

# JOHN SCHOFIELD TRUST

England & Wales · Charity number 1061065

## Details

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**Other names** THE JOHN SCHOFIELD MEMORIAL TRUST

**Status** Registered

**Legal form** Other

**Registered** 1997-03-05

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** PO Box 108  
Haslemere  
United Kingdom  
GU27 9GU

**Phone** 07598855170

**Email** [info@johnschofieldtrust.org.uk](mailto:info@johnschofieldtrust.org.uk)

**Website** [www.johnschofieldtrust.org.uk](http://www.johnschofieldtrust.org.uk)

## Activities

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**Objects:** THE PROMOTION AND ADVANCEMENT OF EDUCATION AND SOCIAL DIVERSITY IN JOURNALISM

**Activities:** To support the professional development of talented young broadcast and online journalists with fewer than five years' experience, through the provision of an annual award and a mentoring scheme.

## Classification

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- **How:** Other Charitable Activities
- **What:** General Charitable Purposes
- **Who:** Other Defined Groups

## Geography

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- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£150,083	£131,237	-	-
2024-03-31	£144,538	£129,709	-	-
2023-03-31	£139,250	£129,782	-	-
2022-03-31	£82,276	£117,793	-	-
2021-03-31	£94,302	£61,845	-	-

## Trustees

Name	Role	Appointed
Ayshah Tull		2024-11-01
Eileen Murphy		2024-11-01
Fergus Bell		2024-11-01
Holly Irwin		2024-11-01
Jack Aldwinckle		2025-06-10
Jonathan Paterson		2024-11-01
Markus Ickstadt		2025-02-03
Nicholas Phipps		2024-12-13
Rob Osborne		2024-11-01
Shaunagh Connaire		2024-11-01
Sunita Bhatti		2022-09-20

**JOHN SCHOFIELD TRUST**

England & Wales - Charity number 1061065

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# Accounts

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# **John Schofield Trust**

## **Trustees' Annual Report and Accounts for the year ended 31 March 2025**

Charity number: 1061065 England and Wales

SC052921 Scotland

20206396 Republic of Ireland

Registered address: PO Box 108, Haslemere GU27 9GU

## Contents

Objectives of the John Schofield Trust.....	3
Theory of change .....	3
Governance of the Trust .....	3
John Schofield Trust/RTS Emerging Young Talent of the Year Award .....	5
The Fellowship .....	5
John Schofield Trust mentoring scheme for early career journalists .....	5
University Student Fellowship .....	7
Masterclasses and networking events.....	8
Fundraising.....	8
Staffing.....	9
Regulatory and Trust policies.....	9
Income and expenditure.....	9
Risk management.....	9
Reserves.....	10
Future plans .....	10
Financial report of the trustees .....	11
Accounting policies .....	12
Appendix .....	14
Progress made from future plans outlined in 2023-24 annual report.....	14

Bankers:                   HSBC  
                              12A North Street  
                              Guildford GU1 4AF

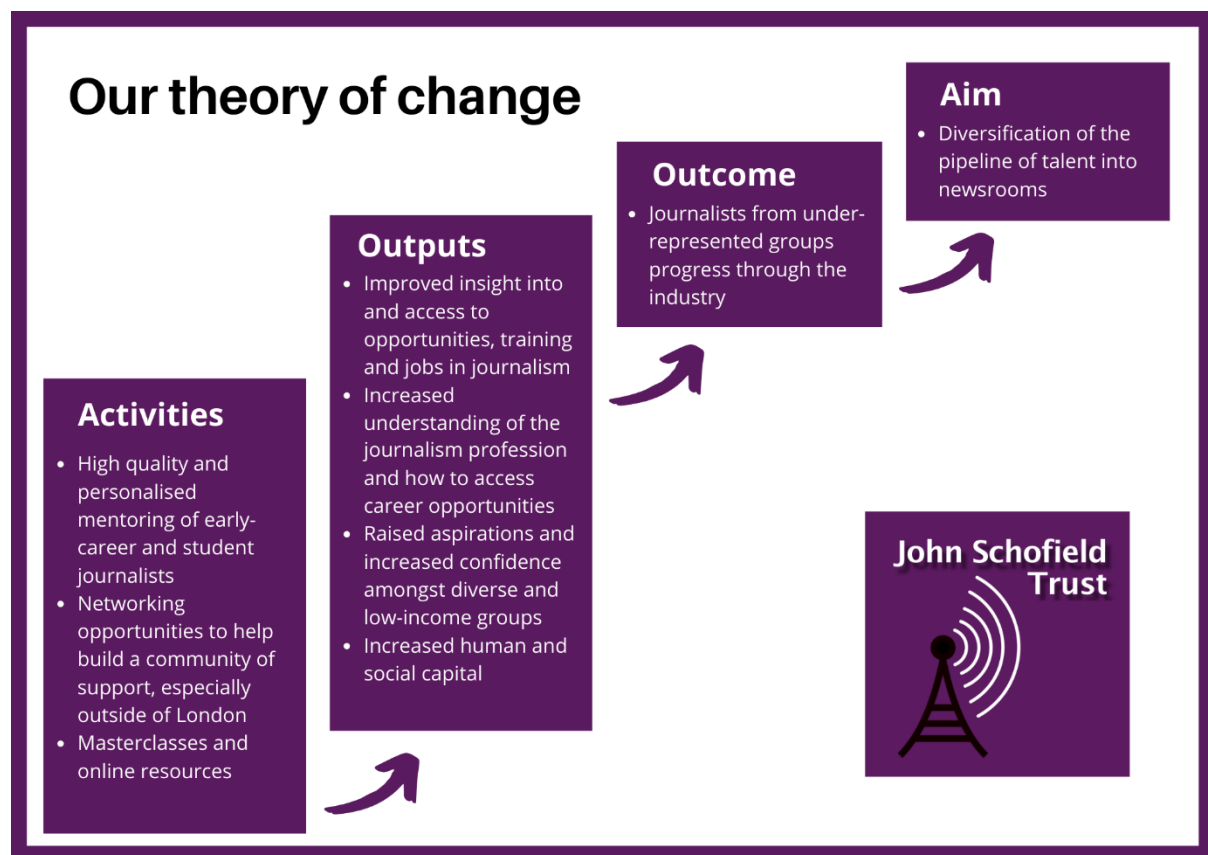
Independent examiner: Tom Wilcox  
                              Counterculture Partnership LLP  
                              23 St Leonards Road  
                              Bexhill-on-Sea  
                              East Sussex  
                              TN40 1HH

# Trustees' Annual Report

## Objectives of the John Schofield Trust

The John Schofield Trust was set up by the friends and family of the journalist John Schofield who was killed in Croatia while working on the BBC's World Tonight programme in 1995. The Trust exists to promote and advance education, social mobility and diversity in journalism. It does this by supporting early career journalists through mentoring, networking events and skills development.

## Theory of change



## Governance of the Trust

The John Schofield Trust is governed by a Declaration of Trust dated 1996 which was amended by supplemental deeds dated 6 January 1997, 16 June 2011, 6 October 2017, 21 September 2022 and 12 September 2023. It is managed by a board of trustees, who give their time voluntarily to the Trust. There are regular meetings of the board of trustees and sub-groups set up to advise on different aspects of the Trust's activities.

The trustees confirm that they have had regard to the Charity Commission guidance on public benefit and to that end set out in this report the main activities undertaken during the year in pursuit of the Trust's objectives.

## **Trustees**

### ***Remaining as of 31/03/2025***

Jonathan Paterson (appointed 01/11/24,  
appointed Chair 20/03/25)

Rob Osborne (appointed 01/11/24)

Holly Irwin (appointed 01/11/24)

Eileen Murphy (appointed 01/11/24)

Fergus Bell (appointed 01/11/24)

Ayshah Tull (appointed 01/11/24)

Shaunagh Connaire (appointed 01/11/24)

Nick Phipps (appointed 13/12/24)

Markus Ickstadt (Treasurer appointed  
03/02/25)

Sunita Bhatti

Susannah Schofield (re-appointed Chair  
14/08/24, Chair stepped down 20/03/25,  
remained on board until 10/06/25)

### ***Departed as of 31/03/2025***

Zaiba Malik (Chair stepped down 14/08/24)

Jenny Clark (Treasurer until 03/02/25, left  
board same time)

Louise Hastings (stepped down 13/12/24)

Julie Randles (stepped down 29/09/24)

Dhruti Shah (stepped down 01/09/24)

Kate Riley (stepped down 20/03/25)

## John Schofield Trust/RTS Emerging Young Talent of the Year Award

In keeping with previous years, we funded a bursary (of £1,500) to accompany the Royal Television Society's (RTS ) Emerging Young Talent of the Year Award, which the Trust set up in 1996 in memory of John Schofield. With Trust Director Howard Littler having participated in the judging panel, the 2025 winner of the award was Sam Leader, an ITV reporter who was commended for his innovative on the road coverage of the 2024 USA elections, and his investigation on sexual exploitation.

Sam accepted the Trust's offer of a mentor and this will begin in 2026.

## The Fellowship

### John Schofield Trust mentoring scheme for early career journalists

Our 2025 application round generated more interest than ever before with applications rising by approximately 50%. The number of applications received from print and multimedia candidates rose, as did applications from candidates based outside London – in line with our strategic focus.

Applicants can either complete an online form or submit their application via video or audio. This is to encourage candidates who prefer this to paper-based applications.

An analysis of the characteristics of our Fellows on the early career scheme demonstrates we are making excellent progress towards our mission of newsrooms being as diverse as the audiences they serve.

CATEGORY	2025	NATIONAL SECTOR BENCHMARK*
Non selective state school	<b>68%</b>	43% privately educated
Ethnic minority	<b>35%</b>	10%
First generation in university	<b>44%</b>	Data not available for sector
Disabled	<b>20%</b>	22%
LGBTQ+	<b>32%</b>	6-8%
Free School Meals	<b>30%</b>	80% journalists from 'highest social classes'

\*figures from annual NCTJ report, Ofcom, Sutton Trust



[All national average statistics are sourced from the 2023 NCTJ report into diversity in journalism](#)  
(for clarity: 'national average' reflects those in the media sector, not the national population).

### Feedback survey 2024-25

In the exit survey for 2024 Fellows:

- 98% of respondents said they would recommend the mentoring scheme to others
- 84% of respondents reported feeling more confident about their career in journalism, when compared to the start of the programme

In addition to quantitative assessment, the Trust gathered quotes as part of the same survey:

“Being part of the JST has been a game-changer for me. As someone with zero contacts in the industry... Being part of JST has afforded me the confidence to achieve my career aspirations and helped me to become more motivated. I secured freelance work thanks to my mentor, and I now have a full-time journalism role at a major news organisation!”

“It's a brilliant scheme and I would recommend it to anyone. I felt a bit lost before the scheme not knowing who to turn to but my mentor was really useful.”

“A massive thank you to Sanya, my mentor, and the rest of the staff for making this scheme possible :) it's been a real benefit.”

## University Student Fellowship

After a successful pilot in 2022, we are now partnered with eleven universities and mentor 5-10 (mostly final year undergraduate) journalism students from across the UK and Ireland.

- University of Lancashire
- Edinburgh Napier
- University of Kent
- Liverpool John Moores University
- University of Northampton
- University of Salford
- Cardiff University
- Falmouth University
- De Montfort University
- University of Lincoln
- London College Communications, University of the Arts

Participants were matched with professional journalism mentors for the last six months of their undergraduate degree and the first six months after graduation.

## Feedback from the University Student Fellowship

Asked to rate their experience:

- 89% of respondents said they would recommend the scheme to other students

## Comments

“[It] helped with my development as my mentor provided guidance for job interviews and next steps into my career.”

“My mentor helped my professional development by helping me create solid CVs, guidance with applying to internships and networking advice. This has improved my confidence.”

“My mentor help me grow my confidence especially in the face of rejection... She has given me feedback on my pitches, professional work and developmental plan and always steers in the right direction.”

## Masterclasses and networking events

The Trust’s masterclasses are an opportunity to stage discussions, share experiences, allow our Fellows to hear career insights from distinguished journalists, and to raise the profile of the Trust. Some of our masterclasses are public-facing whilst others are hosted exclusively for our Fellows. Public-facing masterclasses are posted to our YouTube channel and social media. In planning masterclasses, the Trust is responsive both to the news agenda and suggestions from Fellows.

Over the course of the year we staged events on:

- How to find and tell great local stories
- Reporting the Post Office scandal
- Becoming a confident public speaker
- Mental health for journalists
- Global news reporting

We were also able to meet for a day of masterclasses in London at the BBC’s Broadcasting House, which included a career agony aunt session and a panel of political journalists on reporting general elections.

In addition, we held briefing sessions and online support sessions for mentees and mentors.

## Fundraising

We comply with the Charities (Protection and Social Investment) Act 2016 and adhere to the Code of Fundraising Practice.

The Trust took part in The Big Give Christmas Fundraiser 2024 for a fourth year. This is an intense week-long national match-giving fundraising campaign which took place from 3-10 December. This year’s campaign raised money for a series of regional networking events across the UK and Ireland. Pledges came from Knight Ayton, former trustee Kate Riley, current trustee Louise Hastings and our founder Susannah Schofield. The Trust generated social media assets and collected testimonials to support our campaign which raised £16,980, exceeding our goal by £580. The total raised including Gift Aid was £18,493.

Our work continues to be dependent upon the generous support of our current funders: 5 News, BBC News, Channel 4, CNN, PA Media, the European Bank for Reconstruction and Development, ITV News, Knight Ayton, RTE, Sky News, News UK, DC Thomson and Reach. We also received

gifts in kind from Sky News (professional camera man), BBC News (use of venue, staffing and catering) and ITV (use of venue).

Each university that we are partnered with makes a contribution per student to our operational costs. Yes

All other fundraising was carried out on a voluntary basis by the trustees.

There have been no complaints relating to our fundraising activities.

We have no other form of income other than funds raised. We do not charge application fees or joining fees to our participants or entry fees for our events. All our mentors and speakers at events are volunteers to whom we are greatly indebted. During 2024-25 the Trust benefited from the work of more than 250 volunteers (trustees, mentors, champions, speakers, campaign support).

## Staffing

There were changes in management during the year, with CEO David Stenhouse leaving. Fellowship Manager Howard Littler stepped up to the Director role, and was supported by ad-hoc part time staff.

## Regulatory and Trust policies

We continue to be registered with the ICO and Fundraising Regulator. We adhere to GDPR guidance in managing and keeping our data secure.

In addition to revising existing policies in the course of the year the Trustees adopted new policies on Modern Slavery and Volunteer Selection for Senior Fellows and masterclass participants.

## Income and expenditure

The John Schofield Trust had income of £150,083. This included donations from the donors listed above.

The key elements of the Trust's expenditure in 2024-25 are:

- Staff costs
- Bursary costs
- Event costs (including travel and staff/trustee expenses)
- Legal and professional costs
- Admin costs including software

Trustees are not remunerated for their services but are paid out of pocket expenses.

## Risk management

The trustees take their responsibilities for effective risk management seriously. We currently have in excess of three months' worth of operating costs in cash reserves.

Fellows are required to sign up to terms and conditions before joining the scheme.

We have Charities Liability Insurance and Trustees Indemnity Cover in place with Hiscox.

### Reserves

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to approximately three months of unrestricted charitable expenditure. The trustees consider that this level will provide sufficient funds to ensure that support and governance costs are covered and to allow other sources of income to be found should this be needed.

The balance held as unrestricted funds at 31 March 2025 was £102,508 (2023/24: £83,662).

The reserves policy will be reviewed annually by the trustees.

### Future plans

- i.** To continue funding the RTS/John Schofield Trust Emerging Talent of the Year Award bursary
- ii.** To ensure the early career journalists that we support represent a good regional spread across the UK and Ireland and are not overly concentrated in London.
- iii.** To increase the number of in-person masterclasses outside London that enable networking opportunities.
- iv.** To ensure the Trust's work reflects a changing sector, including independent media and digital creators. We will do this through a new strategy that was activated in early 2025.

## Financial report of the trustees

### Receipts and payments for the 12 months to 31 March 2025

Receipts	2025		2024	
	Unrestricted	Total	Unrestricted	Total
Donations	£150,083	£150,083	£142,860	£142,860
Gift Aid			£1,677	£1,677
<b>Total Receipts</b>	<b>£150,083</b>	<b>£150,083</b>	<b>£144,537</b>	<b>£144,537</b>
<b>Payments</b>				
Salaries	£73,500	£73,500	£95,791	£95,791
Employer NI	£0	£0	£10,414	£10,414
Employer Pension	£4,141	£4,141	£3,282	£3,282
Redundancy Costs	£12,321	£12,321		
Payroll Costs	£1,112	£1,112	£810	£810
Direct Event Costs	£6,014	£6,014		
Travel	£12,534	£12,534	£5,478	£5,478
Staff/Trustee Expenses	£4,813	£4,813	£3,787	£3,787
RTS Bursary	£1,500	£1,500	£3,000	£3,000
Insurance	£695	£695	£570	£570
Audit Examination Fee	£1,860	£1,860	£1,269	£1,269
Other Legal and Professional	£4,430	£4,430		
Software Charges	£5,909	£5,909	£3,100	£3,100
Other Overheads	£2,407	£2,407	£2,207	£2,207
	<b>£131,237</b>	<b>£131,237</b>	<b>£129,708</b>	<b>£129,708</b>
<b>Surplus/(Deficit)</b>	<b>£18,846</b>	<b>£18,846</b>	<b>£14,829</b>	<b>£14,829</b>

### Assets and Liabilities

Assets	2025		2024	
	Unrestricted	Total	Unrestricted	Total
Cash at Bank	£100,557	£100,557	£83,662	£83,662
Debtors	£5,000	£5,000		
	<b>£105,557</b>	<b>£105,557</b>	<b>£83,662</b>	<b>£83,662</b>
<b>Liabilities</b>				
Accruals	£930	£930		
Payroll liabilities	£2,119	£2,119		
	<b>£3,049</b>	<b>£3,049</b>	<b>£0</b>	<b>£0</b>
<b>Net Assets</b>	<b>£102,508</b>	<b>£102,508</b>	<b>£83,662</b>	<b>£83,662</b>

Opening Reserves	£83,662	£83,662	£68,833	£68,833
Surplus/(Deficit) for the period	£18,846	£18,846	£14,829	£14,829
<b>Closing Reserves</b>	<b>£102,508</b>	<b>£102,508</b>	<b>£83,662</b>	<b>£83,662</b>

Signed by



Jonathan Paterson  
Chair of Trustees  
DATE: 19 December 2025



Markus Ickstadt  
Treasurer

## Accounting policies

### Basis of accounting

The financial statements have been prepared in accordance with the Charities Act 2011 and “Accounting and Reporting by Charities: Statement of Recommended Practice – Accounting and Reporting by Charities (SORP (FRS102), second edition issued in January 2019)”, the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

John Schofield Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

### Going concern

The financial statements are prepared, on a going concern basis, under the historical cost convention.

### Funds

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

**Incoming resources**

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. Donations are recognised on receipt.

**Resources expended**

Liabilities are recognised as resources expended when there is a legal or constructive obligation committing the Charity to the expenditure. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**Taxation**

As a registered charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only.

**Related Party Transactions**

There were no disclosable related party transactions during the year (2024 - none)

## Appendix

### Progress made from future plans outlined in 2023-24 annual report

No	Plan	Progress	Note
i.	To continue funding the RTS/John Schofield Trust Young Talent of the Year Award bursary	✓	Achieved - 30 <sup>th</sup> award-winner named - Sam Leader
ii.	To increase the number of mentees, especially apprentice journalists, on the mentoring scheme and to expand the mentoring scheme to include journalists from print and multimedia journalists in addition to broadcast	✓	Achieved- applications rose by 45% for mentoring in 2025, with applications from print and digital journalists, and from those outside London featuring strongly. Numbers of EC Fellows stayed at the same level, with students increasing.
iii.	To increase the number of in-person masterclasses outside London	✓	In progress- regional masterclasses announced for 2025/6, with four having already happened in Sheffield, Cardiff and Liverpool.
iv.	To conduct a review of the Journalism Cares pilot programme	✓	Achieved- programme was reviewed with feedback from participants and we opted to discontinue beyond the pilot due to the level of resource needed.



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

Charity Name  
John Schofield Trust

**On accounts for the year  
ended**

31st March 2025

**Charity no  
(if any)**

1061065

**Set out on pages**

Above

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 / 03 / 2025.

**Responsibilities and  
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent  
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below \*) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*\* Please delete the words in the brackets if they do not apply.*

**Signed:**

*Wilcox*

**Date:**

20/12/2025

**Name:**

Tomas Wilcox

**Relevant professional  
qualification(s) or body  
(if any):**

FCIE

**Address:**

Counterculture Partnership LLP

23 St Leonards Road

Bexhill-on-Sea, East Sussex TN40 1HH

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

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**JOHN SCHOFIELD TRUST**

England & Wales - Charity number 1061065

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# Accounts

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# **John Schofield Trust**

## **Trustees' Annual Report and Accounts for the year ended 31 March 2024**

Charity number: 1061065 England and Wales

SC052921 Scotland

20206396 Republic of Ireland

Registered address: PO Box 108, Haslemere GU27 9GU

## Contents

Objectives of the John Schofield Trust.....	3
Theory of change.....	3
Governance of the Trust.....	3
Charity registration in Scotland.....	4
John Schofield Trust/RTS Emerging Talent of the Year Award .....	4
Susie Schofield awarded MBE .....	4
The Fellowship.....	5
John Schofield Trust mentoring scheme for early career journalists .....	5
University Student Fellowship pilot .....	7
Masterclasses and networking events .....	8
Journalism Cares .....	8
Communications .....	9
Social media .....	9
E-newsletter.....	9
Fundraising .....	9
Staffing .....	10
Regulatory and Trust policies .....	10
Income and expenditure.....	10
Gift Aid.....	11
Risk management .....	11
Reserves.....	11
Future plans.....	11
Financial report of the trustees .....	12
Accounting policies .....	13
Appendix .....	14
Progress made from future plans outlined in 2022-23 annual report.....	14
Online and in person Masterclass events.....	14

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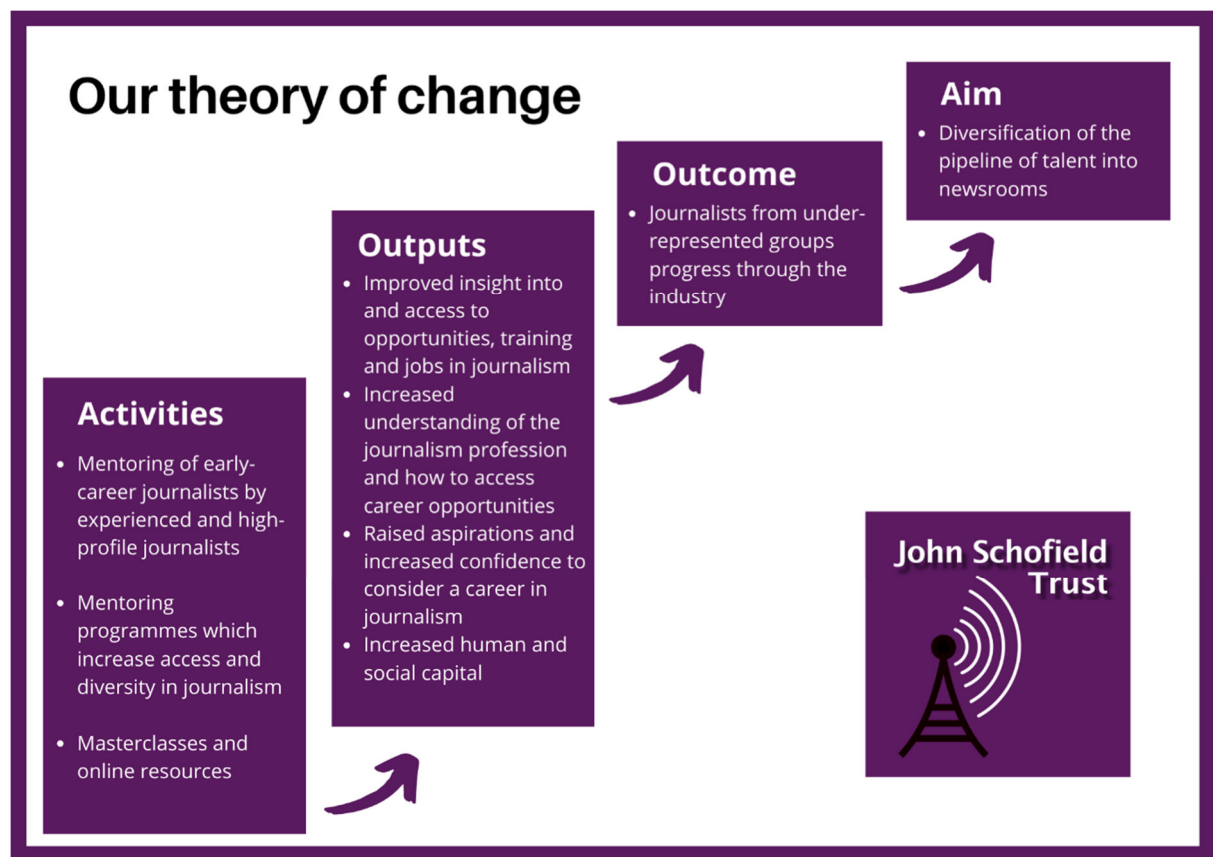
Independent examiner: Tomas Wilcox FCIE  
                              Counterculture Partnership LLP  
                              Unit 115, Ducie House, Ducie Street, Manchester, M1 2JW

# Trustees' Annual Report

## Objectives of the John Schofield Trust

The John Schofield Trust was set up by the friends and family of the journalist John Schofield who was killed in Croatia while working on the BBC's World Tonight programme in 1995. The Trust exists to promote and advance education, social mobility and diversity in journalism. It does this by supporting young journalists through mentoring and by encouraging young people from under-represented groups to consider a career in journalism.

## Theory of change



## Governance of the Trust

The John Schofield Trust is governed by a Declaration of Trust dated 1996 which was amended by supplemental deeds dated 6 January 1997, 16 June 2011, 6 October 2017, 21 September 2022 and 12 September 2023. It is managed by a board of trustees, who give their time voluntarily to the Trust. There are regular meetings of the board of trustees and sub-groups set up to advise on different aspects of the Trust's activities.

The trustees confirm that they have had regard to the Charity Commission guidance on public benefit and to that end set out in this report the main activities undertaken during the year in pursuit of the Trust's objectives.

The trustees who served during the year were as follows:

Jenny Clark (treasurer)	Sunita Bhatti
Louise Hastings	Alison Comyn
Zaiba Malik (appointed Chair 10/5/23)	Julie Randles (stepped down 14/05/23, reappointed 29/9/23)
Emma Maxwell (stepped down 28/04/23)	Susannah Schofield (Chair until 10/5/23) Dhruti Shah

## Charity registration in Scotland

In the course of the year the Trust applied to be registered with OSCR, the Office of the Scottish Charity Register, in order to reflect the increased scale of our activities in Scotland.

On 1 November 2023 we were notified that we had been successfully added to the Scottish Charity Register and given the charity number SC052921.

## John Schofield Trust/RTS Emerging Talent of the Year Award

In keeping with previous years, we funded a bursary (of £1,500) to accompany the Royal Television Society's (RTS ) Emerging Talent of the Year Award, which the Trust set up in 1996 in memory of John Schofield. For the first time, Trust CEO David Stenhouse chaired the jury for the Emerging Talent of the Year award. The 2024 winner of this award – the 29<sup>th</sup> – was Joshua Stokes, the Isle of Man reporter for Granada Reports, whose entry commemorated the 50<sup>th</sup> anniversary of the Summerland disaster on the island, in which 50 people were killed and 80 were injured.

Joshua accepted the Trust's offer of a mentor and was paired with Alex Thomson, the Chief Correspondent of Channel 4 News.

## Susie Schofield awarded MBE

In June 2023 it was announced that Susie Schofield, the founder of the John Schofield Trust, had been awarded an MBE in the King's Birthday Honours List for services to journalism and diversity in the journalism industry.

At the time, Susie Schofield MBE said:

"I am incredibly honoured to receive this award. Setting up the John Schofield Trust to recognise young journalists in the aftermath of John's tragic death was the most positive act I could do. John was such a welcoming force in any news setting and I'd like to dedicate this award to his memory.

This award is built on the shoulders of hundreds of volunteers who have worked tirelessly to mentor young journalists from diverse backgrounds who are under-represented in newsrooms to help them navigate their way into the news industry. It has been the privilege of my life to be part of that.

There is still much to be done to make newsrooms welcoming for all."

News of Susie Schofield's award was greeted with support from across the industry.

Layla Wright, presenter and journalist, said:

"I and so many other young journalists have had the privilege of being supported by the John Schofield Trust. The Trust helped me navigate what seemed like a daunting industry and helped me believe that my dreams were possible. Susie was the first person I met at the charity back when I was a local radio reporter and she became one of my biggest cheerleaders. It's made such a difference having her and the charity's support on every step of my journey since, and to be a small part of John's legacy. I couldn't think of anybody more deserving than Susie of this honour."

David Stenhouse, the Chief Executive of the John Schofield Trust said:

"Susie Schofield is not a journalist, but she has changed journalism for the better. After John Schofield's death Susie created an organisation which has brought hope, encouragement and support to hundreds of journalists at the beginnings of their careers, and made a massive contribution to increasing diversity in the news industry. In September this year the Trust will welcome applications from early career journalists working in broadcast, print and multimedia, in all four nations of the United Kingdom, and Ireland. As we look forward to our biggest year yet, we are delighted by this recognition for our founder, whose hard work, generosity of spirit and strength of character has transformed British journalism."

## The Fellowship

### John Schofield Trust mentoring scheme for early career journalists

Our 2024 application round generated more interest than ever before with applications rising by 46%. The number of applications received from print and multimedia candidates rose, as did applications from candidates based outside London.

Applicants can either complete an online form or submit their application via video or audio. This is to encourage candidates who prefer this to paper-based applications.

We selected and matched a record number, in line with the ambition outlined in our strategic plan. We recruited a total of 112 early career Fellows (up from a total of 72 in 2023, 60 in 2022 and 49 in 2021).

Applications from apprentices have recovered after the lull during the COVID-19 pandemic. Whilst we saw two applications from apprentices in both 2022 and 2021, in 2024 17% of all applications received were from apprentices or those in training.

An analysis of the characteristics of our Fellows on the early career scheme demonstrates we are making excellent progress towards our mission of newsrooms being as diverse as the audiences they serve.

CATEGORY	2024	2023	NATIONAL SECTOR BENCHMARK*
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Non selective state school	<b>66%</b>	<b>65%</b>	43% privately educated
Ethnic minority	<b>41%</b>	<b>38%</b>	13%
First generation in university	<b>45%</b>	<b>48%</b>	Data not available for sector
Disabled	<b>25%</b>	<b>25%</b>	19%
LGBTQ+	<b>37%</b>	<b>32%</b>	6-8%
Free School Meals	<b>29%</b>	<b>23%</b>	80% journalists from 'highest social classes'

\*figures from annual NCTJ report, Ofcom, Sutton Trust

John Schofield Trust



*All national average statistics are sourced from the 2023 NCTJ report into diversity in journalism (for clarity: 'national average' reflects those in the media sector, not the national population).*

## Feedback survey 2023-24

In the mid-point survey for 2023 Fellows:

- 100% of respondents felt supported by the JST staff team
- 88% of respondents said that their experience so far was good or excellent
- 75% of respondents said the scheme had a positive impact on professional development.

In addition to quantitative assessment, the Trust gathered quotes as part of the same survey:

“It has made navigating the journalism industry as a Black early career journalist less daunting.”

“[It has helped me with] building contacts [and] access to experienced journalists who have had similar challenges.”

“I’ve had a really good experience so far with my mentor. We have had very valuable discussions about career development and it’s been really useful to learn more about how his newsroom works, too and hear from his experience.”

“As I’ve mainly worked for one organisation so far my career my mentor has really opened my eyes to the way other media orgs work. She’s been great with helping me with interview prep and all sorts of other questions I have!”

“This mentoring has given me so much knowledge about starting out in the industry that I know I wouldn’t have gotten elsewhere.”

## University Student Fellowship pilot

In 2023 the Trust piloted a programme with six universities to support undergraduate students of journalism from disadvantaged backgrounds. The universities which participated in the pilot were:

- University of Central Lancashire
- Dublin City University
- Edinburgh Napier
- University of Kent
- Liverpool John Moores University
- University of Northampton.

Participants were matched with professional journalism mentors for the last six months of their undergraduate degree and the first six months after graduation.

The review of this pilot programme concluded that it was impactful and offered significant support to undergraduate students which was not being offered elsewhere. Accordingly, the Trust now offers the University programme as a full programme, with 11 universities participating. The six universities which took part in the pilot committed to joining the full programme, and they were joined by University of the Arts, London Cardiff, Falmouth and Leicester, and Salford University.

## Feedback from the University Student Fellowship pilot programme

Asked to rate their experience so far:

- 100% felt supported by the Trust
- 95% said that being part of the scheme has had a positive impact on their professional development and/or future career
- 90% said it was good or excellent
- 79% said they were happy with the mentor they were matched with
- 10% neutral – neither good nor bad.

### Comments

“I think my experience on the Trust will definitely benefit me going into my final year as it has equipped me to deal with real deadlines and writing challenges.”

“I feel that [mentor name] has provided me with help and information on certain things I may not have learned in University, as well as being there to help me with internships.”

“While university has taught me about journalism, the mentoring scheme has taught me about getting a career in journalism.”

### Masterclasses and networking events

The Trust’s masterclasses are an opportunity to stage discussions, share experiences, allow our Fellows to hear career insights from distinguished journalists, and to raise the profile of the Trust. Some of our masterclasses are public-facing whilst others are hosted exclusively for our Fellows. Public-facing masterclasses are posted to our YouTube channel and social media. In planning masterclasses, the Trust is responsive both to the news agenda and suggestions from Fellows.

Over the course of the year the format “How to...” developed as a practical skills-based strand within the masterclass programme, and we staged events on “How to be a Science Journalist”, and “How to Present a News Programme”.

We were also able to meet for a day of masterclasses in London and live events in Cardiff and Dublin. See Appendix for a list of the masterclasses we ran during the year under review.

In addition, we held briefing sessions and online support sessions for mentees and mentors.

Cicero/HAVAS generously hosted our annual event for the third time at their central London offices, and our guest speakers were JST Senior Fellow Sangita Myska and JST Fellow Lewis Goodall of Global.

### Recommendation

- To continue hosting masterclasses in person and outside London. To prioritise the day of masterclasses as an opportunity to meet in-person and develop skills.

### Journalism Cares

In 2022, more care experienced journalists applied to the Trust for mentoring on our Early Career programme than ever before. Having identified this untapped need the Trust worked with Barnardo’s to develop a programme of mentoring for aspiring journalists from a care background. We’ve called the new programme Journalism Cares, and it was the subject of our fundraising in 2023-24, both through a direct fundraising appeal to our network and through

the Big Give Christmas Appeal. We were successful in raising enough money to run a pilot programme in 2024-25. The pilot, which will be fully assessed at its conclusion, offers:

- 1-2-1 individual mentoring from a specially trained senior journalist who works in an area they have an interest in
- Two newsroom visits and an opportunity to shadow a working newsroom
- Fortnightly masterclasses focused on journalism skills such as interviewing techniques, research tools, effective copywriting, using social media
- CV and portfolio help from newsroom managers and recruiters
- All of the networking and other opportunities that come from being a John Schofield Trust Fellow.

## Communications

### Social media

The Trust continued to build its social media impact during 2023-24 by implementing the strategy devised in 2022-23, namely:

- Increasing frequency and regularity of posts
- Interacting with comments and engaging actively with others' content
- Developing relationships with other users via sharing/reposting
- Diversifying types of content – increasing use of video and stories
- Designing dedicated social media campaigns to inspire engagement and shares through eye-catching visuals, high profile figures, hard hitting quotes – such as the Big Give 2023 fundraising campaign
- Active engagement with and campaigns centred on global celebrations, such as International Women's Day, World Press Freedom Day and National Mentoring Day.

X (formerly Twitter) followers have increased from 8,715 to 9,827 over the year. The most appealing content by far on X continues to be that relating specifically to our Fellows: introducing new Fellows, sharing and celebrating Fellows' news.

### E-newsletter

Subscribers to the Trust's monthly newsletter continues to grow. Our average open-rate has risen from 43.4% to 48.7% (where the average of similar organisations is 34%).

Two sections introduced to the monthly newsletter in the last year – the Fellow 'feature blog' and the 'awards and opportunities' to apply for – have proved popular. Both consistently feature in the 'most clicked links' list, and also gain further engagement through social media likes and shares.

We continue to highlight success stories from Fellows, Senior Fellows and Trust friends/partners in our monthly newsletter, and re-purpose these stories by posting on our social media platforms and our website.

## Fundraising

We comply with the Charities (Protection and Social Investment) Act 2016 and adhere to the Code of Fundraising Practice.

The Trust took part in The Big Give Christmas Fundraiser 2023 for a third year. This is an intense week-long national match-giving fundraising campaign which took place from 28 November to 5 December 2023. This year's campaign raised money for our proposed Journalism Cares scheme (see above). Pledges came from Knight Ayton, former trustee Kate Riley, long-term supporter Robin Lustig and News UK. The Trust generated social media assets and collected testimonials to support our campaign which raised £20,322, exceeding our goal by £322. The total raised including Gift Aid was £21,999.25.

Our work continues to be dependent upon the generous support of our current funders: 5 News, BBC News, Channel 4, CNN, the European Bank for Reconstruction and Development, ITV News, Knight Ayton, RTE, Sky News, News UK, DC Thomson and Reach. We also received gifts in kind from Cicero/HAVAS for hosting our annual reception, as well as the *New York Times* and the *Washington Post*.

All other fundraising was carried out on a voluntary basis by the trustees.

There have been no complaints relating to our fundraising activities.

We have no other form of income other than funds raised. We do not charge application fees or joining fees to our participants or entry fees for our events. All our mentors and speakers at events are volunteers to whom we are greatly indebted. During 2023-24 the Trust benefited from the work of more than 300 volunteers (trustees, mentors, champions, speakers, campaign support).

## Staffing

David Stenhouse is employed as Trust CEO, Howard Littler as Fellowship Manager. Ursula Billington, Co-ordinator, left the Trust during the course of the year.

## Regulatory and Trust policies

We continue to be registered with the ICO and Fundraising Regulator. We adhere to GDPR guidance in managing and keeping our data secure. We have a safeguarding policy in place and CEO David Stenhouse is our designated safeguarding lead.

In addition to revising existing policies in the course of the year the Trustees adopted new policies on Modern Slavery and Volunteer Selection for Senior Fellows and masterclass participants.

## Income and expenditure

The John Schofield Trust had income of £144,538. This included donations from 5 News, BBC News, Channel 4, CNN, the European Bank for Reconstruction and Development, ITV News, Knight Ayton, RTE, Sky News, News UK and DC Thomson.

We also received gifts in kind from Cicero/HAVAS for hosting our annual reception, as well as the *New York Times* for providing access to their digital content for Fellows taking part in the 2023 mentoring programme.

For 2024 free digital access for fellows is provided by the *Washington Post*.

The key elements of the Trust's expenditure in 2023-24 are:

- staff costs
- Fellows' expenses.

Trustees are not remunerated for their services but are paid out of pocket expenses.

### Gift Aid

The Trust was registered for Gift Aid during the year and applied to eligible donations. We received £1,677 in Gift Aid.

### Risk management

The trustees take their responsibilities for effective risk management seriously. We currently have in excess of three months' worth of operating costs in cash reserves.

Fellows are required to sign up to terms and conditions before joining the scheme.

We have Charities Liability Insurance and Trustees Indemnity Cover in place with Hiscox.

### Reserves

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to approximately three months of unrestricted charitable expenditure. The trustees consider that this level will provide sufficient funds to ensure that support and governance costs are covered and to allow other sources of income to be found should this be needed.

The balance held as unrestricted funds at 31 March 2024 was £83,662 (2022/23: £68,833). The reserves policy will be reviewed annually by the trustees.

### Future plans

- i.** To continue funding the RTS/John Schofield Trust Emerging Talent of the Year Award bursary
- ii.** To increase the number of Fellows on the mentoring scheme in line with the strategic plan, and to promote the mentoring scheme to print, digital, multimedia and broadcast journalists in the UK and Ireland.
- iii.** To increase the number of in-person masterclasses outside London.
- iv.** To conduct a review of the Journalism Cares pilot programme with a view to assessing its impact and viability as a returning programme.

## Financial report of the trustees


### Receipts and payments for the 12 months to 31 March 2024

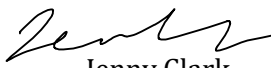
Receipts	2024	2024	2023	2023
	Unrestricted Funds	Total	Unrestricted Funds	Total
Donations	£142,860	£142,860	£131,935	£131,935
Gift Aid	£1,677	£1,677	£7,315	£7,315
<b>Total Receipts</b>	<b>£144,538</b>	<b>£144,538</b>	<b>£139,250</b>	<b>£139,250</b>
<b>Payments</b>				
Salaries	£95,791	£95,791	£100,377	£100,377
Employer NI	£10,414	£10,414	£11,216	£11,216
Employer Pension	£3,282	£3,282	£2,695	£2,695
Payroll costs	£810	£810	£786	£786
RTS Bursary	£3,000	£3,000	£0	£0
Insurance	£570	£570	£519	£519
Software charges	£3,100	£3,100	£2,825	£2,825
Audit examination fee	£1,269	£1,269	£495	£495
Other expenses	£2,207	£2,207	£1,592	£1,592
Travel	£5,478	£5,478	£4,172	£4,172
Staff/Trustee Expenses	£3,788	£3,788	£5,105	£5,105
	<b>£129,709</b>	<b>£129,709</b>	<b>£129,782</b>	<b>£129,782</b>
<b>Surplus (Deficit)</b>	<b>£14,829</b>	<b>£14,829</b>	<b>£9,468</b>	<b>£9,468</b>

### Assets and Liabilities

Assets	Unrestricted Reserves	Total Funds 2023	Unrestricted Reserves	Total Funds 2023
Cash at Bank	£83,662	£83,662	£68,833	£68,833
				0
<b>Liabilities</b>	£0	£0	£0	£0
<b>Net Assets</b>	<b>£83,662</b>	<b>£83,662</b>	<b>£68,833</b>	<b>£68,833</b>
				0
<b>Total Reserves</b>	<b>£83,662</b>	<b>£83,662</b>	<b>£68,833</b>	<b>£68,833</b>

Signed by

  
Zaiba Malik  
Chair of Trustees  
DATE: 10<sup>th</sup> June 2024

  
Jenny Clark  
Trustee

## Accounting policies

### **Basis of accounting**

The financial statements have been prepared in accordance with the Charities Act 2011 and “Accounting and Reporting by Charities: Statement of Recommended Practice – Accounting and Reporting by Charities (SORP (FRS102), second edition issued in January 2019)”, the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

John Schofield Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

### **Going concern**

The financial statements are prepared, on a going concern basis, under the historical cost convention.

### **Funds**

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

### **Incoming resources**

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. Donations are recognised on receipt.

### **Resources expended**

Liabilities are recognised as resources expended when there is a legal or constructive obligation committing the Charity to the expenditure. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

### **Taxation**

As a registered charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only.

## Appendix

### Progress made from future plans outlined in 2022-23 annual report

No	Plan	Progress	Note
i.	To continue funding the RTS/John Schofield Trust Young Talent of the Year Award bursary	✓	Achieved - 29 <sup>th</sup> award-winner named – Joshua Stokes
ii.	To increase the number of mentees, especially apprentice journalists, on the mentoring scheme and to expand the mentoring scheme to include journalists from print and multimedia journalists in addition to broadcast	✓	Achieved- applications rose by 46% for mentoring in 2024, with applications from print and digital journalists, and from those outside London featuring strongly. Numbers of Fellows rose from 72 in 2023 to 112 in 2024.
iii.	To increase the number of in-person masterclasses outside London	✓	Achieved – masterclasses held in Cardiff and Dublin.
iv.	To consolidate the university mentoring scheme and – subject to a successful review of the pilot scheme- to make it a full Trust programme	✓	Achieved- 11 universities now taking part in a full university programme

### Online and in person Masterclass events

The masterclasses we held in 2023-24 were (those with \* indicate public events):

#### JST masterclasses over the course of the year

[How to make great documentaries](#) Tim Stirzaker, the producer of [Putin vs the West](#) was interviewed by Vitaly Shevchenko of the BBC's [UkraineCast](#) on how to make a documentary with a cast of high profile contributors.

[Masterclasses in Cardiff and Dublin](#) \* First Minister Mark Drakeford turned the tables on three Welsh political journalists in a special event in Cardiff which was arranged in partnership with ITV Wales and, in Dublin, RTE staged a special masterclass on investigative journalism for JST Fellows and university students.

**Day of masterclasses:** “How to work with experts” – a panel supported by the [Conversation UK](#) Mike Herd, Investigations editor of the Conversation UK chaired a discussion with [Dr Louise Ashley](#) of Queen Mary University London and [Dr Emily Setty](#) of University of Surrey, two experts who regularly engage with the media, to discuss the relationship between journalists and experts. How can journalists work with experts without surrendering control of the story, or distorting complex research by forcing it to fit a headline? How should journalists and experts engage with one another

**Breaking news** – a session chaired by Helena Wilkinson of BBC News with Adela Suliman, a breaking news reporter at the *Washington Post's* London hub, and Narinder Kalsi of the BBC's On The Day team. How do journalists respond to breaking news? What role does social media

play in the discovery and reporting of breaking news? How do news organisations decide to allocate time, journalists and resources to stories as they unfold quickly?

**Career agony aunts- should I go freelance?** My new boss thinks I'm an idiot. Am I ready to go for this big job? How do I keep control of my story? I messed up at work – what now?

Chaired by Dhruvi Shah, career agony aunts Adam Waters of the Senior Management Team of the British Forces Broadcasting Service, JST Fellow Georgia Coan and Adela Suliman of the *Washington Post* answered questions live about career dilemmas.

[Marianna Spring](#), the BBC's Disinformation Correspondent, was quizzed by three JST Fellows at the day of masterclasses at the BBC's New Broadcasting House in June 2023.

**How to be a financial journalist** with chair, Helia Ebrahimi – Economics Correspondent Channel 4 News. Hosted by our supporters the European Bank of Reconstruction and Development this session featured an amazing panel of finance reporters: Ed Conway, Economics and Data Editor, Sky News, Sabah Meddings, UK Business Reporter Bloomberg UK, and Rachana Shanbhogue, Business Affairs Editor, the *Economist*

[How to be a sports journalist](#) – featuring Carl Anka Sports Writer at the Athletic FC, Gary Taphouse, football commentator for Sky Sports, Ellen Ellard freelance commentator at BBC 5 Live, and Nate Williams, chair of The Ability Group in Sports Journalism, (TAGS) – the first network for disabled people in sports media roles

**News with a foreign accent with Barbara Serra** – the distinguished CNN anchor spoke about the challenge of working as a journalism in your second or third language.

**CEO on the ropes** – real-life CEO Joe Binder addressed a crisis scenario in a special in person session which lifted the lid on how broadcasters prepare for an interview, and CEO's work with crisis comms teams to contain it. With Rich Preston of the BBC.

[How to create your own brand in news](#) with Dougal Shaw. A discussion of how to create, curate and sustain your own branded content in news programming.

**How to find and tell great local stories** – hosted by JST Senior Fellow Vicky Gayle, with Joshua Stokes, winner of the 2024 JST/RTS Emerging Talent of the Year Award, Marc Deanie, Head of News and Sport with DC Thomson and JST Fellow Naomi DeSouza of Birmingham Live.

**Reporting the Post Office scandal** – long before the ITV Drama “Mr Bates vs the Post Office” journalists were working to uncover the Post Office Scandal. Broadcaster Ritula Shah chaired a discussion with pioneering journalists Karl Flinders of *Computer Weekly*, Richard Brooks of *Private Eye*, along with wrongly accused Post Office staff, Parmod Kalia and Teju Adedayo.

**JOHN SCHOFIELD TRUST**

England & Wales - Charity number 1061065

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# Accounts

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# **John Schofield Trust**

## **Trustees' Annual Report and Accounts for the year ended 31 March 2023**

Charity number:

1061065 England and Wales

20206396 Republic of Ireland

Registered address: PO Box 108, Haslemere GU27 9GU

## Contents

Objectives of the Trust.....	3
Theory of change .....	3
Governance of the Trust .....	3
The aftermath of the COVID-19 pandemic .....	4
Ireland .....	4
John Schofield Trust /RTS Young Talent of the Year Award .....	5
The Fellowship .....	5
John Schofield Trust mentoring scheme for early career journalists .....	5
John Schofield Trust online mentoring scheme for 16-18 year-old students.....	7
University student Fellowship pilot .....	7
Masterclasses and networking events.....	7
Social media .....	8
E-newsletter .....	9
Fundraising.....	9
Staffing .....	10
Regulatory and Trust Policies.....	10
Income and expenditure.....	10
Gift Aid .....	10
Risk management.....	10
Reserves .....	10
Future plans .....	11
Financial report of the trustees .....	11
Appendix .....	15
Progress made from future plans outlined in 2021-22 annual report.....	15
Online events .....	15

Bankers:           HSBC  
                    12A North Street  
                    Guildford GU1 4AF

Independent examiner: Tomas Wilcox FCIE

Counterculture Partnership LLP

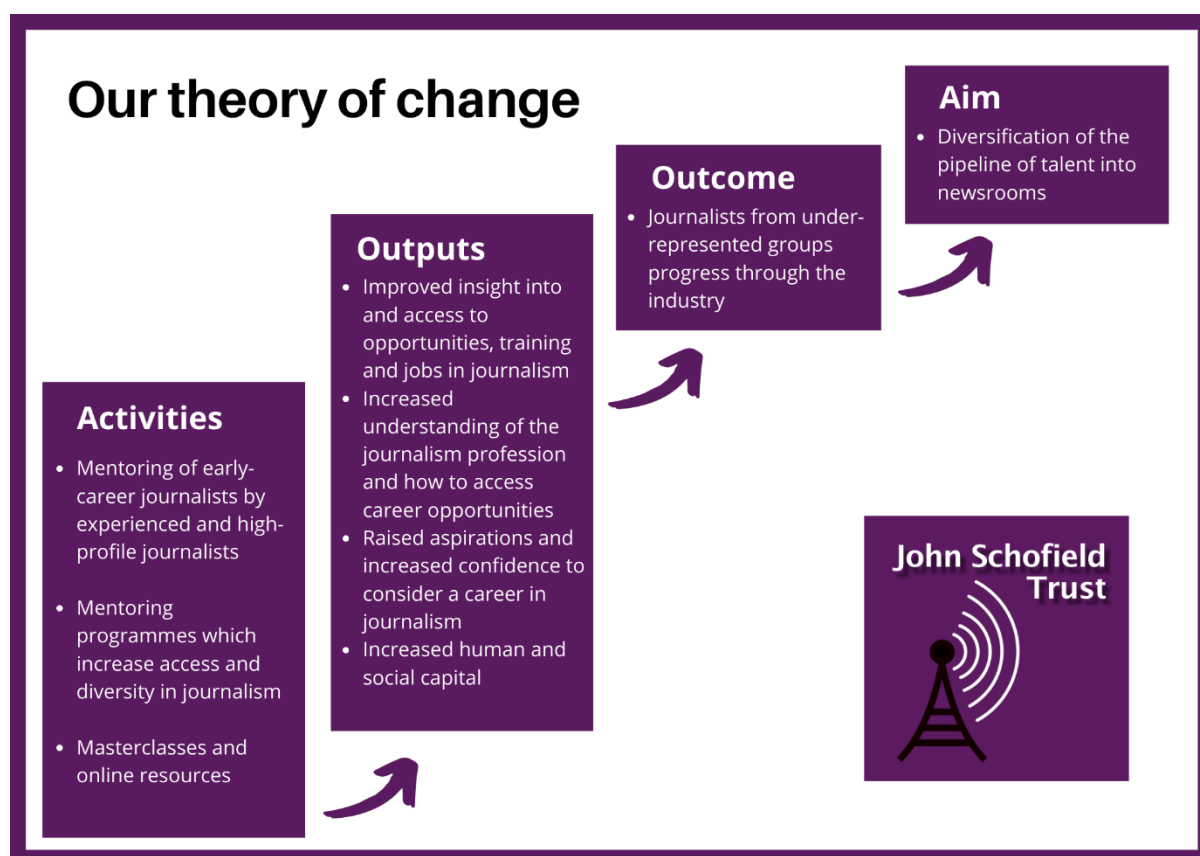
Unit 115, Ducie House, Ducie Street, Manchester, M1 2JW

## Trustees' Annual Report

### Objectives of the Trust

The John Schofield Trust exists to promote and advance education and social diversity in journalism. It does this by supporting young journalists and by encouraging young people from under-represented groups to consider a career in journalism. It was set up by the friends and family of the journalist John Schofield who was killed in Croatia while working on the BBC's World Tonight programme in 1995.

### Theory of change



### Governance of the Trust

The John Schofield Trust is governed by a Declaration of Trust dated 1996 which was amended by supplemental deeds dated 6 January 1997, 16 June 2011, 6 October 2017 and 21 September 2022. It is managed by a board of trustees, who give their time voluntarily to the Trust. There are regular meetings of the board of trustees and sub-groups set up to advise on different aspects of the Trust's activities.

The trustees confirm that they have had regard to the Charity Commission guidance on public benefit and to that end set out in this report the main activities undertaken during the year in pursuit of the Trust's objectives.

The trustees who served during the year were as follows:

Jenny Clark (treasurer)	Julie Randles (stepped down
Louise Hastings	14/05/23, reappointed 29/9/23)
Zaiba Malik (appointed Chair	Kate Riley (stepped down 31 August
10/5/23)	2022)
Emma Maxwell (Stepped down	Susannah Schofield (Chair)
28/04/23)	Dhruti Shah
Nick Pollard (stepped down 10	Anand Shukla (stepped down 31
January 2023)	August 2022)
Sunita Bhatti (joined 20 Sept 2022)	
Alison Comyn (joined 20 Sept 2022)	

The Strategy Sub-Group grew the advisory panel to support the board's work and reflect the views of the Trust's beneficiaries.

### The aftermath of the COVID-19 pandemic

During the period under review the Trust was finally able to step out from under the cloud of the COVID-19 pandemic.

Mentoring, which had been conducted largely online during the pandemic, moved to a hybrid model and mentors and mentees were able to meet each other in-person. The ingenuity which mentors and mentees had shown in "staying in touch" became the theme of a [video](https://www.youtube.com/watch?v=0yTQzNOQ4JY) (<https://www.youtube.com/watch?v=0yTQzNOQ4JY>) celebrating the mentors who volunteer their time to the Trust.

We were able to stage masterclasses in person, and arranged two very valuable events – a day of masterclasses in the BBC's New Broadcasting House in London and a live event in Leeds, co-organised by the BBC and Channel 4.

Access to our masterclasses had grown during the pandemic, as virtual events removed many of the barriers to access (travel, costs of transport) which prevented full in-person participation. Increasing the number of Fellows we recruit from outside London is a Trust priority so masterclasses are likely to remain hybrid in nature from now on.

### Ireland

In accordance with our strategic plan which commits us to expanding our work in the Republic of Ireland, we successfully registered with the Irish Charity Regulator during the year under review.

We were notified on 26 May 2022 that our registration had been completed and the Trust's charity number in Ireland is 20206396.

The Trust is grateful to RTE, Ireland's national TV and radio broadcaster, which has become a supporter of the Trust.

In September 2022 we opened our mentoring scheme to applications from the Republic of Ireland. We received applicants from a wide range of broadcast and print titles and admitted seven Fellows from the Republic of Ireland to the 2023 early career mentoring scheme.

### John Schofield Trust /RTS Young Talent of the Year Award

In keeping with previous years, we funded a bursary (of £1,500) to accompany the RTS Young Talent of the Year Award, which the Trust set up in 1996 in memory of John Schofield. For the first time, Trust CEO David Stenhouse was a member of the jury for the Young Talent of the Year award. The 2023 winner of this award – the 28<sup>th</sup> – was Vasilisa Stepanenko, a Ukrainian journalist and videographer working for Associated Press in Ukraine. Vasilisa accepted the Trust's offer of a mentor and was paired with Muhammed Darwish of CNN who was mentored by the Trust in 2015.

### The Fellowship

#### John Schofield Trust mentoring scheme for early career journalists

During our 2023 applications round we received more interest than ever before with applications rising by 32%. The number of applications received from print and multimedia based candidates rose, in conjunction with our communications campaign which promoted the fact the scheme was open to all types of journalists.

We selected and matched a record number, arriving at a total of 72 early career Fellows (up from 60 in 2022 and 49 in 2021).

Applicants can either complete an online form or submit their application via video or audio. This is to encourage candidates who prefer this to paper-based applications.

Applications from apprentices have recovered after the lull during the COVID-19 pandemic. Whilst we saw two applications from apprentices in both 2022 and 2021, in 2023 15% of all applications were from apprentices or those in training. We will build on these positive figures in future years.

An analysis of the characteristics of our mentees on the early career scheme demonstrates we are making excellent progress towards our mission of newsrooms being as diverse as the audiences they serve.

	2023	2022	National average
From a minority ethnic background	38%	31%	13%
Attended a non-selective state school	65%	57%	43%
Have a disability	25%	21%	19%
Identify as LGBTQ+	32%	28%	8%
First in family to attend university	48%	43%	?

*All national average statistics are sourced from the 2022 NCTJ report into diversity in journalism (for clarity: 'national average' reflects those in the media sector, not the national population).*

### Feedback survey 2022-23

The Trust now conducts two surveys over the course of the year, rather than simply a single exit survey. In June and July we conduct a mid-point survey to check-in with Fellows and make any interventions or changes if necessary.

The surveys are conducted to measure engagement, learning gain, satisfaction levels and to collect testimony from participants.

In the exit survey for our 2022 early career mentoring scheme:

- 100% of respondents who set goals said that their goals were fully or mostly achieved.
- 95% of respondents said they would recommend the mentoring scheme to others in the industry.
- 89% said the mentoring met or went above and beyond any expectations they had prior to starting.

In addition to quantitative assessment, the Trust gathered quotes as part of the same survey:

“[The mentoring] expanded my idea of the type of journalism that exists, gave me new insights into the sector through joining my mentor at his newsroom and meeting with key colleagues, encouragement and feedback throughout, and the sense that someone had my back.”

“I have had a promotion and feel more confident in my new role.”

“Speaking with [my mentor] every month forced me to take time to reflect on my career, my goals and what I wanted to achieve. It was also great to have her there to sound off any ideas and get advice on ad hoc basis - especially when I changed jobs midway through the year.”

“[My mentor] really helped me work through some big choices in my career - going freelance, salary conversations [and] setting myself up for success so I'm very grateful.”

### *Recommendations*

The surveys with Fellows and also Senior Fellows uncovered an increasing number of conversations that were happening around mental health and wellbeing. We felt that there is a need to signpost to professional help in these areas for future programmes, and to cover the topic where appropriate at masterclasses. Furthermore, we have increased the amount of information we share with mentors about their mentees before commencement of the programme begins to help them better prepare.

### John Schofield Trust online mentoring scheme for 16-18 year-old students

The Trust made the decision in 2022 to pause our scheme for 16–18-year-olds to conduct a review of its impact as well as to identify what existing support schemes there are for young and aspiring journalists in the sector. This review recommended that the programme should be closed, and this decision was approved by the trustees.

Whilst we received excellent feedback from participants on the programme, the Trust concluded that our impact was limited given the scale of the project, the churn of staff within schools which made an annual programme difficult, and a high cost per participant which was increasing due to costs associated with running the scheme.

### University student Fellowship pilot

Our review what schemes exist to support young and aspiring journalists highlighted a gap in terms of supporting undergraduate students of journalism from disadvantaged backgrounds.

To remedy this and investigate what intervention we could make, in 2023 we set about piloting a programme with six universities for mentoring for their students. The universities involved were Liverpool John Moores University, University of Central Lancashire, University of Northampton, University of Kent, Dublin City University and Edinburgh Napier. The pilot is 12 months long and tailored based on the individual mentee's needs and wants.

A full review will be conducted regarding the success of this pilot in 2023, which will determine our next steps.

### Masterclasses and networking events

The Trust's masterclasses are an opportunity to stage discussions, share experiences, expose our Fellows to career insights from distinguished journalists, and to raise the profile of the Trust. Some of our masterclasses are public-facing whilst others are hosted exclusively for our Fellows. Public-facing masterclasses are posted to our YouTube channel and social media. In planning masterclasses, the Trust is responsive both to the news agenda and suggestions from Fellows.

Over the course of the year the format “How to...” developed as a practical skills-based strand within the masterclass programme, and we staged events on How to be a Science Journalist, and How to Present a News Programme.

We were also able to meet for a Day of Masterclasses in London and an event in Leeds on “How to have a career outside London”.

See Appendix for a list of the masterclasses we ran during the year under review.

In addition, we held briefing sessions and online support sessions for mentees and mentors.

Cicero/HAVAS generously hosted our annual event for the second time at their central London offices, and our guest speaker was Naga Munchetty of BBC Breakfast.

### *Recommendation*

- To continue hosting masterclasses in person and outside London. To prioritise the day of masterclasses as an opportunity to meet in- person and develop skills.

### Social media

Over the course of 2022-23, the Trust committed to developing and building social media activity, with concerted efforts given to increase visual platform engagement (Instagram, Facebook) as well as to sustain and grow engagement with established platforms (Twitter, LinkedIn). This was achieved largely through the following strategies:

- Increasing frequency and regularity of posts
- Interacting with comments and engaging actively with others’ content
- Developing relationships with other users via sharing/reposting
- Diversifying types of content – for example, increasing use of video and stories
- Dedicated social media campaigns designed to inspire engagement and shares through eye-catching visuals, high profile figures, hard hitting quotes – such as the Big Give 2022 fundraising campaign
- Active engagement with and campaigns centred on global celebrations such as International Women’s Day, World Press Freedom Day and National Mentoring Day

Twitter followers have increased from 5,000+ to 8,715 over the year. The most appealing content by far on Twitter continues to be that relating specifically to our Fellows: introducing new Fellows, sharing and celebrating Fellows’ news. These posts receive consistent, positive engagement and interaction. In common with past trends for the Trust, social media activity increased significantly at the beginning of the year, when new Fellows are introduced and engagement increases with the announcement of a Trust event.

We are exploring Twitter alternatives as a contingency plan in case the platform becomes unsuitable for our needs.

Instagram followers have steadily increased and engagement is also increasing as we post more content. Instagram is likely to become a more important platform for the Trust with continuation of

the university mentoring schemes. When preparing for the launch of the 2023 early career scheme application round, the Trust had the invaluable support of a 2022 Fellow who provided insight as to social media tone and content appropriate to attract a new intake.

## E-newsletter

Subscribers to the Trust's monthly newsletter continues to grow . Our average open-rate has risen from 42% to 43.4% (where the average of similar organisations is 34%).

Two sections introduced to the monthly newsletter in the last year – the Fellow 'feature blog' and the 'awards and opportunities' to apply for – have proved popular. Both consistently feature in the 'most clicked links' list, and also gain further engagement through social media likes and shares.

We continue to highlight success stories from Fellows, Senior Fellows and Trust friends/partners in our monthly newsletter, and re-purpose these stories by posting on our social media platforms as well as on our website.

## Fundraising

We comply with the Charities (Protection and Social Investment) Act 2016 and adhere to the Code of Fundraising Practice.

The Trust was the Subject of a Radio 4 Appeal presented by Jon Snow on the 4 September 2022. This appeal, plus the distribution of unallocated funds to the Trust, raised £9,759.44

The Trust took part in The Big Give Christmas Fundraiser 2022 for a second year. This is an intense week-long national match-giving fundraising campaign which took place from 29 November to 6 December. Pledges came from long-time supporter of the Trust Martin Lewis, Knight Ayton and trustees Kate Riley and Susannah Schofield. The Trust generated social media assets and collected testimonials to support our campaign which raised **£22,099.75 (£21,780.45 net after fees)**

Our work continues to be dependent upon the generous support of our current funders: 5 News, BBC News, Channel 4, CNN, the European Bank for Reconstruction and Development, ITV News, Knight Ayton, Martin Lewis of MoneySavingExpert.com, RTE, Sky News. We also received gifts in kind from Cicero/HAVAS for hosting our annual reception, as well as the *New York Times*. Gareth Shoulder, a Trust Fellow, shot and edited the video of Fellows and Senior Fellows that we played at our reception, as an in kind gift to the Trust.

All other fundraising was carried out on a voluntary basis by the trustees.

In 2021-22, we were charged £396 (incl VAT) in fees for using fundraising platforms.

There have been no complaints relating to our fundraising activities.

We have no other form of income other than funds raised. We do not charge application fees or joining fees to our participants or entry fees for our events. All our mentors and speakers at events are volunteers to whom we are greatly indebted. During 2022-23 the Trust benefited

from the work of nearly 300 volunteers (trustees, mentors, champions, speakers, campaign support).

## Staffing

David Stenhouse is employed as Trust CEO, Howard Littler as Fellowship Manager, and Ursula Billington as Co-ordinator.

## Regulatory and Trust Policies

We continue to be registered with the ICO and Fundraising Regulator. We adhere to GDPR guidance in managing and keeping our data secure. We have a safeguarding policy in place and CEO David Stenhouse is our designated safeguarding lead.

## Income and expenditure

The John Schofield Trust had income of £131,935 during the year, 2021-22: (£82,726) This included donations from 5 News, BBC News, Channel 4, CNN, the European Bank for Reconstruction and Development, ITV News, Knight Ayton, Martin Lewis of MoneySavingExpert.com, RTE, Sky News.

We also received gifts in kind from Cicero/HAVAS for hosting our annual reception, as well as the *New York Times* for providing access to their digital content for Fellows taking part in the 2023 mentoring programme.

The key elements of the Trust's expenditure in 2022-23 are:

- staff costs
- Fellows' expenses

Trustees are not remunerated for their services but are paid out of pocket expenses.

## Gift Aid

The Trust was registered for Gift Aid during the year and applied to eligible donations. We received £7,315 in Gift Aid.

## Risk management

The trustees take their responsibilities for effective risk management seriously. We currently have in excess of three months worth of operating costs in cash reserve.

Mentees are required to sign up to terms and conditions before joining the scheme.

We have Charities Liability Insurance and Trustees Indemnity Cover in place with Hiscox.

## Reserves

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to approximately three months of unrestricted charitable expenditure. The trustees consider that this level will provide sufficient funds to ensure that support and governance costs are covered and to allow other sources of income to be found should this be needed.

The balance held as unrestricted funds at 31 March 2023 was £68,833 (2021-22: £59,365).  
The reserves policy will be reviewed annually by the trustees.

## Future plans

- i. To continue funding the RTS/John Schofield Trust Young Talent of the Year Award bursary
- ii. To increase the number of mentees, especially apprentice journalists, on the mentoring scheme and to expand the mentoring scheme to include journalists from print and multimedia journalists in addition to broadcast
- iii. To increase the number of in-person masterclasses outside London
- iv. To consolidate the university mentoring scheme and – subject to a successful review of the pilot scheme- to make it a full Trust programme

## Financial report of the trustees


### Receipts and payments for the 12 months to 31 March 2023

Receipts	2023	2023	2023	2022	2022	2022
	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
Donations	£131,935		£131,935	£82,276		£82,276
Gift Aid	£7,315		£7,315			
<b>Total Receipts</b>	<b>£139,250</b>	<b>£0</b>	<b>£139,250</b>	<b>£82,276</b>	<b>£0</b>	<b>£82,276</b>
<b>Payments</b>						
Salaries	£100,377		£100,377	£42,924		£42,924
BBC CEO	£0		£0	£39,600		£39,600
Redundancy	£0		£0	£5,112		£5,112
Employer NI	£11,216		£11,216	£3,040		£3,040
Employer Pension	£2,695		£2,695	£869		£869
Payroll costs	£786		£786	£786		£786
RTS Bursary	£0		£0	£1,500		£1,500
Insurance	£519		£519	£626		£626
Software charges	£2,825		£2,825	£2,279		£2,279
Website charges	£0		£0	£1,152		£1,152
Online mentoring	£0		£0	£7,135	£6,725	£13,860
Consultancy	£0		£0	£2,589		£2,589
Audit examination fee	£495		£495	£495		£495
Legal Costs	£0		£0	£3,139		£3,139
Database	£0		£0	£2,722		£2,722
Other expenses	£1,592		£1,592	£3,363		£3,363
Travel	£4,172		£4,172	£463		£463
Staff/Trustee Expenses	£5,105		£5,105	£0		£0
	<b>£129,782</b>	<b>£0</b>	<b>£129,782</b>	<b>£117,793</b>	<b>£6,725</b>	<b>£124,518</b>
<b>Surplus (Deficit)</b>	<b>£9,468</b>	<b>£0</b>	<b>£9,468</b>	<b>-£35,517</b>	<b>-£6,725</b>	<b>-£42,242</b>

## Assets and Liabilities

Assets	Unrestricted Reserves	Restricted Funds	Total Funds 2023	Unrestricted Reserves	Restricted Funds	Total Funds 2022
Cash at Bank	£68,833	£0	£68,833	£59,365	£0	£59,365
Debtors	£0	£0	£0	£0	£0	£0
						0
<b>Liabilities</b>	£0	£0	£0	£0	£0	£0
Net Assets	<b>£68,833</b>	<b>£0</b>	<b>£68,833</b>	<b>£59,365</b>	<b>£0</b>	<b>£59,365</b>
						0
<b>Total Reserves</b>	<b>£68,833</b>	<b>£0</b>	<b>£68,833</b>	<b>£59,365</b>	<b>£0</b>	<b>£59,365</b>

Signed by



Zahba Malik

Chair of Trustees  
Date

13th January 2024



Jenny Clark

Trustee  
Date

13th January 2024

## Independent Examiner's Report to the Trustees of John Schofield Trust

I report to the charity trustees on my examination of the accounts of the above charity for the year ended 31<sup>st</sup> March 2023.

### Responsibilities and basis of report

As charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of your charity's accounts as carried out under section 145 of the Act. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Act.

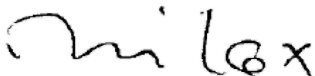
### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any

requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed 

Tomas Wilcox FCIE

Date: 13th January 2024

## Accounting Policies

### **Basis of accounting**

The financial statements have been prepared in accordance with the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice – Accounting and Reporting by Charities (SORP (FRS102), second edition issued in January 2019)", the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

John Schofield Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

### **Going concern**

The financial statements are prepared, on a going concern basis, under the historical cost convention.

### **Funds**

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

### **Incoming resources**

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. Donations are recognised on receipt.

### **Resources expended**

Liabilities are recognised as resources expended when there is a legal or constructive obligation committing the Charity to the expenditure. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**Taxation**

As a registered charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only.

## Appendix

### Progress made from future plans outlined in 2021-22 annual report

No	Plan	Progress	Note
i.	To continue funding the RTS/John Schofield Trust Young Talent of the Year Award bursary	✓	28 <sup>th</sup> award-winner named Vasilisa Stepanenko
ii.	To increase the number of mentees on the Early Career mentoring scheme	✓	Increase in number of mentees to 72 from 60
iii.	To increase the number of apprentices on the Early Career mentoring scheme	✓	15% of applications in 2022 were from apprentices or those in training
iv.	To increase the number of in-person masterclasses once social distancing has eased and to build on the online events programme	✓	Achieved – two in-person masterclass events and a range of monthly online events (see masterclass appendix).
v.	To seek registration as a charity in the Irish Republic to allow us to run our mentoring scheme for early career journalists there	✓	Achieved – registered as Irish charity 20206396 on 26 May 2022
vi.	To investigate running a mentoring scheme for undergraduate students who wish to pursue a career in journalism	✓	Pilot programme with six universities running in 2023.

#### Online events

The masterclasses we held in 2022-23 were (those with \* indicate public events):

#### **IST Masterclasses over the course of the year included.**

[How to be a sports journalist](#) – Broadcaster Gary Taphouse chaired a discussion with Ellen Ellard BBC Radio 5 Live Sport and Final Score, Nate Williams, chair of The Ability Group in Sports (TAGS), Carl Anka, Staff Writer at The Athletic FC.

[How to be a science journalist](#) – Hannah Devlin of the Guardian chaired a discussion with podcaster Shivani Dave, Thomas Moore of Sky News, David Shukman former Science Editor of BBC News

[How to have a career outside London](#)- Judith Moritz BBC chaired a discussion with Dino Sophos of Persephonica, Hannah Al Othman of the Sunday Times, Ciaran Jenkins of Channel 4 and Sallie Leak True North

[How to create your own brand in news](#)- Dhruvi Shah chaired Dougal Shaw of BBC News.



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

John Schofield Trust

**On accounts for the year  
ended**

31<sup>st</sup> March 2023

**Charity no  
(if any)**

1061065

**Set out on pages**

Above

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/03/23**.

**Responsibilities and  
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent  
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**Signed:**

*Tomas Wilcox*

**Date:**

13th January 2024

**Name:**

Tomas Wilcox

**Relevant professional  
qualification(s) or body  
(if any):**

FCIE

**Address:**

Counterculture Partnership LLP

Unit 115 Ducie House, Ducie Street

Manchester, M1 2JW

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

**JOHN SCHOFIELD TRUST**

England & Wales - Charity number 1061065

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# Accounts

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# **John Schofield Trust**

## **Trustees' Annual Report and Accounts for the year ended 31 March 2022**

Charity number: 1061065

Registered address: PO Box 108, Haslemere GU27 9GU

## Contents

Objectives of the Trust.....	3
Theory of change.....	3
Governance of the Trust.....	3
The continuing impact of COVID-19 .....	4
Activities.....	4
JST/RTS Young Talent of the Year Award .....	5
John Schofield Trust face to face mentoring scheme for early career journalists .....	5
John Schofield Trust online mentoring scheme for 16-18-year-old students .....	6
Social media .....	8
E-newsletter.....	8
Fundraising .....	8
Staffing .....	9
Regulatory and Trust policies .....	9
Income and expenditure.....	10
Gift Aid.....	10
Risk management .....	10
Reserves.....	10
Future plans.....	10
Financial report of the trustees .....	13
Accounting policies .....	14
Appendix .....	15
Progress made from future plans outlined in 2020-21 annual report.....	15
Online events.....	15

Bankers:           HSBC  
                    12A North Street  
                    Guildford GU1 4AF

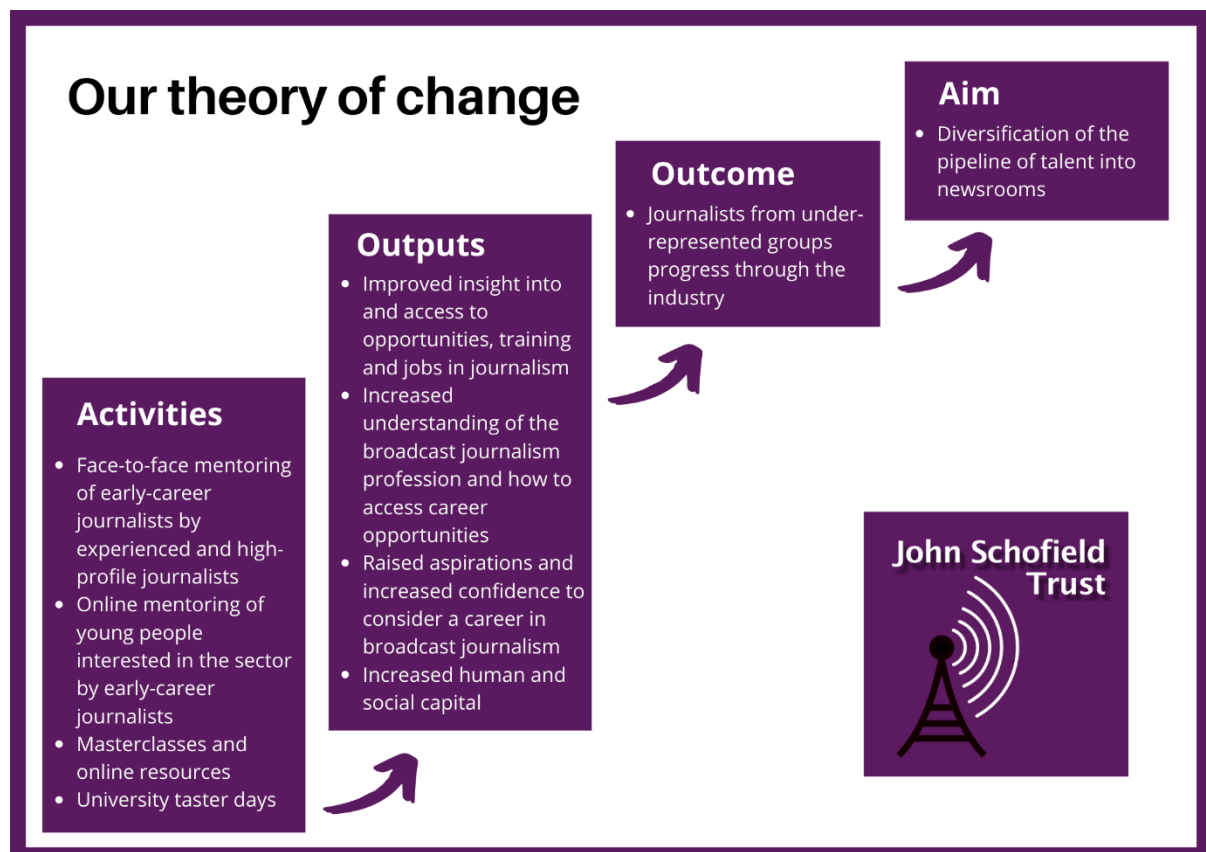
Independent Examiner:  
                    Andrew Wells FMAAT  
                    Counterculture Partnership LLP  
                    Unit 115 Ducie House  
                    Ducie Street  
                    Manchester  
                    M1 2JW

## Trustees' Annual Report

### Objectives of the Trust

The John Schofield Trust (JST) exists to promote and advance education and social diversity in journalism. It does this by supporting young journalists and by encouraging young people from under-represented groups to consider a career in broadcast journalism. It was set up by the friends and family of the journalist John Schofield who was killed in Croatia while working on the BBC's World Tonight programme in 1995.

### Theory of change



### Governance of the Trust

The John Schofield Trust is governed by a Declaration of Trust dated 1996 which was amended by supplemental deeds dated 6 January 1997, 16 June 2011 and 6 October 2017. It is managed by a board of trustees, who give their time voluntarily to the Trust. There are regular meetings of the board of trustees and sub-groups set up to advise on different aspects of the Trust's activities.

The trustees confirm that they have had regard to the Charity Commission guidance on public benefit and to that end set out in this report the main activities undertaken during the year in pursuit of the Trust's objectives.

The trustees who served during the year were as follows:

Jenny Clark (treasurer)  
Louise Hastings  
Zaiba Malik  
Emma Maxwell  
Nick Pollard

Julie Randles  
Kate Riley  
Susannah Schofield  
Dhruti Shah  
Anand Shukla

The Strategy Sub-Group expanded the advisory panel to support the board's work and reflect the views of the Trust's beneficiaries.

### The continuing impact of COVID-19

During the period under review COVID-19, and the measures introduced to control it, brought continued restrictions which had an impact on the Trust's activities.

Face to face mentoring continued to be impossible and mentoring relationships were sustained largely online.

Activities like university and newsroom visits, which were a valued part of the schools' mentoring programme, had to be suspended.

Masterclasses – previously a valued opportunity for mentees to meet in-person, moved entirely online during the pandemic, as did trustee meetings.

But whilst the absence of face to face meetings continued to challenge the Trust, there were upsides to online activity, at the level of access, especially for those participants based outside of London. In line with the policies adopted as part of the strategic plan, the Trust aims to grow the number of mentees and mentors based outside the SE of England, so access to our outputs will become more important over time.

It is our intention to adopt a hybrid model in future in which in-person events are supplemented by online ones. The Trust is also committed to staging masterclasses outside London.

### Activities

As a result of the pandemic, we decided to realign the timeline for recruitment and mentoring. Our recruitment period for the early career mentoring scheme now happens in September and mentoring runs for the calendar year following from 1 January to 31 December.

To review progress made on specific plans listed in 2020-21 report, please see Appendix.

### Adoption of strategic plan

In April 2021 the board accepted the strategic plan developed and proposed by the Chief Executive. This plan committed the Trust to:

- create the John Schofield Trust Fellowship – a vibrant community of 500+ Trust Fellows, Junior Fellows, and Senior Fellows, who represent a dynamic resource and force for change in the broadcast news media. The Fellowship was launched at the Trust's annual gathering in November 2021.

- manage the expansion of the Trust’s early career mentoring scheme. We are committed to a 10% growth of the Trust’s mentoring scheme year-on-year.
- commit to expanding the Trust’s geographical footprint to grow our activities in the North of England, Scotland and Northern Ireland.

### JST/RTS Young Talent of the Year Award

In keeping with previous years, we funded a bursary (of £1,500) to accompany the RTS Young Talent of the Year Award, which the Trust set up in 1996 in memory of John Schofield. For the fourth year running, Trust Founder Susie Schofield was a member of the jury for the Young Talent of the Year award. The 2021 winner of this award – the 26<sup>th</sup> – was Noel Phillips, the North American Correspondent for Good Morning Britain. Noel accepted the Trust’s offer of a mentor and was paired with Alex Thomson, the Chief Correspondent of Channel 4 News.

### John Schofield Trust face to face mentoring scheme for early career journalists

As reported in our 2020-21 annual report, we extended the 2019-20 mentoring scheme by six months to June 2021 so that mentees continued to be supported by their mentors.

In September 2021 the Trust opened applications for the 2022 early career mentoring scheme. Thanks to a concerted promotion campaign, we received more applications than ever before and selected 60 (the previous year we selected 49). Applications to the face to face mentoring scheme are managed online and applicants can complete an online form or submit their application via video or audio. This is to encourage candidates who may be deterred by or unable to apply using a paper-based application process.

It was the sixth year of opening the scheme to apprentices. Many news organisations put their apprenticeship schemes on hold during the pandemic so, for a second year running, this is likely to be the reason why there was a continued drop in the number of applications from apprentices (for both 2020 and 2021 we mentored two apprentices).

An analysis of the characteristics of our mentees in the year demonstrates our progress towards our vision of having newsrooms as diverse as the people they serve. The figure in brackets shows the figure for 2020-21.<sup>1</sup>

- 69% are women (69%) – 53% of UK journalists are male, broadly in line with the 52% male UK workforce
- 57% (62%) were educated at a non-selective state school – 44% regular newspaper columnists attended both private school and Oxbridge; 43% of Britain’s top 100 journalists are privately educated (Sutton Trust, 2019); 7% of the UK population are educated privately
- 43% (35%) were the first in their family to go to university – 92% news media professionals went to university (Sutton Trust, 2019)
- 31% (35%) of the cohort identified as being from an ethnic minority group – 13% of journalists are from non-white ethnic groups
- 21% (17%) are disabled – 8%/7% of radio/TV employees identify as disabled (Ofcom, 2021)
- 28% (13%) identify as lesbian, gay or bisexual – where the figure lies at 6%/7% employed in TV and radio (Ofcom, 2021) and 3.1% of the UK population (ONS, 2022)

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<sup>1</sup> Mentees volunteer information about their backgrounds when they apply; not all mentees give this personal information

- 23% (13%) were eligible for free school meals – there is no comparable industry statistic but 80% of UK journalists come from the highest social classes. Only 2% have a parent in the lowest two occupational groups, compared to 20% of the total UK workforce. Nationally, pupils receiving free school meals totals 20.8% (UK Gov, 2021)

All industry figures from [NCTJ Diversity in Journalism report 2022](#) unless stated otherwise.<sup>2</sup>

For the 2021 scheme, we commissioned the Brightside Trust to develop an app to help mentees and mentors communicate with each other as well as to help us in monitoring the frequency (but not content) of contact.

### **Feedback survey, 2021-22**

The Trust conducts surveys at the end of our mentoring schemes to measure engagement and satisfaction levels, and to collect testimony from participants.

In the exit survey for our 2021 early career mentoring scheme, 78% of participants rated the scheme a 10 on a scale of 1-10.

In addition to the quantitative assessment, the Trust gathered quotes as part of the same survey. Correspondents said:

“My expectations were quite high considering the amount of brilliant senior fellows there were. But my expectations were far exceeded.”

“It’s just great to have 'access' to someone at the top of their game... to chat through any[thing] work-related, sometimes life issues [...] getting an impartial and rational answer from someone who has been there.”

“I feel better informed about how to navigate the next steps of my career and have an industry leader in my corner.”

### *Recommendations*

We will continue to grow the early career mentoring scheme in line with the strategic plan. We will seek registration as a charity in the Republic of Ireland in order to offer our early career mentoring scheme in Ireland.

### **John Schofield Trust online mentoring scheme for 16-18-year-old students**

We commissioned the Brightside Trust to run a fourth 12-week scheme online mentoring scheme for 16-18-year-old students who live and/or study in disadvantaged areas. The scheme creates awareness for students from low socio-economic backgrounds about the career opportunities in the news industry. Students are matched online with industry professionals who are trained and provided with a framework to support the mentoring relationship. Many mentors were journalists who had previously been mentees on our face to face mentoring

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<sup>2</sup> Other sources: [Elitist Britain](#), Sutton Trust 2019. [Journalists at Work](#), NCTJ 2018. [Sexual Orientation data](#), ONS 2022. [Diversity in TV and Radio](#), Ofcom 2020. [Food Poverty: Households, food banks and free school meals](#), House of Commons Library, UK Gov, 2021. [Diversity & Equal Opportunities in UK Broadcasting – 5 Year Review](#). Ofcom, 2021.

scheme and becoming an online mentor themselves is a welcome professional development opportunity.

Forty-three students participated in the project from a total of 14 sixth form colleges and schools, with a mixture of year 12 and 13 students. 58% of the cohort met at least one of the social mobility criteria, including 33% being from POLAR4 Q1 or Q2, and 40% who would be the first in their family to go to university.

In the exit survey for our 2021 scheme, participants recorded:

- 100% of respondents enjoyed the project and learned new things.
- 68% of respondents stated that the mentoring had influenced their decision about post-18 routes (study, apprenticeships, work).
- A 64% increase in their 'human capital' (their skills, knowledge and experience).
- 28% pointed to an increase in their 'social capital' (the people who they know and networks they belong to).
- The project received an NPS of 68 (scores above 50 are excellent and above 70 world-class).

Participants in the schools' scheme identified access to experienced industry mentors as a major attraction of the programme:

"The John Schofield Trust provided me with a mentor who works at the BBC. My mentor gave me support, advice and put me in contact with other journalists who could also help me. The help that she gave me was really great, and she helped me choose the best path for me to go into journalism. I know now that if I need help, I always have someone to go to, and that in itself is invaluable."

As a result of feedback from the 2021 programme we included a journalistic activity.

### Masterclasses and networking events

The Trust's masterclasses are an opportunity to stage discussions, share experiences, expose our Fellows to career insights from distinguished journalists, and to raise the profile of the Trust. Some of our masterclasses are public-facing, others are hosted exclusively for our Fellows. Public-facing masterclasses are posted to our YouTube channel and social media. In planning masterclasses the Trust is responsive both to the news agenda and suggestions from Fellows.

See Appendix for a full list of our masterclasses the Trust ran during the year under report.

In addition, we held briefing sessions and online support sessions for mentees and mentors.

After a two-year hiatus, we were delighted to hold our annual reception in-person. Cicero/HAVAS generously hosted the event at their central London offices, and our guest speaker was former mentee and Channel 4 News reporter, Ayshah Tull. The John Schofield Trust Fellowship was formally launched at the annual reception.

## Recommendation

- To continue hosting masterclasses and to move to hybrid events, including events outside London. To prioritise the day of masterclasses as an opportunity to meet in-person and develop skills.

## Social media

In the course of the year under review, the Trust focused on developing our social media activities and our following on social media has increased largely in response to successful Trust campaigns around fundraising, application rounds for our mentoring schemes and our events.

Twitter continues to be the Trust's followers' preferred platform and our followers there have risen from 3,917 to 5,469. The Trust also posts regularly on LinkedIn, and Facebook and hosted a successful fundraising campaign for a sponsored walk on Instagram in December 2021. During the promotion of the application round in September 2021 the Trust also introduced innovations like a Twitter Spaces discussion, an Instagram Q+A and an Instagram Reel.

The Trust has participated in various national social media campaigns, e.g. International Women's Day, Volunteers' Week, National Mentoring Day, National Inclusion Week and National Apprenticeship Week, National Careers Week, and Small Charities week. Each of these attracted an increase in followers.

## E-newsletter

The Trust's monthly newsletter continues to be popular and, over the year, subscriptions have doubled. In this year under review, we secured a three-year sponsorship commitment from Knight Ayton for our e-newsletter. We have built on the momentum of the Fellows' news section which allow us to highlight success stories from Fellows, Junior Fellows and Senior Fellows. We post these stories on our social media platforms as well as our website. This year, we introduced a section to highlight opportunities within the industry and sources of funding for support.

## Fundraising

We comply with the Charities (Protection and Social Investment) Act 2016 and adhere to the Code of Fundraising Practice.

During the year under review, our online giving platform, VirginMoneyGiving, closed. Ahead of its closure, we set up a new platform using Stripe and GiveWP which allows donors an easy way to donate on our website. We continue to use Donr as our text-giving platform.

After the success of the Trust's #RememberingJohn and #NewsroomsForAll fundraisers which took place from August-October 2020, the Trust decided to take part in The Big Give Christmas Fundraiser 2021. This is an intense week-long national match-giving fundraising campaign which took place from 30 November-7 December. The Trust's target was £25,000 (of which £12,500 to be raised by supporters, £12,500 by champion and pledgers). Pledges came from long-time supporter of the Trust Martin Lewis and trustee Kate Riley. The Trust generated

social media artefacts and collected testimonials to support our campaign which raised £27,771 including Gift Aid, less fees. In December 2021, the Trust benefitted from the generosity of Daisy Hughes who completed a sponsored walk in memory of her journalist father, Mark Hughes. Daisy's 114-mile sponsored walk raised £1,870 for the Trust. Daisy chose the Trust because of a personal connection to John Schofield and because the Trust embodies values her father believed in. Daisy wrote:

“He and my mum both worked with John Schofield at Channel 4 Daily, and he was so passionate about journalism and improving accessibility, so I think this would be a cause very close to his heart.”

On her way Daisy used the Trust's Instagram account to post images taken on her walk. Daisy's inspiring story was featured on BBC Radio Oxford and picked up by local papers along her route.

Our work continues to be dependent upon the generous support of our current funders: 5 News, BBC News, Channel 4, the European Bank for Reconstruction and Development, ITV News, Martin Lewis of MoneySavingExpert.com, Sky News. We also received gifts in kind from Cicero/HAVAS for hosting our annual reception, as well as Tortoise Media and the Financial Times.

All other fundraising was carried out on a voluntary basis by the trustees.

In 2021-22, we were charged £396 (incl VAT) in fees for using these platforms.

There have been no complaints relating to our fundraising activities.

We have no other form of income other than funds raised. We do not charge application fees or joining fees to our participants or entry fees for our events. All our mentors and speakers at events are volunteers to whom we are greatly indebted. During 2020-21 the Trust benefitted from the work of nearly 200 volunteers (trustees, mentors, champions, speakers, campaign support).

## Staffing

In the period under review, the Trust's staff team has changed significantly. On 1 January 2022, after the completion of his year on secondment from the BBC, David Stenhouse became employed by the Trust as CEO on a full-time basis.

Howard Littler took up the post of Fellowship Manager in November 2021.

Ursula Billington took up the post of Co-ordinator in March 2022.

Catherine Farmer and Tristan Marris left the Trust in July 2021 and December 2021 respectively.

## Regulatory and Trust policies

We continue to be registered with the ICO and Fundraising Regulator. We adhere to GDPR guidance in managing and keeping our data secure. We have a safeguarding policy in place and Julie Randles is our designated safeguarding lead.

During the course of the year the Trust has revised a number of its internal policies and adopted a crisis communications policy for the first time.

## Income and expenditure

The John Schofield Trust had income of £82,276 during the year, including gifts in kind (2020-21: £94,302) This included donations from 5 News, BBC News, Channel 4, the European Bank for Reconstruction and Development, ITV News, Martin Lewis of MoneySavingExpert.com, Sky News. We also received gifts in kind from Cicero/HAVAS for hosting our annual reception, as well as Tortoise Media and the Financial Time as well as the second year of a two-year grant from the Garfield Weston Foundation.

The key elements of the Trust's expenditure in 2021-22 are:

- staff costs
- the online mentoring scheme costs, and
- the annual bursary of £1,500 for the RTS Young Talent of the Year Award

Trustees are not remunerated for their services but are paid out of pocket expenses.

## Gift Aid

The Trust was registered for Gift Aid during the year and applied to eligible donations.

## Risk management

The trustees take their responsibilities for effective risk management seriously. Financial risk is low as sufficient cash is held in reserves to cover the bursary accompanying the RTS Young Talent of the Year award for several years to come.

Mentees are required to sign up to terms and conditions before joining the scheme.

We have Charities Liability Insurance and Trustees Indemnity Cover in place with Hiscox.

## Reserves

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to approximately three months of unrestricted charitable expenditure. The trustees consider that this level will provide sufficient funds to ensure that support and governance costs are covered and to allow other sources of income to be found should this be needed.

The balance held as unrestricted funds at 31 March 2022 was £59,365 (2020-21: £94,882). The reserves policy will be reviewed annually by the trustees.

## Future plans

- i. To continue funding the RTS/John Schofield Trust Young Talent of the Year Award bursary
- ii. To increase the number of mentees, especially apprentice journalists, on the face to face mentoring scheme and to focus on supporting young journalists from backgrounds not currently represented in the news industry in line with our strategic plan

- iii. To increase the number of in-person masterclasses once social distancing has eased and to build on the online events programme
- iv. To seek registration as a charity in the Irish Republic to allow us to run our mentoring scheme for early career journalists there
- v. To investigate running a mentoring scheme for undergraduate students who wish to pursue a career in journalism

The Trustees annual report was approved by the Trustees of the charity and signed on its behalf by:



Susannah Schofield  
Chair of Trustees

20 January 2023



Jenny Clark  
Trustee

20 January 2023

## **INDEPENDENT EXAMINATION REPORT**

**YEAR ENDED 31 MARCH 2022**

I report to the trustees on my examination of the accounts of the above charity for the year ended 31 March 2022.

### **Responsibilities and basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Andrew Wells FMAAT  
Counterculture Partnership LLP  
Unit 115 Ducie House  
Ducie Street  
Manchester  
M1 2JW

26 January 2023

## Financial report of the trustees

### Receipts and payments for the 12 months to 31 March 2022

Receipts	2022 Unrestricted Funds	2022 Restricted Funds	2022 Total	2021 Unrestricted Funds	2021 Restricted Funds	2021 Total
Donations	£82,276		£82,276	£74,768	£17,500	£92,268
Salary Grant	£0		£0	£2,034		£2,034
<b>Total Receipts</b>	<b>£82,276</b>	<b>£0</b>	<b>£82,276</b>	<b>£76,802</b>	<b>£17,500</b>	<b>£94,302</b>
<b>Payments</b>						
Salaries	£42,924		£42,924	£16,216		£16,216
BBC CEO	£39,600		£39,600	£13,200		£13,200
Redundancy	£5,112		£5,112	£0		£0
Employer NI	£3,040		£3,040	£1,334		£1,334
Employer Pension	£869		£869	£397		£397
Payroll costs	£786		£786	£720		£720
RTS Bursary	£1,500		£1,500	£1,500		£1,500
Insurance	£626		£626	£588		£588
Software charges	£2,279		£2,279	£1,487		£1,487
Website charges	£1,152		£1,152	£11,160		£11,160
Online mentoring	£7,135	£6,725	£13,860	£0	£10,782	£10,782
IT Equipment	£0		£0	£1,443		£1,443
Consultancy	£2,589		£2,589	£875		£875
Audit examination fee	£495		£495	£495		£495
Legal Costs	£3,139		£3,139	£0		£0
Database	£2,722		£2,722	£0		£0
Other expenses	£3,363		£3,363	£1,479		£1,479
Travel	£463		£463	£0		£0
Donation Fees	£0		£0	£170		£170
<b>Total expenditure</b>	<b>£117,793</b>	<b>£6,725</b>	<b>£124,518</b>	<b>£51,063</b>	<b>£10,782</b>	<b>£61,845</b>
<b>Surplus (Deficit)</b>	<b>-£35,517</b>	<b>-£6,725</b>	<b>-£42,242</b>	<b>£25,739</b>	<b>£6,718</b>	<b>£32,457</b>
Funds Brought forward	£94,882	£6,725	£101,607	£69,143	£7	£69,150
<b>Funds Carried forward</b>	<b>£59,365</b>	<b>£0</b>	<b>£59,365</b>	<b>£94,882</b>	<b>£6,725</b>	<b>£101,607</b>

#### Assets and Liabilities

Assets	Designated Funds	Unrestricted Reserves	Restricted Funds	Total Funds 2022	Designated Funds	Unrestricted Reserves	Restricted Funds	Total Funds 2021
Cash at Bank	£0	£59,365	£0	£59,365	£39,600	£55,282	£6,725	£101,607
Debtors	£0	£0	£0	£0	£0	£0	£0	£0
<b>Liabilities</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>
Net Assets	<b>£0</b>	<b>£59,365</b>	<b>£0</b>	<b>£59,365</b>	<b>£39,600</b>	<b>£55,282</b>	<b>£6,725</b>	<b>£101,607</b>
<b>Total Reserves</b>	<b>£0</b>	<b>£59,365</b>	<b>£0</b>	<b>£59,365</b>	<b>£39,600</b>	<b>£55,282</b>	<b>£6,725</b>	<b>£101,607</b>

The financial statements were approved by the Board and signed on its behalf:

Signed by



Susannah Schofield  
Chair of Trustees

20 January 2023



Jenny Clark  
Trustee

20 January 2023

## Accounting Policies

### **Basis of accounting**

The financial statements have been prepared in accordance with the Charities Act 2011 and “Accounting and Reporting by Charities: Statement of Recommended Practice – Accounting and Reporting by Charities (SORP (FRS102), second edition issued in January 2019)”, the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

John Schofield Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

### **Going concern**

The financial statements are prepared, on a going concern basis, under the historical cost convention.

### **Funds**

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

### **Incoming resources**

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. Donations are recognised on receipt.

### **Resources expended**

Liabilities are recognised as resources expended when there is a legal or constructive obligation committing the Charity to the expenditure. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

### **Taxation**

As a registered charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only.

## Appendix

### Progress made from future plans outlined in 2020-21 annual report

No	Plan	Progress	Note
i.	To continue funding the RTS/John Schofield Trust Young Talent of the Year Award bursary	✓	26 <sup>th</sup> award-winner named Noel Phillips
ii.	To increase the number of mentees on the face to face mentoring scheme	✓	25% increase in number of mentees to 60
iii.	To increase the number of apprentices on the face to face mentoring scheme	Not possible	Only two applied and both were accepted; many newsrooms cancelled their apprenticeship schemes because of COVID-19
iv.	To repeat and expand the online mentoring scheme, with a view to adding more locations	✓	New locations added in Orkney and Northern Ireland
v.	To increase the number of masterclasses once social distancing is eased	✓	Masterclasses continued online during 2021-22 due to the pandemic
vi.	To run a second fundraising campaign to raise awareness in the Trust's 25 <sup>th</sup> anniversary year	✓	Raised £27,771.90 through The Big Give Christmas Challenge 2021
vii.	To investigate running a mentoring scheme for undergraduate students who wish to pursue a career in journalism	✓	In development with university partners

### Online events

The masterclasses we held in 2020-21 were (those with \* indicate public events):

1. **Resilience for journalists**, with journalists Sian Williams, Paul Davies and Stuart Hughes
2. ITN's Sports Editor Steve Scott with Sky's Dharmesh Sheth and the BBC's Sally Nugent on making an impact in [sports Journalism](#)
3. [How to be a foreign correspondent](#) with Mayeni Jones, Lindsey Hilsum, Nina Elbagir, Jon Sparks and Renata Brito\*
4. [Editing a news programme](#) with John Ryley (Sky), Debbie Ramsay (Radio 1), Laura Holgate (ITV) and Richard Frediani (BBC), chaired by JST Trustee Dhruti Shah\*
5. The Anatomy of a Story: Fransoy Hewitt, Imogen Barrer, Sarah O'Connell and Daniel Hewitt discuss [ITN's coverage of the housing crisis](#) with JST Trustee Nick Pollard\*
6. How to [present a news programme](#) with Cathy Newman (C4), Julie Etchingham (ITV), Naga Munchetty (BBC) and Martha Kelner (Sky)\*
7. Working in **campaigning journalism** – in conversation with [Martin Lewis](#)
8. A masterclass for Junior Fellows on paths into Journalism

**JOHN SCHOFIELD TRUST**

England & Wales - Charity number 1061065

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# Accounts

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# **John Schofield Trust**

## **Trustees' Annual Report and Accounts for the year ended 31 March 2021**

Charity number: 1061065

Registered address: PO Box 108, Haslemere GU27 9GU

# Contents

Objectives of the Trust.....	3
Theory of change.....	3
Governance of the Trust.....	3
The impact of COVID-19 .....	4
Activities during the year .....	4
JST/RTS Young Talent of the Year Award .....	4
John Schofield Trust face to face mentoring scheme for early career journalists .....	5
John Schofield Trust online mentoring scheme for 16-18-year-old students .....	7
Masterclasses.....	8
Other events.....	9
Communications .....	9
Website.....	10
Social media .....	10
E-newsletter .....	10
Fundraising .....	10
Staffing .....	11
Regulatory .....	11
Income and expenditure.....	11
Gift Aid.....	12
Risk management.....	12
Reserves.....	12
Future plans .....	12
Financial report of the trustees .....	13
Appendix .....	14
Progress made from future plans outlined in 2019-20 annual report.....	14
Online events .....	14

Bankers: HSBC UK  
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From 23 July 2021: HSBC  
12A North Street  
Guildford GU1 4AF

Auditor: Counterculture Partnership LLP  
Unit NH.204, E1 Business Studios  
7 Whitechapel Road  
London E1 1DU

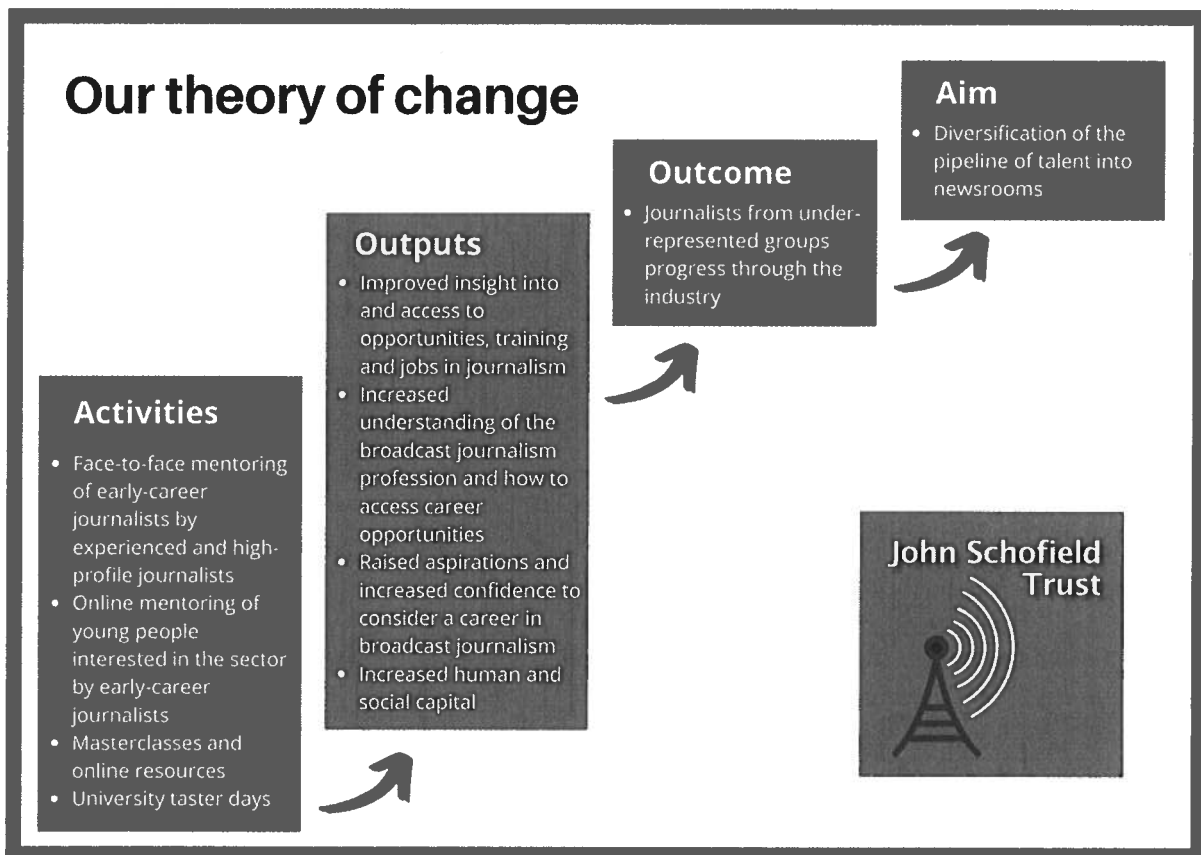
## Trustees' Annual Report

### Objectives of the Trust

The John Schofield Trust (JST) exists to promote and advance education and social diversity in journalism. It does this by supporting young journalists and by encouraging young people from low socio-economic groups to consider a career in broadcast journalism. It was set up by the friends and family of the journalist John Schofield who was killed in Croatia while working on the BBC's World Tonight programme in 1995.

### Theory of change

During the year, we developed a theory change for our work.



### Governance of the Trust

The John Schofield Trust is governed by a Declaration of Trust dated 1996 which was amended by supplemental deeds dated 6 January 1997, 16 June 2011 and 6 October 2017. It is managed by a board of trustees, who give their time voluntarily to the Trust. There are regular meetings of the board of trustees.

The trustees confirm that they have had regard to the Charity Commission guidance on public benefit and to that end set out in this report the main activities undertaken during the year in pursuit of the Trust's objectives.

The trustees who served during the year were as follows:

Toby Castle (retired May 2020)  
Jenny Clark (treasurer)

Louise Hastings

Matt Peacock (retired September 2020)  
Nick Pollard  
Zaiba Malik (joined May 2020)  
Emma Maxwell

Julie Randles  
Kate Riley  
Susannah Schofield  
Dhruvi Shah  
Anand Shukla (joined June 2020)

The Strategy Sub-Group expanded the advisory panel to support the board's work and reflect the views of the Trust's beneficiaries. In this year, we appointed David Stenhouse as our new CEO, on secondment from the BBC for a year. David is preparing a three-year strategic plan at the time of writing this Annual Report.

### The impact of COVID-19

The pandemic brought challenges to mentoring and, for face to face meetings which are the bedrock of our early career mentoring scheme, these were impossible given the lockdown and social distancing guidelines.

For our online mentoring scheme for 16-18-year-old students, we decided not to expand to a fifth location for our 2020-21 scheme and to focus on the four locations [Cardiff, Falmouth Nottingham and Sheffield] with which we have established links.

The Trust made a pivot-turn early on in the pandemic and held online events and these were hugely appreciated by all our mentees.

'The talks/lectures/seminars on specialist subjects were not something I was expecting (particularly after the pandemic struck), and hence [the scheme] surpassed my expectations' – Mentee

### Activities during the year

As a result of the pandemic, we decided to:

1. extend the face to face early career mentoring scheme by six months so mentees continued to be supported
2. delay the start of the 2020-21 face to face early career mentoring scheme from June 2020 to January 2021
3. replace the university taster day for our online mentees with the opportunity to produce a virtual news bulletin
4. launch a series of online masterclasses and workshops for all mentees and the wider public.

To review progress made on specific plans listed in 2019-20 report, please see Appendix.

### JST/RTS Young Talent of the Year Award

In keeping with previous years, we funded a bursary (of £1,500) to accompany the RTS Young Talent of the Year Award, which the Trust set up in 1996 in memory of John Schofield. For the third year running, Susie Schofield was a member of the jury for the Young Talent of the Year award. The 2020 winner of this award – the 25<sup>th</sup> – was Renata Brito, a multimedia-journalist with AP.

## John Schofield Trust face to face mentoring scheme for early career journalists

In response to the pandemic, we extended the 2019-20 mentoring scheme by six months so that mentees continued to be supported by their mentors.

We launched our ninth face to face mentoring scheme at the start of 2021, offering mentoring opportunities for 49 young journalists, our highest number so far (last year's number was 34). We had a record number of applications (a 57% increase on the previous year). It was the fifth year of opening the scheme to apprentices. Many news organisations put their apprenticeship schemes on hold during the pandemic so this is likely to be the reason why there was a fall in number of applications from apprentices.

We introduced additional ways for applications to the face to face mentoring scheme to be submitted e.g. via video or audio, to encourage candidates who may be deterred by or unable to apply using a paper-based application process.

An analysis of the characteristics of our mentees in the year demonstrates our progress towards our vision of having newsrooms as diverse as the people they serve. The figure in brackets shows the figure for 2019-20.<sup>1</sup>

- 69% (71%) are women – 55% of journalists are male, 53% of UK workforce is male<sup>2</sup>
- 78% (82%) were educated at a state school – 43% of Britain's top 100 journalists are privately educated (Sutton Trust, 2019); 7% of UK population is educated privately OR
- 78% (82%) were educated at a state school – 54% Britain's top 100 journalists attended state schools (Elitist Britain, 2019, p39); 7% of UK population is educated privately
- 35% (41%) were the first in their family to go to university
- 35% (30%) of the cohort identified as being from an ethnic minority group – Ofcom cites 15% for TV, 9% for radio industry; 12% of UK workforce are from an ethnic minority group
- 20% (17%) of our mentees hadn't gone to university – 92% of news media professionals went to university (Sutton Trust, 2019); 43% of UK workforce have a first degree
- 17% (9%) are disabled – 7% of TV and 6% of radio employees are disabled; 13% of UK workforce are disabled
- 13% identify as lesbian, gay or bisexual (LGB, not measured previously) – 5% in tv industry, 6% in radio; 2.2% of the UK population identified as LGB in 2018 (ONS)
- 13% were eligible for free school meals when at school (not measured previously); there is no comparable industry statistic but 58% of employees in the television industry, and 61% in radio, grew up in a professional home (Ofcom, November 2020). The national FSM average is 17.3%

For the 2021 scheme, we commissioned the Brightside to develop an app to help mentees and mentors communicate with each other as well as to help us in monitoring the frequency (but not content) of contact.

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<sup>1</sup> Mentees volunteer information about their backgrounds when they apply; not all mentees give this personal information

<sup>2</sup> Women are more represented in younger than older cohorts: 16% of female journalists are aged under 25 compared with 13% of men, while 40% of male journalists are aged 40 and over compared with 25% of women. (p41; source: NCTJ, *Journalists at Work* (Oct 2018), p23:

<https://www.nctj.com/downloadlibrary/laW%20Report%202018.pdf>)

50% (58%) of all 68 (60) participants completed our feedback survey at the end of the scheme.

## Feedback survey, 2019-20

### MENTEES' VIEWS

#### Confidence

'Anytime I spoke with my mentor I came away feeling more confident' – Mentee

One of the most frequent reasons candidates give to applying to the mentoring scheme is to increase confidence. It is heartening that many of our mentees report of growing confidence as a result of our mentoring scheme. One mentee wrote that: 'I went for new jobs I might not have, pushed for feedback, pitched stories and generally grew in confidence'. Another wrote of gaining courage to speak to their managers:

'The mentoring relationship that I have due to JST has helped me be quite unapologetic about approaching senior staff &/or managers within the places I work. I struggled with confidence and my mentor has helped me see that I have been able to stay in this industry because I'm good and, with this, I've been able to humbly bring this attitude wherever I work' – Mentee

#### Insight of a mentor

'...my mentor was... an extremely good external sounding board' – Mentee

All our mentees valued having access to a senior journalist's perspective as well as their contacts. In addition to wisdom, mentors provided practical help, with one mentee describing their mentor as going 'above and beyond! They gave me access to two days' work experience at their company – which was so appreciated!'. One mentee admitted that their mentoring 'really encouraged me to pitch pieces to lots of different platforms... That's helped my stories get much more impact'.

An impressive 94% of our mentees who responded to the survey plan to continue talking to their mentor after the end of the scheme, and a similar proportion of mentors plan to do the same.

### MENTORS' VIEWS

'I learned about what preoccupies a young journalist.... How much I know without realising it. How much I enjoy passing that knowledge on' – Mentor

One-third of our mentors had mentored for the Trust before, some of them many times. A gratifying 86% of our mentors who replied to the survey said they would recommend the scheme to their colleagues.

Some of the comments made by mentors made for difficult reading, summed up starkly by:

'I'm glad I'm not starting out in this business now' – Mentor

#### Discrimination in the workplace

Many of our mentors spoke of the discrimination which their mentees face in the workplace. One mentor wrote that they learned 'about 'how little support there is out there for young BAME journalists'. Despite some progress being made in newsrooms, it was disappointing to read a mentor's observation that

'...sexism is still rife – and that it can be lonely when you are one of very few younger people in a newsroom – and one of few socially diverse people' – Mentor

## **Freelancers**

More and more of our applicants hold freelance contracts rather than staff posts and this in turn has an impact on how they navigate newsrooms. In 2021, approximately 27% of mentees were freelance when they applied. One mentor wrote about 'how tough a world it is for young freelancers,' adding, 'the value of the personal introductions I was able to make,' was hugely important to their mentee.

## **The new generation of newsgatherers**

Our mentors value the insight that mentoring provides into how journalists starting out today view the news industry and how the younger generation see the news.

'I always learn new perspectives from people at a different stage in my career... it's not just your appointment to view news at ten on the tv model anymore. And watching that change from their perspective at the start of their career is very rewarding' – Mentor

## **Professional development**

Taking part on our mentoring scheme gives mentors an opportunity to develop their own skills: 'I have learned new things which have better aided me in my role as a manager and mentor'. As with the mentees, the mentoring scheme enables them to take stock and:

'To listen more, to consider how newsrooms, journalists, are viewed from a different perspective. To take time for the daily grind to think about how and why we do things' – Mentor

## *Recommendations*

The following recommendations were drawn from the 2019-20 survey which we shall act upon:

- To build on the in-person and online masterclasses
- To encourage further and formalise ways of connecting mentees to each other

## **John Schofield Trust online mentoring scheme for 16-18-year-old students**

We commissioned the Brightside to run a third 12-week scheme online mentoring scheme for 16-18-year-old students who live and/or study in disadvantaged areas. The scheme creates awareness for students from low socio-economic backgrounds of the career opportunities in the news industry. Students are matched online with industry professionals who are trained and provided with a framework to support the mentoring relationship. Many of mentors were journalists who had previously been mentees on our face to face mentoring scheme and becoming a mentor themselves is a professional development opportunity.

At the end of the 2020 scheme, students in three locations [Falmouth, Nottingham and Sheffield] had a university 'taster' day at their local university. We are grateful to Falmouth, Nottingham Trent and Sheffield Universities for hosting these days free of charge. A student who attended the Falmouth day wrote: 'I think the day was a fabulous end to the scheme: after talking about journalism with my mentor it was a great opportunity to physically do things we had discussed in a professional environment'.

We carried out an evaluation of the 2020 scheme and the findings showed that 93% of students enjoyed the project, learnt new things, received feedback and got on with their mentor.

Students valued the mentoring, with one saying that it 'helps people make important decisions in a critical stage of their life and gives them knowledge that can help them all throughout the rest of it'. Others wrote:

'The project has allowed me to gain an incredible insight into the world of journalism. Not only showing me the array of areas within journalism but analysing them, resulting in a completely bespoke behind-the-scenes view of media' – Mentee

'[S]peaking to my mentor was really helpful. She helped squash my fears and was really open to just talking things through. But it was also just interesting to hear about her day-to-day life. It was so exciting ... and foreign to me.' – Mentee

Following our recommendations from the 2018-19 online mentoring scheme we decided to delay the start of the 2020-21 scheme to the spring term (of 2021) so that students – and their teachers – have settled into their new colleges and courses.

We focused on the four locations [Cardiff, Falmouth Nottingham and Sheffield] with which we have established links. However, we accepted two students who enquired independently about the scheme, one from Morecambe and one from Manchester. In total 41 students completed the scheme, an increase of 21% compared to last year's intake (34) and the scheme ran from 12 January to 28 March 2021. Of the 44 sixth form students who originally signed-up to the 2021 online mentoring scheme, 55% received Free School Meals.

During the 2021 scheme, Sian Gaston, a teacher who works at Truro and Penwith College with some of our online mentees, wrote to say:

'I have seen our students flourish and develop through being involved with the mentoring scheme and would say that in my 34-year career as an English teacher it has been one of the most transformational enrichment activities I have been involved with.'

At the end of the 2021 scheme Brightside noted that the:

'Overall engagement was fantastic... 98% mentees sent three or more messages throughout the duration of the projects which signifies to us that they had a meaningful interaction their mentor! 72% of mentees sent 10 or more messages which signifies excellent engagement. This project was very highly engaged from both the mentee and mentor perspective with an average of 16 and 32 messages being sent respectively'

#### *Recommendation*

- To expand the online mentoring scheme to a fifth location

#### Masterclasses

'Every time I listen in on one of the Trust's masterclasses I feel so much hope and love for this industry'

Our in-person masterclasses are an excellent and valued way for mentees to network with each other and to learn from leaders in the field. However, for the period under review it was not possible to hold in-person masterclasses. Instead, we held online masterclasses and support sessions via Zoom. Speakers included mentors, trustees, champions as well as mentees.

For some of the online masterclasses, we opened them up to the wider public, promoting them in our e-newsletter and on our social media platforms. All of these were free of charge and, where the speaker/s were happy to, we made recordings of their masterclasses and posted these to our YouTube channel for free streaming.

See Appendix for a full list of our masterclasses.

In addition, we held five support meetings for current and former mentees. In total, we hosted 19 online events which 1,200 people attended.

#### *Recommendation*

- To continue hosting online masterclasses and, when social distancing allows, to reinstate our masterclass day for mentees, with the view to holding two a year.

#### Other events

Our in-person annual reception and briefing to mentees were re-formatted into online events. We held 'An unfree media', a debate about the challenges that journalists face today in what is a crucial time for transparency and accountability at global, national and local levels. Our speakers were Alex Crawford OBE, Special Correspondent, Sky News, Ben de Pear, Editor, Channel 4 News, Jodie Ginsberg, Chief Executive, Internews Europe and Sean O'Neill, Chief Reporter, The Times on the panel. They were chaired by Reeta Chakrabarti, BBC News.

As a response to the Black Lives Matter protests, we hosted an online debate 'Let's talk about diversity', with Sky News presenter, Gillian Joseph, as chair, and speakers Kamal Ahmed, Editorial Director, BBC News, Vikki Cook, Head of Ofcom's Diversity and Inclusion Programme, and Babita Bahal, Channel 4's Head of Creative Diversity.

In addition, several former mentees from ethnically marginalised backgrounds met together to host an informal online session for the 2020 cohort of early career mentees to discuss the challenges of what it is like to be a journalist from a minority background in newsrooms. One participant reported that 'it was a quick intimate turnaround session in light of the conversations happening around George Floyd'.

#### Communications

2020 marked the 25<sup>th</sup> anniversary of John Schofield's death. To commemorate this, we ran two campaigns, #RememberingJohn, held over the anniversary weekend (8-9 August), and #NewsroomsForAll, a public fundraising campaign in the autumn. A group of trustees, supported by past and current mentees, shaped and prepared all content. We secured the support of more than 60 champions and received gifts from 187 donors whose donations ranged from £2 to £5,000. We received national coverage on TalkTalk Radio, BBC Breakfast and Sky News.

The objectives were firstly, to raise our profile, and secondly, to raise funds. We exceeded all expectations for both objectives.

During the year, we also issued statements on research and events highlighting diversity and inclusion in the news industry, e.g. David Olusoga's MacTaggart Lecture, Ofcom's annual study of diversity in the TV and radio industry; the fall-out from the Society of Editors' statement on diversity.

## Website

We commissioned a new website to replace the Wiki website which was cumbersome to use and visually unattractive. We tendered the contract to three website developers and selected Node. The new WordPress-based website is easy to administer and navigate, and is attractive.

## Social media

We have seen a steady rise in the number of followers on our social media platforms, especially on Twitter and LinkedIn, and increase of 47% and 244% respectively.

Over the course of the year, we have taken part in various national social media campaigns, e.g. Volunteers' Week, National Mentoring Day, National Inclusion Week and National Apprenticeship Week, National Careers Week, and International Women's Day. Each of these attracted an increase in followers.

Our #RememberingJohn and #NewsroomsForAll campaigns also boosted the number of new followers on social media.

## E-newsletter

Up until July 2020, our e-newsletter was produced on an ad hoc basis. In preparation for the two campaigns, #RememberingJohn and #NewsroomsForAll, we produced them on a monthly basis. Over the course of the year, we increased the number of subscribers by 90%.

We introduced a 'mentee showcase' section which features the careers news of past and current mentees. We re-purpose these – and other relevant e-newsletter items – to post on our website and social media. The 'mentee shout-outs' are successful at fostering engagement and attracting new followers on social media.

## Fundraising

We comply with the Charities (Protection and Social Investment) Act 2016 and adhere to the Code of Fundraising Practice.

For our fundraising campaigns, we used our existing VirginMoneyGiving online account and opened up a text-giving platform using Donr. Over the course of the year, we were charged £169.80 in fees for using these platforms.

We employed Clare Furey, an experienced fundraiser, to help us with our funding bids to trust funds. We were successful in two bids: the Garfield Weston Foundation and the JRSST Charitable Trust. Her fees for this period totalled £875.

All other fundraising was carried out on a voluntary basis by the trustees.

There have been no complaints relating to our fundraising activities.

#NewsroomsForAll was our first public fundraiser and organised as a way to diversify our income streams. We exceeded our target of £25,000, raising £25,236 (£27,868 with Gift Aid). The European Bank of Reconstruction and Development (EBRD) and 5 News each gave generously to the campaign. We plan to build on this and run an annual fundraising campaign.

Our work continues to be dependent upon the generous support of our current funders: Martin Lewis of MoneyExpertSaving.com, Sky News, BBC News and ITV News.

The family of Dave Evans, a sports journalist who died in December 2020, nominated the Trust as recipient of donations made in his memory. This raised £727 (£862 with Gift Aid).

We have no other form of income other than funds raised. We do not charge application fees or joining fees to our participants or entry fees for our events. All our mentors and speakers at events are volunteers to whom we are greatly indebted. During 2020-21 the Trust benefited from the work of 167 volunteers (trustees, mentors, champions, speakers, campaign support).<sup>3</sup>

## Staffing

In the period under review, we welcomed two new members of staff to the team: in January, David Stenhouse started as CEO on secondment from the BBC, and Tristan Marris joined as part-time administrator in December. Catherine Farmer continued to work as part-time manager. During the first lockdown, the Trust used the government's job retention scheme for two months.

## Regulatory

We continue to be registered with the ICO and Fundraising Regulator. We adhere to GDPR guidance in managing and keeping our data secure.

## Income and expenditure

The John Schofield Trust had income of £94,302 during the year, including gifts in kind (2019-20: £66,089). This included donations from BBC News, ITV News, Martin Lewis, Sky News, as well as restricted grants for our online mentoring scheme from the Garfield Weston Foundation and the second, from the JRST Charitable Fund.

The key elements of the Trust's expenditure are:

- staffing, including the one-year CEO secondment from the BBC which began in January (the cost of which is shared equally between the BBC and JST)
- consultant fees
- the online mentoring scheme costs, and
- the annual bursary of £1,500 for the RTS Young Talent of the Year Award
- website development

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<sup>3</sup> 73 mentors, 12 trustees, 30 speakers, 3 #N4A, 49 champions. De-duped those who served in more than one capacity, e.g. champions who are mentors

Trustees are not remunerated for their services but are paid out of pocket expenses.

In 2020-21, the Trust had a surplus of £32,457 (2019-20: £14,973). This has allowed the Trust to commit to a further year of the online mentoring scheme as well as expanding the staff team.

This year was the first year of running our financial year to run in line with the fiscal year.

#### Gift Aid

The Trust was registered for Gift Aid during the year and applied to eligible donations.

#### Risk management

The trustees take their responsibilities for effective risk management seriously. Financial risk is low as sufficient cash is held in reserves to cover the bursary accompanying the RTS Young Talent of the Year award for several years to come

Mentees are required to sign up to terms and conditions) before joining the scheme.

We have Charities Liability Insurance and Trustees Indemnity Cover in place with Hiscox.

#### Reserves

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to approximately three months of unrestricted charitable expenditure. The trustees consider that this level will provide sufficient funds to ensure that support and governance costs are covered and to allow other sources of income to be found should this be needed.

The balance held as unrestricted funds at 31 March 2021 was £55,282 (2019-20: £30,143). Our actual three-month cash payments are around £21,000. The current level of reserves is therefore currently higher than is needed, allowing us to commit funding to new projects.

We used £22,440 of last year's unrestricted funds as designated funds for the new website design and to fund the CEO salary.

This year we have marked £39,600 to fund the CEO Salary for another nine months.

The reserves policy will be reviewed annually by the trustees.

#### Future plans

- i.** To continue funding the RTS/John Schofield Trust Young Talent of the Year Award bursary
- ii.** To increase the number of mentees, especially apprentice journalists, on the face to face mentoring scheme and to focus on supporting young journalists from backgrounds not currently represented in the news industry
- iii.** To repeat and expand the online mentoring scheme, with a view to adding a fifth location
- iv.** To increase the number of masterclasses once social distancing has eased and to build on the online events programme

- v. To run a second fundraising campaign to raise awareness in the Trust's 25<sup>th</sup> anniversary year

## Financial report of the trustees

### Receipts and Payments for the 12 months to 31 March 2021

Receipts	2021	2021	2021	2020	2020	2020
	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
Donations	£74,768	£17,500	£92,268	£55,657	£0	£55,657
Salary Grant	£2,034		£2,034	£0		£0
<b>Total Receipts</b>	<b>£76,802</b>	<b>£17,500</b>	<b>£94,302</b>	<b>£55,657</b>	<b>£0</b>	<b>£55,657</b>
<b>Payments</b>						
Salaries	£16,216		£16,216	£13,990		£13,990
BBC CEO	£13,200		£13,200	£0		£0
Employer NI	£1,334		£1,334	£6,448		£6,448
Employer Pension	£397		£397	£1,699		£1,699
Payroll costs	£720		£720	£780		£780
RTS Bursary	£1,500		£1,500	£1,500		£1,500
Insurance	£588		£588	£141		£141
Software charges	£1,487		£1,487	£0		£0
Website charges	£11,160		£11,160	£0		£0
Online mentoring	£0	£10,782	£10,782	£9,233		£9,233
IT Equipment	£1,443		£1,443	£0		£0
Consultancy	£875		£875	£3,773		£3,773
Audit examination fee	£495		£495	£500		£500
Other expenses	£1,479		£1,479	£2,219		£2,219
EBRD Spring Reception (GIK)	£0		£0	£2,077		£2,077
EBRD Autumn Reception (GIK)	£0		£0	£3,527		£3,527
Travel expenses	£0		£0	£0	£4,596	£4,596
Masterclass	£0		£0	£632		£632
Donation Fees	£170		£170			
	<b>£51,063</b>	<b>£10,782</b>	<b>£61,845</b>	<b>£46,519</b>	<b>£4,596</b>	<b>£51,116</b>
<b>Surplus (Deficit)</b>	<b>£25,739</b>	<b>£6,718</b>	<b>£32,457</b>	<b>£9,138</b>	<b>-£4,596</b>	<b>£4,542</b>

### Assets and Liabilities

Assets	Designated Funds	Unrestricted Reserves	Restricted Funds	Total Funds 2021	Designated Funds	Unrestricted Reserves	Restricted Funds	Total Funds 2020
Cash at Bank	£39,600	£55,282	£6,725	£101,607	£39,000	£30,143	£7	£69,150
Debtors	£0	£0	£0	£0	£0	£0	£0	£0
								0
<b>Liabilities</b>	£0	£0	£0	£0	£0	£0	£0	£0
<b>Net Assets</b>	<b>£39,600</b>	<b>£55,282</b>	<b>£6,725</b>	<b>£101,607</b>	<b>£39,000</b>	<b>£30,143</b>	<b>£7</b>	<b>£69,150</b>
								0
<b>Total Reserves</b>	<b>£39,600</b>	<b>£55,282</b>	<b>£6,725</b>	<b>£101,607</b>	<b>£39,000</b>	<b>£30,143</b>	<b>£7</b>	<b>£69,150</b>

Signed by



Susannah Schofield  
Chair of Trustees  
9 June 2021



Jenny Clark  
Trustee  
9 June 2021

## Appendix

Progress made from future plans outlined in 2019-20 annual report

No	Plan	Progress	Note
i.	To continue funding the RTS/John Schofield Trust Young Talent of the Year Award bursary	✓	25 <sup>th</sup> award-winner named Renata Brito
ii.	To increase the number of mentees on the face to face mentoring scheme	✓	41% increase in number of mentees – 48/34
iii.	To increase the number of apprentices on the face to face mentoring scheme	Not possible	Only two applied and both were accepted; many newsrooms cancelled their apprenticeship schemes because of COVID-19
iv.	To repeat and expand the online mentoring scheme	✓	21% increase in number of mentees. 5 <sup>th</sup> location on hold because of COVID-19
v.	To increase the number of masterclasses	✓	Online masterclasses launched during pandemic; 17 held with 1,200 participants attending
vi.	To develop a new website	✓	Achieved: July 2020
vii.	To explore the possibility of recruiting CEO on a one-year secondment from the BBC. The funding for this appointment would be shared equally by the JST and the BBC	✓	David Stenhouse began in January
viii.	To run a crowdfunding campaign to raise awareness in 25 <sup>th</sup> anniversary year of John Schofield's death	✓	£27,868 raised in #RememberingJohn and #NewsroomsForAll campaigns
vi.	To investigate running a mentoring scheme for undergraduate students who wish to pursue a career in journalism	On hold	Pending because of COVID-19

### Online events

The masterclasses we held in 2020-21 were (those with \* indicate public events):

1. First Draft's Dr Claire Wardle on **disinformation**

2. **Understanding your finances** with Paul Simnock, of MGR Accountants
3. BBC Video Journalist, Hannah Long-Higgins on **video storytelling**
4. Writer and broadcaster, Afua Hirsch on **impartiality on stories you are close to**
5. BBC Visual Journalist and TikTok creator, Sophia Smith Galer on **finding and promoting stories on social media\***
6. JST trustee, Matt Peacock on what next for the **business world after COVID-19**
7. BBC Journalist, Helier Cheung on the first steps on the **foreign reporting ladder\***
8. BBC Journalist and former mentee, Mohamed Madi on **foreign producing in a COVID-19 world\***
9. Author of Trauma Reporting: a Journalist's Guide, Jo Healey on how to cover **sensitive stories and trauma awareness**
10. JST trustee, Dhruti Shah, on **social newsgathering and storytelling\***
11. **Top tips on podcasting** by Georgia Coan, Shehab Kahn and Jaja Muhammad\*
12. **Mobile journalism** by the BBC's Dougal Shaw\*
13. **So you want to be a journalist?** by Louise Hastings, Andrew Bailey, Hazel Baker and Gamal Fahnbulleh\*
14. **In conversation with Dorothy Byrne** Channel 4's Editor at Large, Dorothy Byrne, interviewed by trustee, Nick Pollard\*
15. **How to pitch** by ITV News's Roohi Hasan and Peter Smith
16. **Reporting the riots in the Capitol** by ITV News's Washington Correspondent, Robert Moore\*
17. **Live-presenting** by the BBC's Reeta Chakrabarti and Chris Mason\*

### Public online debates

- Let's talk about diversity
- Unfree media



# John Schofield Trust Report of the Trustees For the year ended 31 March 2021

I report on the accounts of the charitable company for the year ended 31 March 2021, which comprise receipts and payments account and statement of assets and liabilities.

## Respective responsibilities of trustees and examiner

The Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

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

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

## Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charitable company and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

## Independent examiner's statement

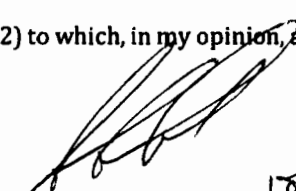
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that, in any material respect, the requirements:

- to keep accounting records in accordance with 386 and 387 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of section 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met, or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
18/10/2021  
Andrew M Wells FMAAT  
99 Western Road  
Lewes  
East Sussex  
BN7 1RS

