteers and garner advice.

New strategic partnership conversations were held with the production industry, the advertising producers association, The Drum, Campaign, Grace Blue, WACL, The Ivy and the Soho House Group for increased support & profile.

### **Media Industry Fundraising Events**

Our 2<sup>nd</sup> Media & Advertising Triathlon at Dorney Lake in Windsor took place in July 2016. Sponsored by corporate partners Dentsu Aegis Network, Sky Media and Google with supporting sponsorship from DMGT. The event saw 123 brands represented overall with 16 of our corporate partner companies taking part and 520 participants. Fundraising was 25% ahead of the 2015 event. In October we had 16 runners take part in the Royal Parks Half Marathon from 6 of our corporate partners.

November saw Google host an ever-more successful Really Big Quiz and dinner fundraiser at their new offices in Kings Cross. Fundraising exceeded the previous year by over £10,000 with further post-event fundraising in the shape of a Christmas Sale of smaller auction donations. This event is excellent not only for fundraising but also from an industry relationship perspective.

We organized the Media Industry World Cup for the fourth time in March with 32 teams from across the industry and fundraising up 25% on the previous year. This is a small and well-loved event offering a route into the production/content sector of the industry, essential for the development of a revised content delivery strategy in 2017/8. 2017 saw a headline sponsor for the first time with supporting sponsorship from media accountants Kingston Smith.

# Media Trust Corporate Partners

Corporate Partners during 2016/17



## Our people and our infrastructure

Our wider team of 33 staff, alongside our many freelancers and volunteers, come from across the media charity and corporate sectors, bringing a strong mix of experience and knowledge to support our work across the charity and media sectors. We provide opportunities on an ongoing basis for volunteers from diverse backgrounds to take volunteering placements at Media Trust and Community Channel, with many using this experience to move into paid employment opportunities in the media and charity sectors. Our White City office in West London is the creative hub for our work. Our media volunteers come here to run training courses for charities and young people.

During the year we invested in building up our media engagement and volunteering teams, by hiring an Events Officer and Senior Partnerships Manager to support the growth and engagement of our corporate membership. At the same time we looked for efficiencies in our core team, including outsourcing our IT and reducing administrative roles.

In February 2017 Media Trust's Founder and Chief Executive Caroline Diehl, MBE stepped down. During her time at Media Trust, Caroline developed an extensive range of ground-breaking youth media initiatives, giving a voice to young people, increasing diversity across the media industry and providing more than 20,000 young people across the UK with work placements, media and journalism training and media mentors. Caroline also founded and launched the Community Channel, supported by the wider media industry and dedicated to highlighting community and charity stories from across the UK and globally. Caroline will continue to support the charity as its first, and founding, Patron. She will also continue in her role as a Director of the Community Channel.

Su-Mei Thompson was appointed as the charity's new Chief Executive and will take up the position in September 2017. She joins Media Trust following eight years as CEO at The Women's Foundation, an NGO dedicated to the advancement of women and girls in Hong Kong. Prior to this, she held senior management positions at The Walt Disney Company, the Financial Times and Christie's in Asia. Su-Mei has led The Women's Foundation from a small founder-led operation into an organisation that is today recognised as one of Hong Kong's most dynamic and impactful NGOs.

Speaking about her new appointment, Su-Mei said: "I feel very privileged to have been invited by Media Trust to build on the strong foundations established by Founder and former CEO, Caroline Diehl, MBE, the Board of Trustees and its staff over the last 23 years. I believe there is tremendous potential to expand Media Trust's network and sphere of influence, leveraging talent and resources from the media industry to empower even more charities and marginalised communities to get their story across and have a voice."

Frances Lang, former Finance and Operations Director at Media Trust, has been appointed as Interim CEO and is working closely with Caroline and Su-Mei to ensure a smooth transition.

In April 2017, Kamal Ahmed, BBC Economics Editor and long-time Media Trust volunteer, was appointed to the Media Trust board of trustees. Kamal first became involved in the work of the

Media Trust when he was Media Editor at the Observer, 20 years ago, and has volunteered at many Media Trust charity events, speaking about media skills, as well as mentoring young people that Media Trust supports through its youth media activity.

Media Trust values the diversity of its staff and clients and is committed to being an equal opportunities employer.

## Future Developments

Media Trust intends to expand on its unique position as a connector between the charity and media sector and to significantly increase the talent and resources it can leverage from the media industry to enable even more charities and marginalised communities to get their story across and have a voice.

The rapidly changing media landscape and closer media scrutiny of the charitable sector over recent years presents opportunities and challenges to charities of all sizes and there is an increased need for the services made available by our volunteers from the media industry.

As part of Media Trust's new strategy we want to significantly scale up our media volunteer engagement, working in partnership with our Corporate Partners to provide many more skilled volunteers, trainers and mentors to the charitable organisations that need them most. Although we have made progress on this we still believe there is scope to radically increase this, particularly through our expanded corporate membership and new online volunteering platform.

Our new volunteer platform will be launched in Autumn 2017 with a targeted outreach campaign. Our priority is to provide the infrastructure and resource around this to enable it to deliver a step increase in matches and volunteers.

We will also look for project funding and partners for our Community Voices programmes, scaling up our work to train, mentor and build capacity of charities and community groups across the UK.

We will focus on creating strategic partnerships across the charity and media sector including key associations and umbrella groups, press and networking events to scale up.

We will continue to develop on our training programmes ensuring we have an innovative programme of basic skills courses, inspirational master-classes and digital programmes led by expert volunteers from Media Trust corporate partners.

Youth Media is an integral part of the Media Trust strategy, and we plan to consolidate our projects into a more robust and consolidated set of programs. Our intention is to create a forward thinking plan that appeals to funders, corporate partners, charities and youth organisations, with the view of securing core funding and creating streams of income which will sustain momentum and galvanize development for the future. We have also secured funding from Comic Relief to prototype an online mentoring tool in 2017.

Having stopped producing commissioned film content in 2016/17 we will develop our model for being able to deliver content to charities through media industry volunteer support. We will also look at establishing partnerships with funders, film schools and other interested parties.

We will continue to review of our offer to the industry throughout the year to maximise the existing and new skills available to us from our corporate partners, deliver better quality and cutting-edge communications advice and support to charities and engaging the media industry further for their own staff/talent & CSR benefit. We will also launch a media positioning



campaign to coincide with our web launch to engage the media industry and drive more corporate partners

Our fundraising events strategy for next year includes maximizing potential from existing successful events and introducing a further large-scale gala fundraiser in Spring 2018.

Internally we have been refining our processes to ensure we operate as efficiently as possible, in particular to ensuring we have consistent, streamlined processes for volunteering across the organisation. We are also planning our events and opportunities further in advance to ensure maximum participation by our corporate partners and other volunteers and supporters.

# REVIEW OF FINANCIAL POSITION

This financial year was a year of transition and investment in our new strategy (whilst also delivering on current operations) and therefore Media Trust expected this would be a challenging year financially. Despite this and the challenges in the current environment, Media Trust closed the year with a small deficit of £(29)k (2015/16 surplus of £124k) to unrestricted reserves. Of this £(19)k related to the operations of Media Trust and £(10)k was due to the Community Channel subsidiary becoming an independent entity.

Income from donations and legacies grew to £749k (2015/16: £646k). This comprises media membership income, fundraising, sponsorship and donations.

Corporate partnership income grew to £547k in 2016/17 (2015/16: £480k). This was behind budgeted levels as fundraising in the first half of the year was affected by lack of resource whilst the media industry engagement team was being built up in the year. However we now have a strong pipeline of new partners going into the 2017/18 financial year and expect to see further growth as a result. Retention of our existing corporate partners stands at 83% and engagement is key to this. The team worked hard to quickly engage newly-secured partners via activation calls, meetings and all staff boot-camps ensuring immediate impact and calendars of planned activity after sign up and to establish good relationships. Face-to-face road-shows to secure new partners has been effective, if time-consuming, but has had additional profile & positioning benefits also.

We also grew income from fundraising events and donations to £187k (2015/16: £123k). All our major ongoing events exceeded fundraising targets, however the overall fundraising target was not achieved due to challenges in developing an additional event with the calendar last year.

Income from high net worth individuals declined from £42k to £14k as we focused on growing corporate partners in line with strategy.

Income from Charitable Activities (excluding Community Channel) increased to £1,452k (2015/16: £1,132k).

Income from film production declined to £290k (2015/16: £363k) in line with our strategy to wind down our commissioned film work.

In Communication Services, income increased to £523k (2015/16: £373k) due to increased funding for grants and contracts. We have also been able to improve the cost efficiency of our training services by delivering more of these through corporate partner volunteers rather than paid trainers. Income from youth grants of £507k (2015/16: £342k) increased from the previous year as we grew the number of grant-funded projects we delivered. Income from Engagement of Media Industry of £132k (2015/16: £0k) represented a grant for the development of our website, matching platform and CRM.

Income from Community Channel declined to £186k (2015/16: £1,347k) as Community Channel became a separate legal entity in September 2016. The designated reserve of £77k

set aside as a reserve toward our matched funding contribution for the *Do Something Brilliant* Campaign on Community Channel for the year that was fully utilised in the year. Community Channel is consolidated in the accounts up until 15 September 2016. At this point it converted out of the group at no consideration to Media Trust. This resulted in a gain on transfer of £49k being recognised in the accounts and an overall group loss of £10k relating to the unrestricted reserves of the Community Channel which remained with them.

The cost of raising funds increased to £262k (2015/16: £241k) as a result of investing in our media engagement and development team to increase our income from corporate membership. This resulted in a net increase in contribution of over £80k.

Support Costs of £630k remained in line with last year (2015/16: £630k). Although we were able to reduce overheads in some areas (e.g. outsourcing IT and reducing administrative roles) this was offset by an increase in rental costs. As a result of the independence of Community Channel in the year, these costs were allocated against a smaller number of activities and therefore each of our ongoing activities carries a higher amount of support cost. We also reviewed and updated our support cost allocation model to make it more representative of the drivers of those activities.

We continually, and particularly as a result of this reduction in programmes, seek opportunities for cost savings through reducing overheads. We are targeting cost savings in the next financial year and will have an opportunity to significantly reduce overhead costs at the end of 2018 when we have a break clause on our existing property lease, which will allow us to find premises at a reduced cost.

Media Trust carries forward unrestricted reserves of £357k into 2017/18 and restricted reserves of £211k. Although Media Trust was unable to build up unrestricted reserves in the current financial year its budget for the following year incorporates a growth in reserves. An analysis of the 2016/17 Incoming resources and Resources expended is shown on Page 36. Further details on reserves are included on page 28.

Going forward, we continue to monitor carefully actual and forecast income and expenditure and continue to seek cost efficiencies where possible.

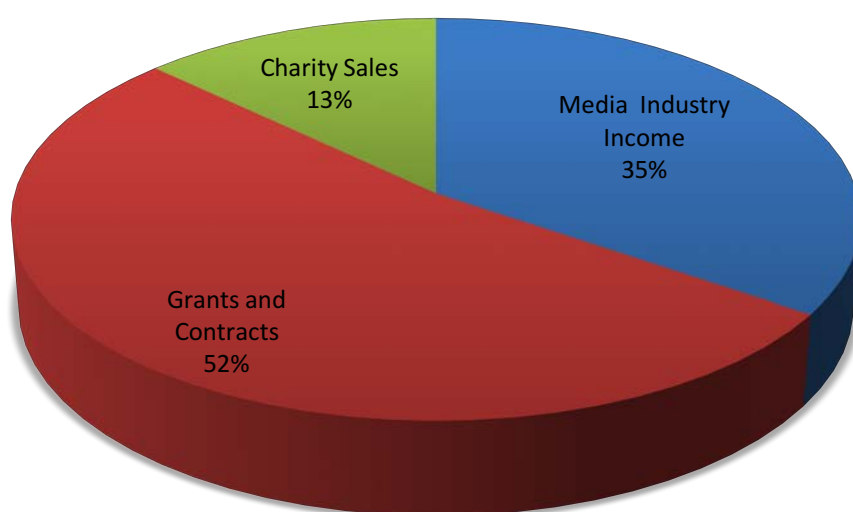
### Principal funding sources

Donations, corporate membership, sponsorship and marketing contributions are received from media industry corporate partners and media individuals. This is an area of growth for Media Trust, with corporate partners increasing from 42 at 1<sup>st</sup> April 2016 to 49 at 31 March 2017 and an increase in fundraising events with media industry participants.

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, City Bridge Trust, Comic Relief, The Jack Petchey Foundation, John Lyons, the Open Society Foundations, Esmée Fairbairn Foundation, Garfield Weston, the Mayor's Fund for London and the Arts Council For England and Wales amongst others. Fees are charged to charities and educational bodies for media and communications training, consultancy projects and film production. Details of amounts received are set out in notes 3 and 4 to the financial statements.

Media Trust is focused on diversifying its income mix by continuing to grow its revenue from the media industry to reduce its reliance on grants. However, this still remains an important part of our income. Although we charge charities for training we aim to deliver an increasing amount of our services at free or at low cost to the charity sector, particularly to those charities with low incomes.

### 2016/17 Income by Funding Source



#### 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 excess cash balances in interest bearing deposit accounts with an ethical bank.

#### 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 agreed that in order to mitigate against those risks, and to operate effectively, Media Trust needs to build up unrestricted

general reserves to £500k. Although the size of the organisation declined in the last financial year this level of reserves is still considered appropriate to manage the aforementioned risks and to provide sufficient a cash-flow buffer to manage the unpredictable timing of grant income and the timing of cash-flows from corporate partners which are skewed to certain periods of the year.

The level of reserves and the reserves policy will continue to be reviewed annually by the Trustees.

## 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.

The major risk to Media Trust, is ensuring it can find the funding from both the media sector and grants to scale up its volunteering offer and can deliver an excellent service to sustain this funding.

## Going concern

Having reviewed the strategic risks facing the Charity, the forecasts for the period to 31 March 2018, 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 2017 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.

Under the requirements of the Memorandum and Articles of Association, each year at the Annual General meeting a third of the members of the Board of Trustees retire by rotation and are eligible for re-election. The maximum number of Trustees is 15, which can be changed from time to time by ordinary resolution.

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 and there are supporting committees covering Finance, Risk and Audit, and Nominations and Remuneration.

All Trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in note 7 to the financial statements.

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.

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. 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 agreeing the overall strategy and direction of the company. Business plans and strategic plans are discussed, agreed, amended and revised by the Trustees at Board meetings and away days. To facilitate effective operations, the Chief Executive has delegated authority, within the terms of delegation approved by the Trustees, for the operational matters of the charity, and reports on the performance against the strategic and operational plans approved by the Board. The Board receives management accounts quarterly. The Chief Executive meets with the Chairman on a regular basis.

## Supporting committees:

**Finance and Audit Committee:** Shirley Watson (Honorary Treasurer and Chairman), Sarah Davis, Ian Pearman, The Finance and Audit Committee meets around four times a year and reports to the full Board meeting.

**Nominations and Remuneration Committee:** Richard Eyre (Chairman), Andy Duncan, Matt Brittin, Sarah Davis. This committee is responsible for appointing the new trustees, trustee officers, the Chief Executive and for advising on the recruitment and remuneration of Senior Managers.

## 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 charity communications and marketing, media and advertising, youth media, finance, HR and operations and meets on a regular basis with the Chief Executive to discuss operations and strategy.

Remuneration for management personnel is scored on a range of competencies and graded accordingly. Salaries are then benchmarked against market rates for each role. Organisational annual pay rises are approved by the Chairman and Chair of the Finance and Audit Committee, with senior staff salary changes also being approved by the Nominations and Remuneration Committee.

## 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, 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 3.

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.

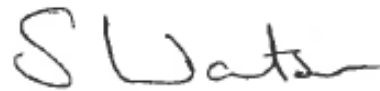
On behalf of the Board of Trustees



**Trustee**

Richard Eyre

**5th September 2017**



**Trustee**

Shirley Watson

**5th September 2017**

# Independent Auditor's Report

## TO THE MEMBERS OF THE MEDIA TRUST

We have audited the financial statements of The Media Trust for the year ended 31 March 2017, which comprise the Consolidated Statement of Financial Activities, the Consolidated and Company Balance Sheet, the Consolidated Statement of Cash Flows 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 2017 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**

(Senior Statutory Auditor)

For and on behalf of

**Knox Cropper**

Chartered Accountants, Statutory Auditor

8/9 Well Court, London EC4M 9DN

**5th September 2017**

# Income and Expenditure Account

## THE MEDIA TRUST

### CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2017

	Notes	Unrestricted Funds 2017	Designated Funds 2017	Restricted Funds 2017	Year to 31 March 2017	Year to 31 March 2016
		£	£	£	£	£
<b>INCOME AND ENDOWMENTS:</b>						
Donations and Legacies	2	748,661	-	-	748,661	644,931
Investment income		640	-	9	649	1,073
<b>CHARITABLE ACTIVITIES:</b>						
Community Channel	3	121,171	-	65,000	186,171	1,347,172
Film Production		182,757	-	107,717	290,474	363,312
Communications Services		433,293	-	89,943	523,236	373,288
Youth Media		14,030	-	492,894	506,924	341,921
Engagement of Media Industry		-	-	131,760	131,760	53,655
Transfer of Community Channel	17	49,430	-	-	49,430	-
<b>TOTAL INCOME</b>		<b>1,549,981</b>	<b>-</b>	<b>887,324</b>	<b>2,437,305</b>	<b>3,125,352</b>
<b>EXPENDITURE:</b>						
Raising Funds	4	261,705	-	-	261,705	240,814
<b>CHARITABLE ACTIVITIES:</b>						
Community Channel		181,009	77,302	95,816	354,126	1,282,782
Film Production		228,868	-	107,717	336,586	359,391
Communications Services		515,589	-	129,724	645,314	399,382
Youth Media		67,146	-	475,357	542,504	332,528
Engagement of Media Industry		324,346	-	56,997	381,343	335,254
<b>TOTAL EXPENDITURE</b>		<b>1,578,664</b>	<b>77,302</b>	<b>865,612</b>	<b>2,521,578</b>	<b>2,950,151</b>
Net Income/Expenditure before gains/(losses)		(28,683)	(77,302)	21,712	(84,273)	175,201
Net Gains/(Losses) on Investments		-	-	-	-	-
<b>Net Income/Expenditure</b>		<b>(28,683)</b>	<b>(77,302)</b>	<b>21,712</b>	<b>(84,273)</b>	<b>175,201</b>
Transfers Between Funds		-	-	-	-	-
Other Recognised Gains/Losses		-	-	-	-	-
<b>NET MOVEMENT IN FUNDS</b>		<b>(28,683)</b>	<b>(77,302)</b>	<b>21,712</b>	<b>(84,273)</b>	<b>175,201</b>
<b>Reconciliation of Funds</b>						
Total Funds brought forward		385,888	77,302	188,892	652,082	476,881
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>357,205</b>	<b>-</b>	<b>210,604</b>	<b>567,809</b>	<b>652,082</b>

# Balance Sheet

## THE MEDIA TRUST

### CONSOLIDATED AND COMPANY BALANCE SHEET AS AT 31 MARCH 2017

	Note	Group		Company	
		2017	2016	2017	2016
		£	£	£	£
FIXED ASSETS	7	<u>2,091</u>	<u>10,910</u>	<u>2,091</u>	<u>10,910</u>
CURRENT ASSETS					
Debtors	8	602,606	732,254	602,606	453,503
Cash at Bank and in Hand		<u>409,880</u>	<u>442,536</u>	<u>409,880</u>	<u>414,652</u>
		1,012,486	1,174,790	1,012,487	868,155
CREDITORS					
Amounts falling due within one year	9	<u>(446,768)</u>	<u>(533,618)</u>	<u>(446,768)</u>	<u>(301,799)</u>
NET CURRENT ASSETS		<u>565,718</u>	<u>641,172</u>	<u>565,718</u>	<u>566,356</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>567,809</u>	<u>652,082</u>	<u>567,809</u>	<u>577,266</u>
FUNDS					
Restricted	12				
Held by company		210,604	124,484	210,604	124,484
Retained by subsidiary		<u>-</u>	<u>64,408</u>	<u>-</u>	<u>-</u>
		<u>210,604</u>	<u>188,892</u>	<u>210,604</u>	<u>124,484</u>
Unrestricted	13				
Designated reserve		-	77,302	-	77,302
General Reserves:					
Held by Company		357,205	375,480	357,205	375,480
Retained by Subsidiary			10,408		-
		<u>357,205</u>	<u>463,190</u>	<u>357,205</u>	<u>452,782</u>
TOTAL FUNDS		<u>567,809</u>	<u>652,082</u>	<u>567,809</u>	<u>577,266</u>

Approved by the Board of Directors on 5th September 2017 and signed on their behalf by:

Richard Eyre  
Director

Company Registration No. 2895790

Shirley Watson  
Director

Charity Registration No.1042733

# Cash Flow

**THE MEDIA TRUST**  
STATEMENT OF CASH FLOWS  
AS AT 31 MARCH 2017

	Note	2017	2016
		£	£
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>			
Net cash provided by (used in) operating activities	19	(32,656)	(82,814)
<b>CASH FLOWS FROM INVESTING ACTIVITIES :</b>			
Purchase of property, plant and equipment		-	-
Net cash provided by (used in) investing activities		-	-
Change in cash and cash equivalents in the reporting period		(32,656)	(82,814)
Cash and cash equivalents at the beginning of the reporting period		442,536	525,350
<b>CASH AND CASH EQUIVALENTS AT THE END OF THE REPORTING PERIOD</b>	20	<b>409,880</b>	<b>442,536</b>

# Notes to the financial statements

## THE MEDIA TRUST

For the year ended 31 March 2017

### 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 applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).
- (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 14).
  - iii Restricted income funds are funds subject to specific restrictions imposed by donors or by the purpose of the appeal.

## THE MEDIA TRUST

Notes to the financial statements (continued)

For the year ended 31 March 2017

- (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) Consolidation: The Community Channel Limited was a subsidiary of The Media Trust until 15<sup>th</sup> September 2016 and is consolidated in accordance with Financial Reporting Standard No. 2. The statement of financial activities is consolidated on a line-by-line basis.



## THE MEDIA TRUST

Notes to the financial statements (continued)  
For the year ended 31 March 2017

### 2 VOLUNTARY INCOME

	2017	2016
	Total	Total
	£	£
Corporate Donations	547,000	480,000
Fundraising Events	187,106	123,388
Other Donations	14,555	41,543
Total Voluntary Income	<u>748,661</u>	<u>644,931</u>

The Trust's corporate partners are shown on page 21.

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. In particular Arqiva, Sky and Virgin Media provided in kind support to Community Channel, which included bandwidth, programming and cross promotion both on air and in press advertisements and listings. 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.

## THE MEDIA TRUST

Notes to the financial statements (continued)  
For the year ended 31 March 2017

### 3 INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Community Channel	Film Production	Communications Services	Youth Engagement Media	of Media Industry	Total 2017	Total 2016
	£	£	£	£	£	£	£
Big Lottery Fund	65,000	-	-	-	-	65,000	513,000
Jack Petchey Foundation	-	-	-	141,826	-	141,826	142,043
Comic Relief	-	-	-	107,021	-	107,021	103,890
The Mayor's Fund	-	-	-	136,000	-	136,000	94,000
Fidelity	-	-	-	-	131,760	131,760	-
City BridgeTrust	-	48,407	-	83,047	-	131,454	143,470
Open Society Foundations	-	-	45,193	-	-	45,193	34,289
Trust for London	-	-	21,750	-	-	21,750	35,000
John Lyons Charity	-	59,310	-	25,000	-	84,310	18,922
Marketing Trust	-	-	18,000	-	-	18,000	-
Arts Council for England and Wales	-	-	-	-	-	-	61,613
DCLG	-	-	-	-	-	-	46,000
Other grants	-	-	5,000	-	-	5,000	10,655
Fee income	121,171	182,757	433,293	14,030	-	751,260	1,171,466
<b>Total</b>	<b>186,171</b>	<b>290,474</b>	<b>523,236</b>	<b>506,924</b>	<b>131,760</b>	<b>1,638,565</b>	<b>2,479,348</b>

## THE MEDIA TRUST

Notes to the financial statements (continued)  
For the year ended 31 March 2017

### 4 ANALYSIS OF RESOURCES EXPENDED

	2017		2016	
	Direct costs	Support costs	Total	Total
	£	£	£	£
Raising Funds	224,062	37,644	261,705	240,814
Community Channel	324,955	29,171	354,126	1,282,782
Film Production	245,592	90,993	336,586	359,391
Communications Services	474,859	170,455	645,314	399,382
Youth Media	376,858	165,646	542,504	332,528
Engagement of Media Industry in Voluntary Sector	245,169	136,174	381,343	335,254
<b>Total resources expended</b>	<b>1,891,496</b>	<b>630,082</b>	<b>2,521,578</b>	<b>2,950,151</b>

### ANALYSIS OF SUPPORT COSTS

	General management	Premises & facilities	Governance	2017 Total	2016 Total
	£	£	£	£	£
Generating funds	18,897	18,746		37,644	81,900
Community Channel	3,420	25,751		29,171	173,209
Film Production	30,708	60,285		90,993	45,500
Communications Services	56,828	113,627		170,455	75,232
Youth Media	54,928	110,717		165,646	64,135
Engagement of Media Industry in Voluntary Sector	48,005	36,154	52,015	136,174	189,783
<b>Total resources expended</b>	<b>212,787</b>	<b>365,280</b>	<b>52,015</b>	<b>630,082</b>	<b>629,759</b>

### 5 NET INCOMING RESOURCES IS STATED AFTER CHARGING:

	2017	Group 2016
	£	£
Depreciation	8,819	8,819
Audit fee	4,750	3,925

## THE MEDIA TRUST

Notes to the financial statements (continued)  
For the year ended 31 March 2017

### 6 STAFF COSTS

	2017	Group 2016
	£	£
Salaries	1,242,303	1,411,347
Social security	130,931	144,223
Pension costs	24,789	23,314
	<u>1,398,023</u>	<u>1,578,884</u>

The figure for 2017 includes redundancy payments in the Community Channel of £8,177 (2016 £0).

The charity has an existing defined contribution pension scheme with Friends Life and contributes 3% (employees at least 4%). During the year there were an average of 16 (2016: 16) members in this scheme. From August 2014 Media Trust expanded the existing Pension Scheme under current Government legislation for Auto Enrolment of Employees. Employees are now automatically enrolled into the defined contribution scheme but may elect to pay a lower minimum contribution of 1%, with the Charity also contributing 1%. During the year, there were an average of 16 (2016:23) members paying the lower contribution.

	2017 No.	2016 No.
The average number of staff employed during the year was:	35	39
The number of employees whose salaries for the year fell within the following bands were:		
£70,000 - £80,000	1	1
£60,000 - £70,000	1	1

The total emoluments received by key management personnel were £240,640 (2016: £246,528).

Key management personnel consists of 4 employees (2016: 4)

No remuneration was paid or expenses reimbursed to the Trustees during the year (2016: £0).

## THE MEDIA TRUST

Notes to the financial statements (continued)  
For the year ended 31 March 2017

### 7 FIXED ASSETS

	Group Equipment		Company Equipment	
	2017	2016	2017	2016
	£	£	£	£
<b>Cost:</b>				
Balance brought forward	344,724	344,724	174,378	174,378
Transfer to Community Channel	(170,346)	-	-	-
Written Off	(110,145)	-	(110,145)	-
Balance carried forward	<u>64,233</u>	<u>344,724</u>	<u>64,233</u>	<u>174,378</u>
<b>Depreciation:</b>				
Balance brought forward	333,814	324,995	163,468	154,649
Charge for the year	8,819	8,819	8,819	8,819
Transfer to Community Channel	(170,346)	-	-	-
Written Off	(110,145)	-	(110,145)	8,819
Balance carried forward	<u>62,142</u>	<u>333,814</u>	<u>62,142</u>	<u>163,468</u>
<b>Net book value:</b>	<u>2,091</u>	<u>10,910</u>	<u>2,091</u>	<u>10,910</u>

### 8 DEBTORS

	Group		Company	
	2017	2016	2017	2016
	£	£	£	£
Trade debtors	385,847	269,347	385,847	228,526
Prepayments and accrued income	170,236	448,892	170,236	167,818
Other debtors	46,523	14,015	46,523	5,148
Amounts due from group undertakings	-	-	-	52,011
	<u>602,606</u>	<u>732,254</u>	<u>602,606</u>	<u>453,503</u>

### 9 CREDITORS

	Group		Company	
	2017	2016	2017	2016
	£	£	£	£
Trade creditors	78,176	156,169	78,176	73,668
Other creditors including taxation and social security	220,955	99,339	220,955	99,339
Accruals & deferred income	<u>147,637</u>	<u>278,110</u>	<u>147,637</u>	<u>128,792</u>
	<u>446,768</u>	<u>533,618</u>	<u>446,768</u>	<u>301,799</u>

## THE MEDIA TRUST

Notes to the financial statements (continued)

For the year ended 31 March 2017

### 10 OPERATING LEASES

At 31 March 2017 the company had annual commitments under non-cancellable operating leases as follows:

	2017	2016
	£	£
Expiry date:		
Within one year	99,260	99,260
Between one and five years	<u>272,965</u>	<u>372,225</u>
	<u>372,225</u>	<u>471,485</u>

Included in operating leases is £99,260 p.a. for the lease on the company's principal office.

The lease to the building runs from December 2015 for a further five years, with a break clause in December 2018.

### 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.

## THE MEDIA TRUST

Notes to the financial statements (continued)

For the year ended 31 March 2017

### 12 RESTRICTED FUNDS

	Brought Forward	Movement in Year				Carried Forward
		Interest	Income	Transfer	Expenditure	
	£	£	£	£	£	£
<u>Community Channel</u>						
Big Lottery Fund	-	9	65,000	-	65,009	-
The Mayors Fund	33,602	-	-	(33,602)	-	-
The Arts Council For England and Wales	30,806	-	-	-	30,806	-
	<u>64,408</u>	<u>9</u>	<u>65,000</u>	<u>(33,602)</u>	<u>95,815</u>	<u>-</u>
<u>Production</u>						
City Bridge Trust	-	-	48,407	-	48,407	-
John Lyons Charity	-	-	59,310	-	59,310	-
	-	-	107,717	-	107,717	-
<u>Communications Services</u>						
Garfield Weston Foundation	25,000	-	-	-	25,000	-
John Ellerman Foundation	12,500	-	-	-	12,500	-
Trust for London	15,843	-	21,750	-	21,798	15,795
Open Society Foundations	8,332	-	45,193	-	49,427	4,099
Marketing Trust	-	-	18,000	-	16,000	2,000
Other	-	-	5,000	-	5,000	-
	<u>61,675</u>	<u>-</u>	<u>89,943</u>	<u>-</u>	<u>129,724</u>	<u>21,894</u>
<u>Youth Media</u>						
Jack Petchey Foundation	50,634	-	141,826	-	136,256	56,204
Comic Relief	10,517	-	102,021	-	109,748	2,790
Comic Relief	-	-	5,000	-	5,000	-
City Bridge Trust	-	-	80,000	-	80,000	-
City Bridge Trust	1,658	-	3,047	-	4,705	-
The Mayors Fund	-	-	136,000	33,602	114,648	54,954
John Lyons Charity	-	-	25,000	-	25,000	-
	<u>62,809</u>	<u>-</u>	<u>492,894</u>	<u>33,602</u>	<u>475,357</u>	<u>113,948</u>
<u>Engagement of Media</u>						
<u>Industry</u>						
Fidelity	-	-	131,760	-	56,997	74,763
	-	-	131,760	-	56,997	74,763
<b>TOTALS</b>	<u>188,892</u>	<u>9</u>	<u>887,315</u>	<u>-</u>	<u>865,612</u>	<u>210,604</u>

## THE MEDIA TRUST

Notes to the financial statements (continued)  
For the year ended 31 March 2017

### 13 UNRESTRICTED FUNDS

	Brought Forward	Movement in Year			Carried Forward
		Income & Interest	Expenditure	Channel Transfer	
	£	£	£	£	£
Designated reserve	77,302	-	77,302	-	-
General reserve:					
Held by company	375,480	1,379,380	1,397,655	-	357,205
Retained by subsidiary	10,408	121,171	181,009	49,430	-
	<u>463,190</u>	<u>1,500,551</u>	<u>1,655,966</u>	<u>49,430</u>	<u>357,205</u>

The designated reserve represented funds set aside for project funding in the Community Channel and which was fully utilized in the year.

### 14 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted Funds		Total Funds
		Company	Subsidiary	
	£	£	£	£
Fixed Assets	2,091	-	-	2,091
Net Current Assets	404,543	210,605	-	615,148
	<u>406,634</u>	<u>210,605</u>	<u>-</u>	<u>617,239</u>

### 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 2017 there were no capital commitments (2016 - £0).



## THE MEDIA TRUST

Notes to the financial statements (continued)  
For the year ended 31 March 2017

### 17 SUBSIDIARY COMPANY

The Community Channel, was a wholly owned subsidiary until 15 September 2016 when the Community Channel converted to a charitable Community Benefit Society. The activities of the Community Channel, which was a primary purpose activity of the Media Trust, were undertaken through this company and the income and expenditure are consolidated on a line-by-line basis up until 15 September 2016.

	2017	2016
	£	£
Income	186,180	1,347,190
Expenditure	(354,126)	(1,280,987)
	(167,956)	66,203
Gift Aid	-	(1,795)
Excess of Income over Expenditure	(167,956)	64,408
Total Assets	-	358,646
Total Liabilities	-	(283,830)
<b>Total Reserve</b>	-	<b>£74,816</b>

On 15<sup>th</sup> September the net assets of the Community Channel were transferred across to the Community Benefit Society. These assets and liabilities transferred totalled:

Total Assets	169,526
Total Liabilities	(218,956)
<b>Net Assets</b>	<b>(49,430)</b>

### 18 INDUSTRY CONTRIBUTORS

As described in note 2, The Media Trust is supported by a number of major media organisations (including Google, 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 to which they are connected.

## 19 RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2017	2016
<b>Net movement in funds for the reporting period (as per the statement of financial activities)</b>	(84,273)	175,201
<b>Adjustments for:</b>		
Depreciation charges	8,819	8,819
(Increase)/decrease in debtors	129,648	(297,494)
Increase/(decrease) in creditors	(86,850)	30,660
<b>Net cash provided by (used in) operating activities</b>	<u>(32,656)</u>	<u>(82,814)</u>

## 20 ANALYSIS OF CASH AND CASH EQUIVALENTS

	2017	2016
Cash in hand	90,865	229,733
Notice deposits (less than 30 days)	319,015	212,803
<b>Total cash and cash equivalent</b>	<u>409,880</u>	<u>442,536</u>