



The Media Trust
(A charitable company limited by guarantee)

Report and Financial Statements
For the Year Ended 31 March 2025

Company number: 02895790
Charity number: 1042733



The Media Trust Contents

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Reference and administrative information

Charity Details:	The Media Trust, also known as Media Trust
Charity name:	
Registered Charity number:	1042733
Country of Registration:	England and Wales
Registered Company number	2895790
Country of Incorporation:	United Kingdom
Registered office:	c/o Sayer Vincent LLP, 110 Golden Ln, London EC1Y 0TG
Website:	www.mediatrust.org
LinkedIn:	media-trust
YouTube:	MediaTrustUK
Facebook:	MediaTrustCharity
Twitter:	Media_Trust

Trustees:

Kamal Ahmed	
Dawn Beresford	Appointed on 14 May 2025
David Black	
Ed Couchman	
Paul Coxhill	Appointed on 24 September 2025
Ete Davies (Vice Chair)	Appointed Vice-Chair on 23 May 2024
Satyen Dayal	
Ian Edwards (Chair)	Appointed Chair on 23 May 2024
Mel Exon (Vice-Chair)	Appointed Vice-Chair on 23 May 2024
Caroline Levy	Appointed on 24 September 2024
Tove Okunniwa	Retired on 18 March 2025
Claudia Osei-Nsafoah	Appointed on 2 February 2023
Lisa Rousseau	Appointed on 24 September 2024
Phil Smith	Appointed on 24 September 2024
Philip Thomas	Retired on 24 September 2025
Sam Tomlinson	

Chief Executive:

Su-Mei Thompson

Independent Auditor:

Sayer Vincent LLP, 110 Golden Lane, London, EC1Y 0TG

Bankers:

Co-operative Bank, 1 Islington High Street, London, N1 9TR

Lawyers:

Keystone Law 48 Chancery Ln, London WC2A 1JF

Chair's Foreword

The work Media Trust does is more vital than ever. Starting from the premise that it's when everyone has an equal voice that we'll get to a more equal society, our work empowers charities, advances representation and forges critical connections between civil society and the media.

In 2025, charities continue to operate under intense pressure. Media Trust remains committed to building the digital skills and communications confidence of charities, particularly smaller organisations working at the sharpest edges of social need. Whether it's helping them to shape their messaging, reach new audiences, build credibility or financial support, we're here, backed by an incredible community of media professionals who volunteer their skills and time.

Over the past year, we supported over 4,400 charities working across areas like employment opportunity, refugee support, violence against women and girls and mental health.

We also trained almost 400 people through our under-represented talent programmes, helping them build the skills to pursue careers in media and the creative industries, and help the industry create a pipeline of talent. This included personalised mentoring with industry leaders, immersive work experience placements, and workplace inclusion training for both professionals and employers. By equipping talent with the confidence and connections to thrive, and supporting employers to foster inclusive environments, we're helping to drive long-term change across the industry.

None of this would be possible without our media partners and volunteers. In 2025 alone, 1,400 professionals stepped up as mentors, trainers, speakers and filmmakers, donating 17,000 hours of their time. Their generosity is the engine behind our impact.

I want to thank our partners for continuing to believe in the power of media to change lives. And I'd like to thank our brilliant CEO, Su-Mei Thompson, and her dedicated team, whose work and impact punch well above our size.

We're proud of what we've achieved together, but there's still much more to do. If you're inspired by what you read in this report and want to support our work, we'd love to hear from you.

Ian Edwards
Media Trust Board Chair

OBJECTIVES & ACTIVITIES

The Trustees present their annual report and the audited financial statements of the charity for the year ended 31 March 2025. Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Our charitable objects

The objects, for which Media Trust was established, as set out in our Memorandum of Association, are:

- to advance the education and training in all forms of media and communications of the public and in particular, members of charitable organisations and non-charitable voluntary organisations, under-represented groups and communities and young people
- to promote racial and religious harmony and equality and diversity by helping the media and creative sector to advance social responsibility, diversity, inclusion and representation of broader society in their workforce and their output
- to promote the efficient and effective application of resources for charitable and educational purposes by the provision of advice, training, mentoring, volunteering and creative and related services.

Our vision and mission

At Media Trust, we believe when everyone has an equal voice, we'll get to a more equal society. That's why we connect media organisations with charities and under-represented talent to empower the third sector and advance media representation.

We design and deliver innovative and impactful training for charities so they can communicate more effectively to support their communities and drive social change. We also match charities with media industry volunteers for hands-on support. At the same time, we provide under-represented talent with the skills, access and mentoring to progress their careers in the media and creative sectors.

Our values

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

- Being ambitious and agile
 - We continue to work with energy, passion and dynamism
- Being passionate and progressive
 - We continue to be innovative and creative
- Being reciprocal and respectful
 - We continue to put our beneficiaries, partners and stakeholders first; to embrace equality, diversity and inclusion; and to support our people to be their authentic and best selves

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 delivering free and low-cost media and communications training, mentoring and pro bono support to enable charities, under-represented communities, and young people across the UK to have a stronger voice, access new and different audiences, enhance their media and communications skills, and create positive change in their lives and communities.

The charity also receives grant funding and contracts to provide free or low-cost media and communications advice, training and resources to small charities and marginalised communities to enable them to deliver more effectively their own charitable purposes, particularly with respect to disadvantaged and under-represented individuals and groups.

Significant Activities and Achievements During the Year

This section of the report summarises our significant activities and achievements for 2024/2025 and the progress we made against our main objectives, namely:

- Empower charities: We support charities to communicate more effectively, to drive meaningful social change.
- Advance representation: We increase opportunities for under-represented talent in the media and creative industry
- Build partnerships: We build meaningful partnerships, connecting the media industry with charities and under-represented talent

The current context

Looking back on 2024, and the turbulent global outlook as we entered 2025, Media Trust's work feels more critical than ever. As an election year, 2024 brought both uncertainty and opportunity. We saw an even greater need for charities to have strong communication skills and the ability to navigate an increasingly complex media landscape.

We've also seen growing concern around rising anti-EDI rhetoric and the loosening of content safeguards on digital platforms. Like many organisations working with marginalised communities, we're closely watching how these trends may affect our sector. Yet, we've also been heartened by the strong push from UK media and creative industry leaders to champion equity, diversity and inclusion, and their recognition of the media's power to shape culture and drive positive change.

These developments only underscore why Media Trust's work is so vital. Our work supports charities, advances representation, and creates meaningful connections between the media and civil society. 2025 has begun with

real anxiety for many. But that only strengthens our commitment to building a more equal and connected society.

Over the past 12 months, all our teams have been working hard to deliver multiple parallel programmes:

Empowering Charities

Stronger Voices

We launched Year 6 of Stronger Voices in July 2024, supporting 20 London-based equality organisations to strengthen their strategic communications ahead of the general election. Backed by a new five-year grant from City Bridge Foundation, we expanded the programme to include a wider range of grassroots and community-led groups. Participants received expert training and mentoring from partners including BBC, Equally Ours and Kinesso, with 71 volunteers offering pro bono support. Highlights included a standout masterclass by Joseph Harker, The Guardian, and a speed pitching session with national journalists, all designed to help organisations drive systemic change through stronger messaging.

Weston Communicating Climate

Year 4 of Communicating Climate launched in April 2024, supporting 20 climate and environmental organisations at a moment of growing urgency around climate justice and biodiversity loss. Powered by MG OMD, the programme delivered five expert-led workshops on framing, audience segmentation, social media, campaign strategy and inclusive storytelling, plus four messaging clinics with specialists at Heard.

In June, MG OMD mobilised more than 160 volunteer media professionals for a Challenge Day, offering one-to-one advice and securing prime advertising space on *The Screen* in Canary Wharf for a participating charity. A targeted media-training session with the Goodwork Foundation prepared organisations for press opportunities.

To widen impact, we ran two open masterclasses, behaviour change for climate action with MG OMD, and advertising tactics for new audiences with Purpose Disruptors, attended by 175 additional organisations.

By the programme's close, participants reported greater confidence, sharper strategies and new creative assets, equipping them to shift public discourse and accelerate climate action nationwide.

Digital Communications

TikTok's rapid rise has left many charities struggling to adapt, so Media Trust partnered with TikTok to launch the TikTok Charity Academy, equipping charities with the confidence and skills to communicate, campaign and fundraise on the platform.

Following a lively launch event at TikTok's London office, we trained 100 charities through a three-week Bootcamp, covering strategy, content creation, fundraising and analytics. Participants benefited from small-group Watch Parties with TikTok mentors, helping them post content early and track progress.

An additional 236 charities joined our sector-wide masterclass, with follow-up toolkits ensuring long-term learning and impact across the charity sector.

With funding support from Marketing Trust, between January and March 2025, we supported 412 charities across the UK, via online and in person training sessions, to strengthen their digital marketing capabilities through our Digital Marketing Strategy programme.

Media Trust Films

This year, we produced 43 powerful short films for charities supported by Crucible Foundation, John Lyon's Charity, the Mercers' Company and Santander Foundations.

Participating charities included Give A Book, whose film showcased the experiences of prisoners engaging with books and stories, Safe, who worked on a powerful film addressing the damaging effects of delays in the criminal justice system for female victims of sexual violence, and Transform Drug Policy Foundation, whose film spotlights the damaging misconceptions that allow the UK's failing drug laws to persist.

Our films for the Crucible Foundation focused on charities working within the criminal justice sector. To maximise the impact of the initiative, we collaborated with the Criminal Justice Alliance who supported on advising and promoting the films. We held a joint film screening and panel discussion at Warner Bros. Discovery, featuring criminal justice experts and reporters. We also hosted a screening for the Mercers' Company to showcase their grantees' films and the filmmakers' work.

Since launching in Autumn 2024, our films have received recognition at the Arrows, Creative Circle Awards, Big Syn Sustainability Film Awards, and Third Sector Awards, with a record 19 nominations for the Smiley Charity Film Awards resulting in 7 gongs.

Funder Plus services

Between April 2024 and March 2025, Media Trust supported London youth charities through our Capacity Support Programme with John Lyon's Charity, delivering 568 hours of tailored training, mentoring, and one-to-one strategy support. A new cohort of 20 charities joined the 2025 programme, continuing to build skills, confidence, and communications impact.

Advancing Representation

Havas: Boost Initiative

In 2024, Media Trust teamed up with Havas, as part of their Havas: Boost initiative, to launch an online mentoring programme aimed at supporting people from low socioeconomic backgrounds in the Northwest of England to access the media and advertising industries. The programme offered participants hand-matched, one-to-one mentoring with senior professionals in the sector; group mentoring sessions to foster peer support and shared learning; and tailored support to develop a practical project and start building their portfolio.

Amazon Ads

Also in 2024, Media Trust partnered with Amazon Ads to deliver a free mentoring programme for people from low socioeconomic backgrounds who received one-to-one mentoring, group mentoring, and a week of paid work experience at Amazon Ads. The work experience supported mentees to improve their skills and understanding of workplace culture, CV building and interviews, different departments, and how to respond

to a live client brief and pitch ideas to a panel of Amazon Ads experts. They also received leadership tips from Phil Christer, MD of Amazon Ads UK.

We also delivered training for **25 People and Operational Change leaders** within Amazon Ads on social mobility in advertising and how to improve representation of people from low socioeconomic backgrounds in the advertising sector.

Leo Burnett: Reframing Disability Mentoring

In 2024, Media Trust launched Reframing Disability, a mentoring programme in partnership with Leo Burnett, to support disabled and neurodivergent talent in the creative industries. Over six months, mentees received one-to-one mentoring from senior agency leaders, peer support, workshops and tailored career advice. The programme created space for honest conversations, built professional confidence, and led to tangible career opportunities—including one participant securing a role at the agency.

ScreenSkills HETV: Building Your Career Portfolio

With support from the ScreenSkills High-End TV Skills Fund, Media Trust launched a training programme to help 21 mid-career freelance professionals transition into high-end television. Activities included panels, training, group mentoring and networking, with input from leading HETV producers and studios. The programme helped participants reposition their skills, understand production pathways, and build their networks—opening doors into an often-inaccessible part of the industry.

Making it in Media

In partnership with The King's Trust, Media Trust delivered another successful cycle of Making it in Media, supporting young people not in education, employment or training. Participants developed practical skills in TV production, from filming and editing to pitching and public speaking. The programme offered industry insight and hands-on learning, and concluded with a final showcase, giving participants a platform to demonstrate their creative and technical skills.

Reframe the Game

Media Trust joined Warner Bros. Discovery Access to deliver Reframe the Game, supporting women filmmakers to tell stories from across women's sport. Ten participants received tailored training in pitching and working with contributors. Three finalists went on to produce short documentaries, which will air on TNT Sports in 2025—providing a platform for new creative voices and helping to shift representation in sports media.

Black Britain Unspoken

In partnership with Warner Bros. Discovery Access, Media Trust delivered the third season of *Black Britain Unspoken*, a programme that supports emerging Black British filmmakers from pitch to production. Since its launch in 2022, BBU has grown in reach and quality, with over 300 applications received in 2024. Ten filmmakers were shortlisted and took part in a pre-pitch workshop before presenting their ideas to senior commissioners and judges.

Media Trust delivered a tailored training week during pre-production, covering essential documentary and storytelling skills, and supported filmmakers in developing their release strategies.

Three winning pitches were commissioned for production with Wall to Wall, premiered at a Bounce Cinema screening, and released on discovery+ during Black History Month.

This year's winners—Lauren Gee, Joladé Olusanya, and Donell Atkinson-Johnson—have since secured further industry opportunities, underlining BBU's success as a launchpad for Black creative talent and its impact on diversifying the UK media landscape.

Building Partnerships

Volunteering

Media Trust's flagship Volunteering Programme, supported by the Garfield Weston Foundation, connects skilled media professionals with charities in need of pro bono communications support. In 2024–25, we facilitated over 1,800 matches, connecting 1,051 volunteers with 1,398 charities working on gender equality, climate action, mental health, and more.

A major milestone this year was the launch of our enhanced online volunteer platform, designed to match volunteers and charities more efficiently based on skills and needs. The platform received overwhelmingly positive feedback for its intuitive user experience and powerful matching capabilities.

We also marked International Women's Day 2025 with our ninth Women's Voices event, connecting 15 charities supporting women and girls with over 100 media volunteers from Google, Meta, BBC and more. Highlights included a keynote from Bloody Good Period founder Gabby Jahanshahi-Edlin and focused campaign sessions that helped charities strengthen their impact on issues including domestic abuse, kinship care and menstrual equity.

News UK Speed Pitching

In partnership with News UK, Media Trust delivered five speed pitching events designed to elevate the voices of charities representing women and girls, LGBTQIA+ communities, South Asian, Black and Disabled communities. Across the series, 40 charities worked directly with 42 News UK journalists. Each event included expert-led media training, in-person masterclasses, and fast-paced pitching sessions where charities refined their messaging and built valuable press relationships. The initiative created new pathways into mainstream media, giving charities the tools and confidence to tell their stories while giving journalists greater access to grassroots voices and lived experience.

Edelman Drop-In Clinics

Through a series of monthly drop-in clinics, Media Trust and Edelman provided 176 charities with one-to-one, real-time support on their most pressing communications challenges. Delivered by 26 Edelman volunteers, the sessions covered everything from framing narratives to audience engagement, AI tools, and responding to political change. Charities benefitted from tailored advice they could put into practice straight away, with many from smaller organisations reporting a boost in their confidence and skills. The clinics also offered a

collaborative space for peer learning and practical insight into how charities can be more strategic and impactful in today's fast-moving media environment.

KPIs

Media Trust uses a set of KPIs to assess our impact, which are reviewed by the Senior Management Team and Board on an ongoing basis. 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 effect. This includes conducting pre- and post- interviews and surveys with charities and volunteers to gather evidence of the impact we are having.

Overall, in the past year, Media Trust has:

- provided training, help and advice on communications challenges from content production to social media strategy to 4,416 charities and community groups across the UK.
- delivered 293 events attended by 6,652
- engaged over 1,400 media professionals as volunteer trainers, speakers, mentors and filmmakers offering over 17,000 hours of volunteer support
- supported 393 people through our under-represented talent programmes
- collaborated with dozens of media and creative companies who provide Media Trust with financial support, with many more media companies providing in-kind support

Our people and our infrastructure

Our small and dynamic team of 30 staff come from across the charity and business sectors, bringing a strong mix of experience and knowledge to support our work. There is a close and collaborative team culture, and we take collective pride in the quality of our programmes and how we are empowering individuals and communities to tell their own stories.

Over the past year, our board of trustees saw one trustee retirement (Tove Okunniwa). We are extremely grateful to Tove for her invaluable guidance and support.

After serving as Board Chair for over three years, Philip Thomas stepped down in May 2024 and was succeeded by Ian Edwards. We were pleased that Philip chose to remain on the Board as a trustee, helping to ensure leadership continuity alongside Ian, who brought valuable experience as an existing trustee. At the same time, Ete Davies and Mel Exon were elected Vice-Chairs. Due to other commitments, Philip will retire fully from the Board in September 2025. At that time, we look forward to welcoming new trustee Paul Coxhill, Chief Operating Officer of LIONS and President of the LIONS Intelligence digital and learning businesses.

In 2024, we launched an active recruitment drive to broaden the Board's perspectives and expertise, enhancing its existing skills and experience. We were pleased to welcome three new trustees in September: Caroline Levy, a BAFTA-nominated drama producer; Lisa Rousseau, Head of Prime Video Advertising, Europe at Amazon; and Phil Smith, Director General of ISBA, the voice of British advertisers. In May 2025, we were also delighted to appoint Dawn Beresford, Director of Talent and Skills at BBC Commissioning, representing our longstanding Corporate Partnership.

Media Trust is committed to diversity and inclusion and to being an equal opportunities employer.

Future Developments

Media Trust believes we have a huge opportunity to capitalise on our unique position as a connecting force between the advertising, media, creative and technology sectors on the one hand and on the other hand, charities, local communities and young people.

With the guidance and insights of both the long-standing and new trustees on our board, as well as the wealth of knowledge from the advisory groups that support each of our main programmes, we continue to learn, evolve and forge even closer ties with our industry partners and the funders, charities and young people we work with.

In 2025-26, Media Trust is focusing on three key priorities. First, we're launching an AI skills training pilot with NCVO, funded by CPI and the Google.org AI Opportunity Fund, to equip charities and under-represented creative talent with essential AI knowledge, while also addressing the risk of an AI adoption gap and promoting ethical, inclusive AI use. Second, we're developing a new programme to strengthen charities' ability to counter misinformation and disinformation through fact-checking skills, trusted data sources and AI-powered tools. Finally, we're expanding our climate communications work through a major new partnership to ensure those most affected by climate change, including disabled people, ethnic minority communities and low-income groups, can shape the narrative and influence policy.

REVIEW OF FINANCIAL POSITION

Overview Restricted Income

For FY 24/25, our restricted reserves are £597k (compared to £410k in FY 23/24). The net movement of restricted funds of £187k (increase) is due to new restricted funding.

Unrestricted Income

Our unrestricted funds are made up of our unrestricted reserves and designated funds. We have increased our unrestricted reserves by £4k to £304k (compared with £300k in FY 23/24).

Our designated funds have decreased from £9k to £0k. The designated funds in FY 24/25 were fully spent as per their purpose.

Overall recognised income was £1.896m, an increase of £360k from FY 23/24. This was in line with our expected increase in order for Media Trust to continue to deliver our charity objectives.

Income Summary

Support from the media industry increased from £459k in FY 23/24 to £540k in FY 24/25. With the first fundraising events since COVID. We continued to see success in our strategy to diversify beyond the corporate partner membership fee and fundraising model. We saw an increase in Gifts in Kind from £10k to £30k.

The number of corporate partners in FY 24/25 decreased to 16, compared with 18 in FY 23/24.

Recognised income from Charitable Activities increased to £1.346m in FY 24/25 from £1.068m in FY 23/24

Expenditure Summary

Costs increased by £131k (£1.713m in FY 24/25 vs £1.582m in FY 23/24). This reflects the delivery of programmes throughout the year, for both new funding initiatives as well as those from restricted reserves. Overall support costs increased from £397k in FY 23/24 to £495k in FY 24/25.

Reserves

Media Trust carried forward total funds of £901k at 31 March 2025 (vs £718k at the same point last year). This represents a net movement of funds of £183k. Unrestricted reserves comprised £304k (£309k in FY23/24). This represents a net deficit movement of funds of (£5k).

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



The Media Trust
Trustees' Annual Report for the year ended 31 March 2025

Principal funding sources

Media Trust receives grants and contracts from a range of charitable trusts and foundations, public and corporate sector bodies, to fund specific activities to further our charitable objectives. We are very grateful to our main supporters over the past year:

Amazon
City Bridge Foundation
Crucible Foundation
Warner Bros Discovery
Garfield Weston Foundation
Google.org
Edelman
John Lyon's Charity
King's Trust
Leo Burnett
Marketing Trust
News UK
Santander Foundation
ScreenSkills and the BFI
The Mercers' Company
Tik Tok

Additionally, we receive corporate membership, sponsorship, ad inventory and ad credit contributions from our media industry corporate partners

We were extremely proud to work alongside the following 16 corporate partners in the year up to 31 March 2025:

Ascential	Meta
Bloomberg	MG OMD
Channel 4	Ogilvy
Dentsu	People's Postcode Lottery
Discovery	PHD
Edelman	Sky
Google	WPP
Havas	Yahoo

Media Trust is continuing to focus on diversifying our income mix by continuing to grow our revenue from the media industry and to reduce our reliance on grants. We have already had some success in securing donations of advertising inventory from media platforms that we have been able to convert into cash through partnerships with MG OMD and Havas. We have also seen the growth of delivering specific program activity for corporate partners.

Although we sometimes charge charities for training, our hope is to be able to persuade more funders to pay for charities to benefit from Media Trust training and tap our film-making and other services.

We do not use professional fundraisers. Other commercial organisations are only involved as partner organisations fundraising from their own staff or encouraging their staff to fundraise on our behalf on a personal level.

We have undertaken to comply with the latest fundraising guidelines from the Fundraising Regulator and the Charity Commission, including the Code of Fundraising Practice for the UK. In the year to 31 March 2025 we received no complaints in relation to our fundraising activities. Where people or organisations raise funds on our behalf, we require that they also comply with these standards. The Trustees are of the view that during the year to 31 March 2025 we have been compliant with these standards. We are not aware of any instances where those acting on our behalf have failed to comply.

In order to protect vulnerable people and other members of the public, Media Trust is careful to protect the private data of supporters, and we give them clear options to stop being contacted by us. As part of our compliance with the Code of Fundraising Practice, we ensure our approach to fundraising is not unreasonably intrusive or persistent and does not aim to solicit donations by pressurising potential supporters.

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

Media Trust's risk and reserves policies are inter-dependent. Our risk management processes help identify where we might need reserves.

Reserves are currently maintained at a level that enables the organisation to manage operational financial risks and short-term income volatility, ensuing financial commitments can be met as they fall due.

For these purposes, reserves are unrestricted funds which are freely available to be spent on any of the charity's purposes and exclude funds which are ring-fenced for specific programmes.

At current levels of activity, the Trustees believe in order to mitigate against risks of significant variations in income and to be able to bridge short-term shortfalls in working capital, target reserves should be £300k (approximately four and a half months of core salaries and overhead costs).

As at 31 March 2025, unrestricted reserves were on target at £304k. The Trustees are considering ways of reducing the charity's dependence on volatile forms of income and securing more reliable funding streams which has, for example, resulted in the charity applying for more multi-year grant funding. The Trustees review the policy and progress towards meeting the target level of reserves annually and the Finance & Audit Committee meets quarterly to ensure income and expenditure targets are being met in order to reach this goal in future.

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.

The Finance and Audit Committee meets ahead of each Board meeting, to assess our financial position and review the principal risks and uncertainties facing the organisation. The Committee continues to work closely with the senior management team to review and agree steps to mitigate any risks.

The key risks that were identified and the steps being taken to mitigate them are as follows:

Financial sustainability – The main risk of not delivering on forecast has been mitigated, on advice of the FAC, to build a more conservative forecast for FY 2025/26. By increasing the amount of specific programme activity for Corporate Partners we hope to achieve longer-term relationships and renewals. At the same time, the charity will continue to exercise tight cost controls.

Staff Retention – As with many other small charities, our programme staff are generally on fixed term contracts contiguous with grant funding. We are applying for more longer-term grant funding to provide our staff with greater financial stability. We have also focused on increasing the salaries of those at the lowest end of the pay scale.

Organisation-wide collaboration and engagement – We continue to be remote first and get incredibly good feedback on flexible working at MT but need to ensure we support any staff who feel disconnected working from home and that we are still collaborating and making the most of face to face opportunities. We have monthly in person all staff meetings, a health and wellbeing committee, Flexible working, TOIL and remote first policies produced in conjunction with the Health and Well Being Committee, Monthly stipend for staff working from remote locations and staff listening surveys.

Board Composition - Ensuring we have the appropriate skills, experience and diversity amongst our board, in line with best practice and the needs of our charity. Where there are gaps, we will have a formal, rolling plan in place to address them.

Safeguarding - We have a dedicated board Trustee for Safeguarding and this is a standing point on all board agendas. All Trustees have been provided with training on safeguarding.

Fraud - Our anti-fraud financial procedures have also been recently reviewed by the Chair of our Finance and Audit Committee and discussed by the board.

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 forecasts for the period to 31 October 2026, 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 2025 to manage those risks successfully, despite the current uncertain economic outlook. The Trustees consider that there is a reasonable expectation that Media Trust 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. The Trustees are of the view that Media Trust continues to improve its position and should have sufficient financial resources for at least the twelve-month period from the date of approval of these financial statements, to enable the charity to fund its ongoing operations and to meet its commitments.

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 also has a trading company, dormant trading accounts have been submitted since financial year end March 2018 for this entity.

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 Chair and Vice Chair (if any). The Board convenes at least four times each year and there are supporting committees covering Finance, Risk and Audit, and Nominations. Additionally, this year we established Strategy and Industry Working Groups.

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.

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 charity. 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 Chair on a regular basis.

Supporting committees and Working Groups:

Finance and Audit Committee: Sam Tomlinson (Chair), David Black and Ian Edwards. The Finance and Audit Committee meets around four times a year and reports to the full Board meeting.

Nominations and Remuneration Committee: Mel Exon (Chair), Ed Couchman, Satyen Dayal and Claudia Osei-Nsafoah. This committee is responsible for appointing new trustees, the Chief Executive and for advising on the recruitment and remuneration of senior staff.

Strategy Working Group: Mel Exon (Chair), Kamal Ahmed, David Black, Ete Davies, Satyen Dayal and Ian Edwards. This committee is responsible for reviewing and affirming Media Trust's vision, mission, values and strategic priorities.

Industry Working Group:

Ed Couchman (Co-Chair), Ete Davies (Co-Chair), David Black, Ian Edwards, Phil Smith and Sam Tomlinson. This committee is responsible for optimising our corporate partnerships, identifying new prospects and exploring opportunities, including around sponsorships, events, and ad inventory donations.

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.

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

programme 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 (who are also directors of Media Trust for the purposes of company law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and 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.

As far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at Year End was 13 (2024:11). The Trustees are members of the charity, but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Auditor

At the last Annual General Meeting, the Trustees approved the re-appointment of Sayer Vincent as the



The Media Trust
Trustees' Annual Report for the year ended 31 March 2025

Charity's auditor.

A resolution for the re-appointment of Sayer Vincent will be proposed at the forthcoming Annual General Meeting.

The directors' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 24 September 2025 and signed On their behalf by

Ian Edwards
Chair

Sam Tomlison
Head of Finance and Audit committee



The Media Trust

Independent Auditors' Report to the members for the year ended 31 March 2025

Opinion

We have audited the financial statements of The Media Trust (the 'charitable company') for the year ended 31 March 2025 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on The Media Trust's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other Information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated.

The Media Trust

Independent Auditors' Report to the members for the year ended 31 March 2025

If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires 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; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, 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, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

The Media Trust

Independent Auditors' Report to the members for the year ended 31 March 2025

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.



The Media Trust

Independent Auditors' Report to the members for the year ended 31 March 2025

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable 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 charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

24 October 2025

Fleur Holden (Senior statutory auditor)

for and on behalf of Sayer Vincent LLP, Statutory Auditor
110 Golden Lane, LONDON, EC1Y 0TG

Date

The Media Trust
Statement of Financial Activities for the year ended 31 March 2025
(incorporating Income and Expenditure Statement)

	Notes	Unrestricted 2025	Restricted 2025	Total Funds 2025	Total Funds 2024
Income from:		£	£	£	£
Donations	2	284,641	-	284,641	458,703
Charitable activities:	3				
Communication Services		386,564	828,333	1,214,897	996,558
Youth Media		33,010	-	33,010	32,849
Engagement of Media Industry		97,920	-	97,920	38,350
Other trading activities	4	255,397	-	255,397	4
Investment income		10,064	-	10,064	9,126
Total income		<u>1,067,596</u>	<u>828,333</u>	<u>1,895,929</u>	<u>1,535,590</u>
Expenditure on:					
Raising funds		61,317	248	61,565	-
Charitable activities	5				
Communication Services		601,760	638,568	1,240,328	1,103,967
Youth Media		54,614	110	54,724	288,043
Engagement of Media Industry		355,036	1,666	356,702	190,407
Total expenditure		<u>1,072,727</u>	<u>640,592</u>	<u>1,713,319</u>	<u>1,582,417</u>
Net income/(expenditure)		<u>(5,131)</u>	<u>187,741</u>	<u>182,610</u>	<u>(46,827)</u>
Transfers between funds		-	-	-	-
Net movement of funds		<u>(5,131)</u>	<u>187,741</u>	<u>182,610</u>	<u>(46,827)</u>
Reconciliation of funds					
Total funds brought forward	15	308,769	409,619	718,388	765,215
Total funds carried forward		<u>303,638</u>	<u>597,360</u>	<u>900,998</u>	<u>718,388</u>

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.



The Media Trust (02895790)
Balance Sheet as at 31 March 2025

	Notes	2025 £	2024 £
Fixed Assets			
Tangible fixed assets	10	-	-
Intangible fixed assets	11	756	3,781
Current Assets			
Debtors	12	362,911	270,196
Cash at Bank and in Hand		838,686	685,388
		1,201,597	955,584
Creditors			
Amounts falling due with one year	13	(301,355)	(240,977)
Net Current Assets		900,242	714,607
Total Assets Less Current Liabilities		900,998	718,388
Funds			
Restricted	15a	597,360	409,619
Unrestricted	15a	303,638	299,483
Designated	15a	-	9,286
Total Funds		900,998	718,388

Approved by the Board of Directors on 24 September 2025 and signed on their behalf by:

Ian Edwards
Chair

Sam Tomlison
Head of Finance and Audit committee



The Media Trust
Statement of Cash Flows for the year ended 31 March 2025

	2025	2024
	£	£
Cash flows from operating activities:		
Net cash provided by operating activities	143,234	61,501
Cash flows from investing activities:		
Interest received	10,064	9,126
Net cash provided by investing activities	10,064	9,126
Change in cash and cash equivalents in the reporting period	153,298	70,627
Cash and cash equivalents at the beginning of the reporting period	685,388	614,761
Cash and cash equivalents at 31 March 2025	838,686	685,388

<u>Analysis of Cash and Cash Equivalents</u>	2025	2024
	£	£
Cash in hand and at bank	838,686	685,388
Total cash and cash equivalents	838,686	685,388

Reconciliation of net income/(expenditure) to net cash flow from operating activities

	2025	2024
	£	£
Net income / (expenditure) for the year	182,610	(46,827)
Amortisation for the year	3,025	3,025
Interest from investments	(10,064)	(9,126)
(Increase) / decrease in debtors	(92,715)	74,449
Increase in creditors	60,378	39,980
Net cash flow from operating activities	143,234	61,501



The Media Trust

Notes to the Financial Statements for the year ended 31 March 2025

1) Accounting Policies

(a) Statutory information

The Media Trust is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office is c/o Sayer Vincent LLP, 110 Golden Lane, London EC1Y 0TG and the principal place of business is WeWork, 123 Buckingham Palace Road, London SW1W 9SH.

(b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006/Charities Act 2011.

(c) Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

(d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met. This is with the exception of corporate partner membership income which is always recognised in the period it has been invoiced in. The reason for this is due to the bespoke packages for each partner, the timing of the delivery of any benefits can vary greatly and so it is deemed to be more appropriate to recognise the income when due, and not when the benefits are provided. Corporate partner membership income is treated as a donation to further the work of Media Trust, whereas any income received to deliver activities carried out to directly benefit the charitable organisations Media Trust works with is included within income from charitable activities.

(e) Donation of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

(f) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

The Media Trust

Notes to the Financial Statements for the year ended 31 March 2025

(g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of awareness and production undertaken to further the purposes of the charity and their associated support costs

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

(h) Allocation of support costs

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.

(i) Operating lease

Rental charges are charged on a straight-line basis over the term of the lease.

(j) Tangible fixed assets

Assets at a cost in excess of £5,000 intended to be 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 predominately 3 years.

(k) Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid net of any trade discounts due.

(l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

(m) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

(n) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

The Media Trust

Notes to the Financial Statements for the year ended 31 March 2025

2) Donations

	Unrestricted	2025 Total	2024 Total
	£	£	£
Corporate Donations	194,865	194,865	397,926
Other Donations	57,557	57,557	9,559
Grants	-	-	38,739
Other income	1,749	1,749	2,290
Gifts in Kind	30,470	30,470	10,189
	284,641	284,641	458,703

Of the donations received in 2024, £38,739 were restricted and £419,968 were unrestricted.

3) Income from Charitable Activities

	Unrestricted	Restricted	Total 2025	Unrestricted	Restricted	Total 2024
	£	£	£	£	£	£
City Bridge Trust	-	253,073	253,073	-	116,447	116,447
Crucible Foundation	-	90,066	90,066	-	75,000	75,000
Garfield Weston Foundation	-	75,000	75,000	-	66,000	66,000
Google	-	61,280	61,280	-	-	-
John Lyons Charity	-	77,000	77,000	-	130,000	130,000
Lankelly Chase	-	-	-	-	7,000	7,000
Marketing Trust	-	39,955	39,955	-	33,693	33,693
Santander	-	132,065	132,065	-	132,065	132,065
Screenskills	-	-	-	-	50,000	50,000
The Mercers Company	-	99,894	99,894	-	96,984	96,984
Gifts in Kind	-	-	-	3,050	-	3,050
Contract - Manning Gottlieb OMD	122,941	-	122,941	120,000	-	120,000
Contract - TikTok	63,020	-	63,020	11,980	-	11,980
Other grants and contracts	200,603	-	200,603	154,339	-	154,339
Charitable income for Communication Services	386,564	828,333	1,214,897	289,369	707,189	996,558
Gifts in Kind	925	-	925	-	-	-
Other grants and contracts	32,085	-	32,085	32,849	-	32,849
Charitable income for Youth Media	33,010	-	33,010	32,849	-	32,849
Contract - Ascential Group	55,000	-	55,000	-	-	-
Contract - Amazon	25,000	-	25,000	-	-	-
Other grants and contracts	16,920	-	16,920	38,050	-	38,050
Gifts in Kind	1,000	-	1,000	300	-	300
Charitable income for Engagement of Media Industry	97,920	-	97,920	38,350	-	38,350
Total income from charitable activities	517,494	828,333	1,345,827	360,568	707,189	1,067,757

The Media Trust

Notes to the Financial Statements for the year ended 31 March 2025

4) Other trading activities

	Unrestricted £	Restricted £	2025 Total £	2024 Total £
Fundraising Events	255,397	-	255,397	4
	255,397	-	255,397	4

All income from other trading activities in the prior year was unrestricted.

5a) Analysis of expenditure on charitable activities (current year)

	Direct and Staff Costs £	Support costs £	2025 Total £	2024 Total £
Raising Funds	32,740	28,825	61,565	-
Communication Services	1,034,608	205,720	1,240,328	1,103,967
Youth Media	33,010	21,714	54,724	288,043
Engagement of Media Industry in Voluntary Section	117,533	239,169	356,702	190,407
	1,217,891	495,428	1,713,319	1,582,417

5b) Analysis of expenditure on charitable activities (prior year)

Prior Year

	Direct and Staff Costs £	Support costs £	2024 Total £
Raising Funds	-	-	-
Communication Services	989,012	114,955	1,103,967
Youth Media	182,384	105,659	288,043
Engagement of Media Industry in Voluntary Section	13,584	176,823	190,407
	1,184,980	397,437	1,582,417

6a) Analysis of support costs (current year)

	Raising Funds £	Communication Services £	Youth Media £	Engagement of Media Industry in Voluntary Sector £	2025 Total £	2024 Total £
Governance	-	12,208	12,208	12,578	36,994	36,270



The Media Trust

Notes to the Financial Statements for the year ended 31 March 2025

General management	25,014	171,510	7,811	200,953	405,288	321,031
Premises & facilities	3,811	22,002	1,694	25,638	53,145	40,136
	28,825	205,720	21,713	239,169	495,427	397,437

*Support cost allocation is based on staff time

6b) Analysis of support costs (prior year)

	Raising Funds	Communication Services	Youth Media	Engagement of Media Industry in Voluntary Sector	2024 Total
	£	£	£	£	£
Governance	-	11,969	11,969	12,332	36,270
General management	-	91,748	82,452	146,831	321,031
Premises & facilities	-	11,238	11,238	17,660	40,136
	-	114,955	105,659	176,823	397,437

7) Governance Costs

	Unrestricted	Total 2025	Total 2024
	£	£	£
Staff costs	22,686	22,686	23,240
Audit fees	13,430	13,430	12,164
Bank Charges	810	810	840
Other	68	68	26
	36,994	36,994	36,270

All governance costs are unrestricted for the current and prior year.

8) Net income for the year is stated after charging

	2025	2024
	£	£
Amortisation	3,025	3,025
Auditor's remuneration	12,000	10,500

9) Staff costs

	2025	2024
	£	£
Salaries	1,025,836	952,193
Social security	106,607	104,476
Pension costs	25,901	25,927
	1,158,344	1,082,596

2025 2024



The Media Trust

Notes to the Financial Statements for the year ended 31 March 2025

	No.	No.
The average number of staff employed during the year was:	27	26

The number of employees whose salaries for the year fell within the following bands were:

£60,000 - £70,000	-	1
£70,000 - £80,000	1	-
£80,000 - £90,000	-	1
£90,000 - £100,000	1	-

The total emoluments (including pension contributions and employer's national insurance) received by key management personnel were £200,658 (2024: £29,199).

Key management personnel consists of 3 employees (2024 - 3).

No remuneration was paid or expenses reimbursed to the Trustees during the year (2024 - £Nil).

10) Tangible Fixed Assets

	Company Equipment £	Computer Equipment £	Total £
Cost			
At 1 April 2024	64,234	28,157	92,391
Additions	-	-	-
At 31 March 2025	<u>64,234</u>	<u>28,157</u>	<u>92,391</u>
Accumulated Depreciation			
At 1 April 2024	64,234	28,157	92,391
Depreciation	-	-	-
At 31 March 2025	<u>64,234</u>	<u>28,157</u>	<u>92,391</u>
Net book value			
At 1 April 2024	-	-	-
	-	-	-
At 31 March 2025	<u>-</u>	<u>-</u>	<u>-</u>

11) Intangible Fixed Assets



The Media Trust
Notes to the Financial Statements for the year ended 31 March 2025

	CRM System	Database system	Total
	£	£	£
Cost			
At 1 April 2024	9,075	39,068	48,143
Additions	-	-	-
At 31 March 2025	<u>9,075</u>	<u>39,068</u>	<u>48,143</u>
Accumulated Amortisation			
At 1 April 2024	5,294	39,068	44,362
Amortisation	<u>3,025</u>	-	<u>3,025</u>
At 31 March 2025	<u>8,319</u>	<u>39,068</u>	<u>47,387</u>
Net book value			
At 1 April 2024	<u>3,781</u>	-	<u>3,781</u>
At 31 March 2025	<u><u>756</u></u>	<u><u>-</u></u>	<u><u>756</u></u>

12) Debtors

	2025	2024
	£	£
Trade Debtors	123,862	144,455
Other debtors	2,108	1,957
Prepayments and accrued income	<u>236,941</u>	123,784
	<u><u>362,911</u></u>	<u>270,196</u>

13) Creditors

	2025	2024
	£	£
Trade Creditors	5,432	39,732
Other creditors	6,591	1,163
Taxation and social security	56,645	15,865
Accruals & deferred income	<u>232,687</u>	184,217
	<u><u>301,355</u></u>	<u>240,977</u>

14) Deferred Income

2025 **2024**

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Notes to the Financial Statements for the year ended 31 March 2025

	£	£
Balance at the beginning of the year	123,357	96,890
Amount released to income in the year	(123,357)	(96,890)
Amount deferred in the year	156,044	123,357
Balance at the end of the year	156,044	123,357

Deferred income relates to income received from Corporate Partners, including Amazon (Mentoring), Leo Burnett Disabled Talent Mentoring, and Open Course to be delivered in FY 2025/2026.

15a) Movement in Funds (current year)

	At 1 April 2024 £	Income & Gains £	Expenditure & losses £	At 31 March 2025 £
Restricted Funds				
Communication services				
City Bridge Trust	36,437	253,073	126,285	163,225
Crucible Foundation	56,706	90,066	58,607	88,165
Garfield Weston Foundation	49,692	75,000	55,493	69,199
Google	2,445	61,280	8,151	55,574
John Lyons Charity	108,466	77,000	124,925	60,541
Marketing Trust	-	39,955	39,955	-
The Mercers Company	60,642	99,894	92,276	68,260
Santander	76,837	132,065	116,506	92,396
Screenskills	14,940	-	14,940	-
	406,165	828,333	637,138	597,360
Support costs				
Fidelity	3,454	-	3,454	-
	3,454	-	3,454	-
				-
Total Restricted Funds	409,619	828,333	640,592	597,360
 Unrestricted	 299,483	 914,512	 910,357	 303,638
Designated	9,286	153,084	162,370	-
Total Unrestricted Funds	308,769	1,067,596	1,072,727	303,638
 Total Funds	 718,388	 1,895,929	 1,713,319	 900,998



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Notes to the Financial Statements for the year ended 31 March 2025

Purpose of restricted funds:

Communication services:

City Bridge Foundation - Volunteer films and capacity building. Costs restricted to programme costs, programme staff costs, department costs and contribution to core.

Crucible Foundation - Volunteer films and capacity building. Costs restricted to programme costs, programme staff costs, department costs and contribution to core.

Garfield Weston Foundation - Volunteering programme - cost restricted to programme costs, programme staff costs, department costs and contribution to core

Google - Digital Skills - training charity in digital skills. Costs restricted to programme costs, programme staff and department staff plus contribution to core.

John Lyons Charity - Volunteer films and capacity building. Costs restricted to programme costs, programme staff costs, department costs and contribution to core.

Marketing Trust - Marketing Skills Training - training decision makers. Costs restricted to programme costs, programme staff, department staff plus contribution to core.

The Mercers Company - Volunteer films. Costs restricted to programme costs, programme staff costs, department costs and contribution to core.

Santander - Volunteer films and capacity building. Costs restricted to programme costs, programme staff costs, department costs and contribution to core.

ScreenSkills – Mentoring matching programmes. Costs restricted to programme costs, programme staff costs, department costs and contribution to core.

Support Costs (restricted):

Fidelity – Funding of core staff. Costs restricted to salaries

Purpose of designated funds:

Communicating Climate Y4 - Capacity Building for Climate Charities - Costs restricted to programme costs, programme staff and department staff plus contribution to core.

TikTok Charity Academy 2024 - training charities in Tik Tok - Costs restricted to programme costs, programme staff and department staff plus contribution to core.

News UK Speed Pitching - a series of Speed Pitching events for underrepresented groups in preparation for upcoming awareness activities - Costs restricted to programme costs, programme staff and department staff plus contribution to core.

Leo Burnett Disabled Talent Mentoring Programme - Mentoring matching programme - Costs restricted to programme costs, programme staff and department staff plus contribution to core.

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Notes to the Financial Statements for the year ended 31 March 2025

15b) Movement in Funds (prior year)

	At 1 April 2023	Income & Gains	Expenditure & losses	At 31 March 2024
	£	£	£	£
Restricted Funds				
Communication services				
City Bridge Trust	84,375	116,447	164,385	36,437
Crucible Foundation	-	75,000	18,294	56,706
Garfield Weston Foundation	89,102	66,000	105,410	49,692
Gamseys	21,213	-	21,213	-
Google	18,413	-	15,968	2,445
John Lyons Charity	101,559	130,000	123,093	108,466
Joseph Rowntree Charitable Trust	52,167	-	52,167	-
Lankelly Chase	-	7,000	7,000	-
Marketing Trust	20,927	33,693	54,620	-
The Mercers Company	-	96,984	36,342	60,642
Santander	-	132,065	55,228	76,837
Screenskills	-	50,000	35,060	14,940
WCIT	10,000	-	10,000	-
	397,756	707,189	698,780	406,165
Youth Media				
The Mayors Fund	25,266	-	25,266	-
Kusuma Trust	20,614	-	20,614	-
	45,880	-	45,880	-
Support Costs				
Fidelity	6,278	38,739	41,563	3,454
	6,278	38,739	41,563	3,454
Total Restricted Funds	449,914	745,928	786,223	409,619
Unrestricted	291,367	723,942	715,826	299,483
Designated	23,934	65,720	80,368	9,286
Total Unrestricted Funds	315,301	789,662	796,194	308,769
Total Funds	765,215	1,535,590	1,582,417	718,388



The Media Trust

Notes to the Financial Statements for the year ended 31 March 2025

16a) Analysis of net assets between funds (current year)

	Unrestricted funds £	Designated funds	Restricted funds £	Funds Total £
Fund balances at 31 March 2025 are represented by:				
Fixed Assets	756	-	-	756
Net Current Assets	302,882	-	597,360	900,242
	<u>303,638</u>	<u>-</u>	<u>597,360</u>	<u>900,998</u>

16b) Analysis of net assets between funds (prior year)

	Unrestricted funds £	Designated funds	Restricted funds £	Funds Total £
Fund balances at 31 March 2024 are represented by:				
Fixed Assets	3,781	-	-	3,781
Net Current Assets	295,702	9,286	409,619	714,607
	<u>299,483</u>	<u>9,286</u>	<u>409,619</u>	<u>718,388</u>

17) 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.

18) Subsidiary Companies

Media Trust Trading Limited, a wholly owned subsidiary, was incorporated on 1 September 2017 (company no. 10942812 England & Wales) and remained dormant during the period to 31 March 2025. Dormant accounts will be filed at Companies House in due course.

Consolidated accounts have not been prepared as the only subsidiary controlled by The Media Trust as at 31 March 2025 was dormant.

19) Industry Contributors

The Media Trust is supported by a number of major media organisations. 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 their media organisations, other than corporate partnerships and donations which are on arm's length terms consistent with other media organisations that support The Media Trust.

20) Related Party Transactions

Aggregate donations from related parties totalled £3,469 (2024: Nil). These donations included both cash donations and gifts in kind from trustees and were all given for use by the charity in line with its normal operating activities.

The Media Trust
Notes to the Financial Statements for the year ended 31 March 2025

21) Comparatives for the statement of financial activities

	Unrestricted	Restricted	Total Funds
	2024	2024	2024
	£	£	£
Income from:			
Donations and legacies	419,968	38,739	458,707
Investment income	9,126	-	9,126
Charitable activities:			-
Communication Services	289,369	707,189	996,558
Youth Media	32,849	-	32,849
Engagement of Media Industry	38,350	-	38,350
Total income	<u>789,662</u>	<u>745,928</u>	<u>1,535,590</u>
Expenditure on:			
Raising funds	-	-	-
Charitable activities			
Communication Services	393,550	710,417	1,103,967
Youth Media	230,525	57,518	288,043
Engagement of Media Industry	172,119	18,288	190,407
Total expenditure	<u>796,194</u>	<u>786,223</u>	<u>1,582,417</u>
Net income/(expenditure)	<u>(6,532)</u>	<u>(40,295)</u>	<u>(46,827)</u>
Transfers between funds	-	-	-
Net movement of funds	<u>(6,532)</u>	<u>(40,295)</u>	<u>(46,827)</u>
Reconciliation of funds			
Total funds brought forward	315,301	449,914	765,215
Total funds carried forward	<u>308,769</u>	<u>409,619</u>	<u>718,388</u>