

# BRITISH SIGN LANGUAGE BROADCASTING TRUST

England & Wales · Charity number 1145249

## Details

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Other names	BSLBT, LumoTV
Status	Registered
Legal form	Charitable company
Company number	<a href="#">06632452</a>
Registered	2012-01-03
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Website	<a href="http://www.lumotv.co.uk">www.lumotv.co.uk</a>

## Activities

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**Objects:** THE OBJECTS OF THE CHARITY ARE THE PROMOTION OF SOCIAL INCLUSION AMONG THE DEAF COMMUNITY WHO ARE SOCIALLY EXCLUDED FROM SOCIETY, OR PARTS OF SOCIETY, AS A RESULT OF BEING DEAF BY ENCOURAGING, SUPPORTING AND DEVELOPING THE PROVISION OF BROADCASTING OF SIGN-PRESENTED CONTENT (IN ANY MEDIA) FOR THE MEMBERS OF THE DEAF COMMUNITY.

**Activities:** LumoTV is the working name for the British Sign Language Broadcasting Trust. LumoTV commissions television programmes made in British Sign Language, and distributes them on Film4 and Together TV as well as on its own app and website, [www.lumotv.co.uk](http://www.lumotv.co.uk)

## Classification

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- **How:** Provides Services
- **What:** Arts/culture/heritage/science
- **Who:** Other Defined Groups

## Geography

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- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£4,406,762	£4,287,239	£2,147,206	16
2023-12-31	£4,362,716	£4,053,308	£2,027,683	17
2022-12-31	£4,521,993	£5,183,276	£1,718,275	16
2021-12-31	£3,773,224	£3,434,650	£2,379,558	15
2020-12-31	£3,595,596	£2,465,374	£2,040,984	9

## Trustees

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Name	Role	Appointed
Abigail Gorman		2024-04-01
Briony Robinson		2018-12-01
Chris Higgs		2018-12-01
Elizabeth Rowlands		2022-06-01
Gregory Pierssene		2022-06-01
Jaine Sykes		2022-06-01
Moona Mohammed		2024-04-01
REG COBB		2022-06-01

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

England & Wales - Charity number 1145249

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# Accounts

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**REGISTERED COMPANY NUMBER: 06632452 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1145249**

**Report of the Trustees and  
Financial Statements for the Year Ended 31 December 2024  
for  
BRITISH SIGN LANGUAGE BROADCASTING TRUST**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Contents of the Financial Statements  
for the Year Ended 31 December 2024**

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**Report of the Trustees  
for the Year Ended 31 December 2024**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

The objects of the charity are "the promotion of social inclusion among the deaf community who are socially excluded from society, or parts of society, as a result of being deaf by encouraging, supporting and developing the provision of broadcasting of sign-presented content (in any media) for the members of the deaf community".

**Public benefit**

In 2024 the Board agreed to change the audience for the British Sign Language Broadcasting Trust (BSLBT) programmes from the deaf community whose first and preferred language is British Sign Language (BSL) to the deaf community and sign language users to broaden our audience which, in turn, will raise awareness for the deaf community and sign language. For some who are deaf, English is at best a second language, and indeed written and spoken language is not part of deaf people's natural experience or culture. This means that subtitling on television is often a challenge - and real access to, and understanding of, many programmes may be limited.

BSLBT aims to address the social exclusion of Deaf people. It is the sole provider of television programmes made specifically for the Sign Language community. As well as providing vital information in their native language, here Deaf people can also see themselves and their lives reflected, and their experiences and culture shared and acknowledged through their preferred language. Deaf children and young deaf people at last have role models to identify with, while a geographically fragmented Deaf population is brought together and validated as a community. In addition, the programmes provide visibility of the Deaf community to the mainstream world.

In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

**Aims of the charity**

The aims of the charity are:

- To engage with the Deaf community to find out their views on what programmes and other content they wish to see;
- To provide a wide range of television programmes made in British Sign Language; and
- To make it as easy as possible to find and watch BSL Zone content on television and online.

Report of the Trustees  
for the Year Ended 31 December 2024

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## ACHIEVEMENT AND PERFORMANCE

### Charitable activities

#### Main objectives for the year

- Recruiting a Vice Chair.
- Finalising internal restructure.
- Commissioning more great programmes.
- Creating the two-year strategic plan for commissioning from 2024-2026.
- Strategic work on Communications and Distribution to raise BSLBT's profile (including a strong rebrand).
- Strategic work to achieve the Board's priorities agreed on the Away Day.

## COMMISSIONING

### **Creation of a two-year strategic plan for commissioning from 2024-2026.**

The Chief Executive (who is also the Head of Content) and the Head of Production (recruited in Spring 2024) created and implemented a two-year commissioning strategy. Some key headlines from the strategy are:

- To commission two new series with a returnable format.
- To commission bold, fresh content that gets 'everyone talking' and improve viewing figures.
- Finding and building relationships with new production companies with the caveat that deaf people must be involved in productions from senior level to entry level.
- Explore commissioning a programme which could have a mainstream appeal to raise our profile, offer more mainstream experience to our deaf talent and also expand our own connections and network.
- At least one programme/series in development fronted by a deaf celebrity to increase our profile.
- At least one pre-school programme to be developed with potential to be produced/co-produced with BSLBT.

This strategy was drafted with the new vision for the charity, which was signed off by the Board in Spring 2024, as "the go-to place for fresh, diverse and innovative content that celebrates and connects with the deaf and sign language communities".

The strategy is reviewed regularly by the Board, with updates from the management team. To date, each headline has either been completed or is making good progress. Deaf Designs, a home makeover programme centre around the philosophy of the 'deaf space', Crafty Champions, a fun children's competitive format that encourages arts, crafts and upcycling and Random with Gavin Lilley, the first ever BSL comedy panel, were all developed and moved onto production stage in 2024. We hope to recommission at least one of these formats in 2025.

With a new strategy of reaching out to production companies- ones that we work with regularly and also new production companies- we received a record number of 53 submissions (historically BSLBT receive an average of 13 ideas per commissioning round whilst restricted to a few selected production companies). This meant that 'bold, fresh' content went into development- produced by a mixture of established suppliers and new suppliers- including a new dating format and a series of mini documentaries on music and the deaf community. We have new production companies such as Slick Films making our drama productions and as part of our 2025 Commissioning Slate we are working with new production companies such as Goldwala and considering ideas from DocHearts and Vibrant TV. As part of the 2024 Commissioning Round we specifically targeted a number of new production companies with diverse leadership and reputations for championing EDI. We believe that this helped produce the record number of submissions.

The Chief Executive and the Drama Commissioner are developing a few dramas with high profile 'deaf celebrities' attached to boost the quality of our dramas but also to attract new viewers. These dramas are currently confidential with NDAs signed but are making good progress with high profile writers attached also.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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We are also developing a pre-school programme with the potential to be produced/co-produced with BSLBT for a streaming service to fill the gap in the market and to raise our profile. This also fits in with our charitable aims. We have recruited Deborah MacDonald, the executive producer of Peppa Pig to lead this with writer, Rebecca Atkinson.

**Commissioning more great programmes.**

Thirty-six factual programmes were commissioned in 2024 and ten dramas of varying lengths were commissioned in 2024. See Table 1 for the list of factual programmes commissioned and Table 2 for the list of dramas commissioned. This brings us to a total of forty-six programmes commissioned in 2024, an increase from the total of thirty-nine programmes commissioned in 2022 and 2023.

There were some re-commissions to give our audience a mix of new shows and popular returning series. Returning series are very important to BSLBT and our brand. Established shows are part of our commissioning strategy as it gives the audience familiarity and brings back the shows that they love to watch. Returning series are also key for training and development opportunities. It also keeps risks to a minimum as it is an established format made by suppliers who we are familiar with. This year's recommissions included This is Deaf series 4 (Signpost), a magazine format for the deaf community covering a range of topics, and Sign2Win series 4 (Drummer TV), a popular BSL games show.

There were three new documentaries commissioned in 2024. Watch Us Roar (Flashing Lights Media) saw Samuel Ash's debut 28 mins film as a factual director, which followed the endeavours of the women's futsal team at the Winter Deaflympics in Turkey. Echoes of the Past (Flashing Lights Media) was Fae Al-Kalamchi's debut 28 mins film as a factual director, which followed Sandra Smith as she traced back her family tree to see how far back the 'deaf gene' goes. We hope that this could become a format that can be recommissioned with different families with the popularity of genealogy in the deaf community. Untouched (Mutt and Jeff Pictures) will be BSLBT's first documentary that explores lives of those with Usher syndrome, a rare genetic condition that causes deafness and vision loss.

Three new formats were developed and commissioned in 2024, with the view of potentially recommissioning them in line with the Trust's new commissioning strategy. These formats were Deaf Designs (Drummer TV), a home makeover programme centre around the philosophy of the 'deaf space', Crafty Champions (Flashing Lights Media) a fun children's competitive format that encourages arts, crafts and upcycling and Random with Gavin Lilley (Drummer TV), the first ever BSL comedy panel. A series of high quality mini documentaries based on the relationship between music and the deaf community base also been developed and commissioned- Deaf Jams under Goldwala.

2024 also saw the production of two 28 minutes films that will broadcast in 2025. The Chris Baker Show, David Sand's first opportunity to write a 28 minute film, saw Small World's much loved character, Chris Baker, return to our screens. In this mockumentary, we follow his rather shambolic quest to make money. In Where the Light Gets In, Rebecca A Withey crafts a moving film that follows a deaf mother whose anxiety begins to affect her relationships, putting her at risk of losing her son. This was created by an entirely female-led team.

**Report of the Trustees  
for the Year Ended 31 December 2024**

Project	Filmmaker/Production House	Number of programmes
This Is Deaf Series 4	SignPost	5
Sign2Win Series 4	Drummer TV	12
Watch Us Roar! (single documentary)	Flashing Lights Media	1
Untouched (single documentary)	Mutt and Jeff Pictures	1
Echoes of the Past (single documentary)	Flashing Lights Media	1
Crafty Champions	Flashing Lights Media	5
Deaf Designs	Drummer TV	5
Random with Gavin Lilley	Drummer TV	5
Deaf Jams	Goldwala	4
<b>Total of commissioned factual programmes</b>		<b>39</b>

**Table 1: Factual Programmes Commissioned in 2024**

As part of our 2024/2025 commissioning round, we have several factual projects in development such as Goldwala's Hold My Hand, a brand-new dating format that has mainstream potential. Flashing Lights Media are developing an investigative three-parter, Open Your Eyes, fronted by Erika Jones and Drummer Television are working on a single archive programme, 100 Years of Deaflympics, to tie in with the centennial Deaflympics in 2025.

Project	Writer	Production Company
The Chris Baker Show	David Sands	Mutt & Jeff Pictures
Where The Light Gets In	Rebecca A Withey	Drummer TV
Cleaned Out	Sam Arnold	HearArt
Sucker	Fae Al-Kalamchi	Mutt & Jeff Pictures
The Escape Room	Ruaridh Lever-Hogg	Mutt & Jeff Pictures
My Mother's Spices	Nadia Nadarajah	Slick Films
Familiar Stranger	Ace Mahbaz	Slick Films
An Ode to Seventeen	Fae Al-Kalamchi	Slick Films
Remember Me	Rebecca Ann Withey	Slick Films
Black and White	Brian Duffy	Slick Films
<b>Total of commissioned drama programmes</b>	10 (of varying lengths)	

**Table 2: Dramas Commissioned in 2024**

We also have several drama projects in development such as a three-part rom com about a woman navigating menopause, titled Moody Mel Wants A Lover, written by Rebecca A Withey and produced by North Bridge Media. We have a family friendly single film, Otherworld, co-created by Paula Clarke and Charis McRoberts. We also have Boarder Land, an exciting dark thriller, written by Brian Duffy and Matt Kyle with Bim Ajadi as director. We are also working on some highly confidential drama developments with high profile writers and deaf actors attached with the view of exploring a new financial model and co-funding these films as part of a longer-term strategy to increase our drama budgets to bring drama rates more in line with mainstream rates after a tariff review in 2023 showed that our drama rates are significantly lower. This also means that we will be moving away from the old 2020-2023 strategy as it is no longer about the quantity of programmes but rather the quality of programmes.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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All are available to watch at [www.bslzone.co.uk](http://www.bslzone.co.uk) although some programmes commissioned in 2024 will not be broadcast until 2025.

**To grow more deaf programme-makers.**

Development opportunities and training for deaf programme makers continued in 2024. David Sands (Chris Baker Show with Mutt and Jeff Pictures) and Rebecca A Withey (Where the Light Gets In with Drummer TV) were given the opportunity to write a 28 ' minute film with support and guidance from their respective production companies. It was also Clare Louise English's first directing opportunity for a 28 ' minute film (Where the Light Gets In). A short film scheme was launched to give three budding writers, Ruaridh Lever-Hogg, Sam Arnold and Fae Al-Kalamchi, the opportunity to write their first 15-minute script with the support of a designated mentor and a series of masterclasses to support their learnings. All three writers will also direct their films, expanding their skillset and knowledge. It will be the first time that Sam, Ruaridh and Fae have directed a short drama for BSLBT.

A monologue/duologue film scheme was also launched with the criteria being open to all. It will be the first time that Nadia Nadarajah, Ace Mahbaz and Lisa Kelly will be directing a short film, which, in turn will grow our pool of directors (especially female directors).

Samuel Ash and Fae Al-Kalamchi were selected as new deaf directors to make a 28-minute single factual television programme for the BSL Zone, produced by Drummer Television. We also continued the Trust's 'Step Up' initiative to give filmmakers the opportunity to step up from Assistant Producer level to producer/director level under the mentorship and guidance of Drummer Television. Four ideas by new filmmakers were selected to work with Drummer Television to flesh out their respective decks, ready for pitching to BSLBT. One idea will be commissioned in 2025.

Additionally, the Trust continued to give a training allowance for specific skills building for Deaf members of the team such as:

- general factual programming skills on the magazine series **This is Deaf**
- research and editing skills on the quiz series **Sign2Win**.
- Story producing for **Echoes of the Past**
- New talent to work on **Random with Gavin Lilley**
- New talent to work on **Deaf Designs**
- Opportunity to shadow the director for **The Chris Baker Show**
- Presenter training for **This Is Deaf**
- Opportunity to visit the set of **BBC's Casualty** to shadow the director

A commissioning round was held in summer 2024 for the next short film scheme and three new writers were selected. They are Bodhrán Mullan and Rinkoo Barpaga (this will be Rinkoo's first drama). We are also in the process of identifying a deaf writer on the third film, pitched by Curiouser and Curiouser Films. The three writers will be working closely with the Trust and their respective production companies in 2025 to develop their films, ready for production in 2026.

**Subtitling Initiative**

The Trust also launched a training scheme in 2024 for deaf translators to become subtitlers: a first in the industry. They are being trained by Selma Boyd, the only specialist subtitler for BSL content. We have four translators who are nearing the end of their formal training, Benjamin Gorman, Sam Calder-Bray, Russell Cooke and Alexandra Shaw. The cohort will be moving onto subtitling BSLBT programmes in 2025. Last, but not least, the Trust full funded Bim Ajadi's film, *Becoming Jazzy Whipps* (Redbird Productions), as part of Together TV's Diverse Film Fund to give opportunities to deaf and neurodiverse filmmakers.

**BSLBT's First Talent Manager.**

In our endeavours to grown, retain and nurture off-screen deaf talent, which, in turn, will grow the number of filmmakers to make our programmes, the Trust's first ever Talent Manager was recruited in 2024, Sam Calder-Bray.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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An online registration form with all questions in both BSL and English was launched at the beginning of May 2024. We now have 75 names of both experienced and new deaf/HOH talents covering a variety of roles: location marshal, director, runner, producer, art department assistant, make-up artist, etc. We have a growing list of names from Scotland and Wales. We will strategise how to reach out to potential deaf and hard of hearing talents in Northern Ireland to ensure that we have representation from all regions of the UK in our database.

The Talent Manager, with an experienced deaf runner, launched a regular webinar on what a production runner does on set and sharing tips. This will be a good opportunity for those aiming for entry-level roles in TV and will enable anyone from all over the UK to access this, as it will be conducted online. In 2025, the Talent Manager will adopt the same process for different webinars covering a wide range of topics, e.g., explaining the research process, how to pitch an idea well, what post-production involves, and so on.

Our inaugural course with Drummer TV, Flashing Lights Media and Zebra Uno was held at the National Film and Television School in Beaconsfield on 7th and 8th November 2024, titled Talent Acceleration. It was an exciting new initiative that gave deaf media professionals of various production backgrounds such as researchers and assistant producers the toolkit to further progress their career in media and step up to producer/director level when they are ready.

Feedback was canvassed afterwards and there was a high level of satisfaction with:

- 100% recommending the course to others.
- 80% felt that the 'deaf lens' was helpful and made things relatable.
- 90% felt that the information was presented in a clear and accessible way.

Here are some extracts from the feedback to show the value of the course:

- "If peers were hearing, I wouldn't be as talkative"
- "It's so important to have this opportunity with deaf peers to express and communicate in our preferred language which makes a huge difference. I felt more confident to ask or answer questions"
- "The most valuable part for me was learning more about deaf lens since previously cutting away from someone signing was taboo for me but knowing that the future of how we film deaf people were changing in order to compete with mainstream styles and to improve some of the pacing of deaf TV and film"
- "It was great to meet new people and create new networks for potential opportunities"
- "I was a bit nervous at the beginning but grew so much confidence in myself throughout the 2 days, mostly because it celebrated and validated what it is like being a deaf creative in TV. Other courses wouldn't focus on the 'deaf lens' so much, or make us reflect on our role as deaf people within the industry"
- "I particularly enjoyed and benefitted from Sebastian Cunliffe's talk on getting the right shot, because I've never had the opportunity to have those topics broken down to me. I also found Rachel Drummond-Hay's and Camilla Arnold's talk on talent contributors really interesting and made me think differently to how I'd handled certain situations before."

The Trust does not want this to be the first and last course. The Talent Manager at BSLBT aims to look at creating a strategy for 'BSLBT Academy' to ensure that we provide a variety of courses and training opportunities. This strategy will catalyse conversations with external potential funders such as Screen Skills, Sky, Channel 4 and National Film and Television School.

In 2025 a 2-year talent strategy will be created to ensure that we continue to develop, retain and nurture deaf talent, not only to grow the pool of talent to make high quality programmes for us but also in line with our charity's aim to tackle social exclusion among deaf people and provide them with a stepping stone to mainstream careers.

## **COMMUNICATIONS & DISTRIBUTION**

### **Strategic work on Communications and Distribution to raise BSLBT's profile**

Following on from the restructure in 2024, which saw the formation of a new communications and distribution team, the Trust implemented its first communication and distribution two-year strategy. The key headlines from the strategy are:

- Recruit a new Head of Communications and Distribution to flesh out our strategy and implement it across the organisation.
- Start a bold rebrand that refreshes our image/profile and allows us to tap into new business opportunities.
- Explore changing BSLBT's operating name to help improve our reputation and profile.
- Start the process of revamping our website to split into two sites with one for the organisation and one as a viewing platform for the audience.
- Revamp our App that irons out glitches/technical issues.
- Regular communication with our stakeholders to strengthen our relationship with them.
- Review the contracts we have with stakeholders with the purpose of finding new slots.

The strategy is reviewed regularly by the Board, with updates from the management team. To date, each headline has either been completed or is making good progress. Ashley Kendall was recruited as Head of Communications and Distribution in June 2024.

Since Ashley's recruitment, the management team and communications and distribution team have been working very hard to achieve the strategic objective to change BSLBT's operating name and to start a bold rebrand. Ravi Vasavan and Tom Clayton, two freelancers, were engaged to lead on the rebrand. To gather diverse insights, three focused workgroups were organised: one with members of the deaf community, one with deaf professionals working in media, and one with internal staff and the Board. These discussions revolved around what BSLZone means to each group. This paved the way for the naming process. Lumo was selected from a longlist and based on advice from Withers LLP, the name was changed to LumoTV in order to secure a UK trade mark application. LumoTV has now been successfully registered and legal guidance was followed from the start of the process.

In November 2024, a soft launch, announcing the new name and branding, was held at Channel 4 with over 150 people attending. Those in attendance were a mixture of production companies, filmmakers, stakeholders, Board members, staff and organisations that BSLBT work closely with. The evening was a great success and the new name/branding has been very well received. The hard launch is scheduled for spring 2025. Along with the hard launch, the new website will be launched and will be split into two phases. The second phase will enable a log-in feature to improve the user experience, enhance security settings (i.e. restrictions for over 18s content) but also to enable BSLBT to gauge a better understanding of our audience's demographic and what they like to watch. The revamped app will also be released in phase 2.

With the new brand and name underway, we will use it as an opportunity to reach out to stakeholders and to organise a 'road show', visiting our stakeholders to communicate our new direction but also the importance of their contribution and the positive impact it has on the deaf community. We will also use this as an opportunity to start discussions with stakeholders about the contracts we have with them with the view of improving our slot to increase visibility. This will happen in 2025.



**LumoTV Logo**

**Report of the Trustees  
for the Year Ended 31 December 2024**

**Stronger presence at festivals**

To raise the Trust's profile and visibility, the management team have been working closely with festivals, both deaf and mainstream, to ensure that BSLBT has a presence. At the Media & Entertainment Service Alliance, attended by hundreds, BSLBT delivered a panel discussion about the up-and-coming subtitles training initiative. It was so well received that they have asked BSLBT to attend again with an update in a year's time. In April, some of BSLBT's team went to the inaugural SignLight festival in Los Angeles. It was a fantastic networking experience and some new partnerships have formed since, raising BSLBT's profile on an international level. BSLBT also attended Deaffest in May where we had a double stall and sponsored Deaffest again, which raised our profile, and provided live social media coverage of the Deaffest Awards ceremony, where we won 5 awards. Shortly after Deaffest, BSLBT went to Clin D'Oeil in June where we had a stall but also participated in panel discussions and presented some of the awards. This was the first time in Clin D'Oeil's history that BSLBT had attended and it did wonders for our profile. In June also, Camilla participated in a panel discussion at the world-famous Sheffield DocFest, which presented more networking opportunities for BSLBT. Last, but not least, members of the team were invited by Døve Media, who we had met at SignLight, to participate in panel discussions as part of a wider event to celebrate the screening of the first deaf feature film in Norway in November.

**Social Media Followers**

In 2024, the Trust continued to focus its communications on engaging with our core deaf audience online. Social media followers continued to grow, particularly on Instagram. See Table 3 below:

<b>Social media</b>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>
Facebook followers	52k	50k	46k	45k	41k
Twitter followers	10k	10k	9k	9k	9k
Mailchimp newsletter sign-ups	3.4k	3k	3k	3k	3k
Instagram followers	19k	15k	10k	8k	7k
TikTok Likes	26k	10k	-	-	-
TikTok followers	2.8k	2k	-	-	-

**Table 3: Social media followers 2020-2024**

As part of the communications and distribution strategy, there are plans to set up a social media contents creation team to grow our follows across all our social media platforms which, in turn, will grow the audience figures for our programmes. Our new Creative Lead started in November 2024 and will be spearheading this, alongside the Head of Communications and Distribution, in 2025.

**Television Transmission**

In 2024, the BSL Zone maintained its television transmission slots on Film4 on Monday mornings at 0800, and on the Together TV on Monday evenings. See Table 4 below:

<b>Channel</b>	<b>Day</b>	<b>Time slot</b>
Film4	Monday	0800
Together TV	Monday	1900
Together TV	Monday	2200

**Table 4: Broadcast slots for BSL Zone**

**Report of the Trustees  
for the Year Ended 31 December 2024**

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BSLBT also makes its programmes available online through its website [www.bslzone.co.uk](http://www.bslzone.co.uk) and app. BSL Zone programmes can be viewed on the BSL Zone website via a video player called Wistia. In 2024, there are now over 1.3 million plays in total to date, according to Wistia stats. Table 5 shows the 10 most viewed programmes; some old favourites remain popular (please note that the older programmes have more plays because of their longevity. BSLBT are looking at new ways of measuring quantitative data linked to view figures for a more accurate picture of popularity from 2025 onwards).

<b>Top 10 viewed programmes</b>	<b>Date First Broadcast</b>
The End	2011
History of Deaf Education	2011
Zoom: Confession	2012
Deaf Funny	2018
Evolution of BSL	2012
Tree Fairy	2013
Small World	2015
Four Deaf Yorkshiremen go to Blackpool	2014
Signs of Affair	2017
Reverberations	2018

**Table 5: Most-watched programmes on the BSL Zone website of all time**

The BSL Zone app, which is available for iOS, Android and Fire OS, allows viewers to watch BSL Zone programmes on their mobile devices. It was downloaded 5037 times in 2024, bringing the total number of app downloads to almost 35k to date (Actual downloads from 2017, to end of 2024 is: 34,335).

In 2024, BSL Zone programmes were viewed and/or downloaded on the app 69,790 times. Our latest programmes tend to be more popular on the app. The top ten programmes viewed on the app are shown below:

- Deaf Funny: Programme 1 - 1401 views
- Coffee Morning Club: Episode 1 - 1224 views
- CODA & Proud - 1166 views
- This Is Deaf: Mental Health 2024 - 1163 views
- Deaf Funny: Programme 2 - 1094 views
- This Is Deaf: LGBT History Month 2024 - 1070 views
- Sign2Win Series 3: Episode 1 - 1064 views
- Sign2Win Series 3: Episode 4 - 1036 views
- Sign2Win Series 3: Episode 8 - 1020 views
- Step Up: Ready To Drive - 979 views

### **Exhibitions & Events**

The Audience Development Team has been actively engaging with diverse audiences through various exhibitions and external events:

- In February, the Audience Engagement Team (AET) visited two schools in Leeds; Moor Allerton Hall Primary School and its neighbouring secondary school, Allerton Grange. They brought Nadia Nadarajah along as our celebrity guest, which worked really well as she was a real life example of someone the pupils had seen on TV. They gave presentations to pupils and school staff, showing examples of our work, sharing careers information and answering many questions.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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- The team were also present at Deaf Day in London in April. This is always a well-attended event with people from lots of different backgrounds.
- In April also, the AET attended the Deaf Eid Party in Bradford and gave out party bags with BSL Zone merchandise in them. This went very well. They took Ahmed Mudawi along with them as our celebrity guest, which worked well - Ahmed attracted a lot of attention!
- The Audience Engagement Manager was asked to deliver a short presentation on the findings from the Heriot Watt research project, which was commissioned in 2022 by BSLBT, at the Ofcom Access Conference.
- In June, the AET went to the Pride of Deaf Active youth event in Liverpool, again, giving out party bags with youth focussed content. It was great to reach people in a new area for us.
- In July, the AET had a stall at Clin D'Oeil in Reims, France for the first time. BSL Zone was promoted to an extraordinary number of people from around the world, including Australia, Austria, Belgium, Canada, Chile, Denmark, Estonia, Finland, France, Germany, Greece, Italy, Japan, Latvia, Mexico, New Zealand, Norway, Pakistan, Russia, South Korea, Spain, Sri Lanka, Syria, The Czech Republic, The Netherlands, Turkey, Uganda, Ukraine, United Arab Emirates and USA, as well as the UK and Ireland! It was humbling to acknowledge that BSL Zone is truly unique worldwide. The AET had lots of chats in international sign about how and why we were set up, and how international audiences can access our programmes, and think about campaigning for similar provision in their countries.
- There was also an audience engagement stall at Edinburgh Deaf Festival in August - helped by the commissioning team who also ran a workshop.
- In September the AET had a stall at the Deaf Gathering Cymru in Cardiff, where they had plenty of conversations with deaf people from Wales.
- In October, the AET had an information stall at the Deaf Rave Open Day in East London, which was attended by a good number of young people.
- The AET manager was at the British Association of Teachers of Deaf Children and Young People (BATOD) North's annual training day in Huddersfield, making connections with various teachers and other educational professionals.
- Some members of the team went to Sign Festival Bristol to meet people there and to use up our BSL Zone merchandise in time for the rebranding.
- Last, but not least, the AET premiered two OMGenius episodes in schools- Braidwood school in Birmingham with presenter Benny Ngo, and then to Blanche Nevile School in London with his co-presenter, Jazzy Whipps. The students really enjoyed watching the programmes. They were also thrilled to have surprise celebrity visitors and to learn more about their careers, OMGenius and BSL Zone.

### **MANAGEMENT & GOVERNANCE**

In January 2024, it was announced to staff that as the organisation has grown from a small team to a medium sized team, there is a need to review and update the structure to ensure that it remains effective and delivers for the organisation and our service users. There's also the need to future proof BSLBT with the Media Bill being introduced in parliament, more sign language content being produced by other platforms and the rise of video on demand streaming services. There is also the need, as part of 'future proofing' the organisation, to explore other revenue and exploit new opportunities as BSLBT cannot rely solely on Ofcom.

Within the current structure, several risks were identified by Beryl Hobson, an external governance consultant:

- Risk to leadership resilience of the senior management team with only two people in role- Chief Executive and Head of Operations.
- A reduced senior management creating pressure on the two remaining senior leaders.
- Insufficient separation of roles for financial and legal approvals.
- Capacity of Chief Executive in the current structure to focus on key aspects including but not limited to, taking forward strategic priorities from the Awayday and preparing for the implications of the forthcoming Media Bill.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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A new structure was designed to address the risks and in April 2024, the organisation's restructure was successfully completed, with guidance from our HR advisors. A new senior management team was formed with Camilla Arnold (Chief Executive), Caroline Fearon (Deputy Chief Executive) and Rhiannon Nash (Head of Production). In June 2024, Ashley Kendall joined the SMT as Head of Communication and Distribution. The Executive Producers, Cathy Heffernan, Julian Peedle-Calloo and Charlie Swinbourne became Commissioners of their respective genres as it was felt that 'Commissioners' is a clear title that is more in line with the mainstream industry. Jen Clarke went from Operations Administrator to Distribution Executive to support the newly formed communications and distribution team.

Several new posts were created and filled to ensure that the Trust operates to the maximum efficiency: Jo Whyte (Governance Manager), Leigh-Ann Webster (PA to SMT and Trustees), Phoebe Capewell (Creative Lead), Beth Kelly (Audience Engagement Officer). Charlie Swinbourne left the Trust in the summer of 2024 and was replaced by Philip Dodds as Drama Commissioner.

The Commissioning team now comprises of a Head of Production, three Commissioners and two Production Executives. There is also a Business Affairs Executive to support with the legal side of commissioning.

The Deputy Chief Executive's core team now comprises of a PA to the SMT and Trustees, Finance Officer and a Governance Manager.

The Communications and Distribution Team is made up of a Head of Communications and Distribution, Audience Engagement Manager, Creative Lead and two Audience Engagement Officers.

BSLBT staff's base remains at WeWork but the staff have moved to two new offices- one for the SMT and one for the rest of the staff. BSLBT also have part-time share of a meeting room space to drive down the credits used for meeting rooms.

In spring of 2024, a new HR system, YouManage was rolled out to streamline the process of booking leave, monitoring sick leave/absences, to perform appraisals and keep track of personal objectives. This was well received by the staff.

### **Equality, Diversity and Inclusion strategy**

The Trust also created and implemented its first Equality, Diversity and Inclusion (EDI) strategy. We welcomed two new Trustees- Abigail Gorman and Moona Mohammed- both to be huge assets to the Board in our drive to promote diversity on and off screen. BSL lessons are now offered to all staff and trustees. All staff are now taking annual online unconscious bias training with ScreenSkills and Creative Diversity Network's (CDN) Doubling Disability 101 Workshops. The Deputy Chief Executive represents BSLBT on the CDN board. The Head of Production also attends CDN meetings on behalf of BSLBT. The Head of Production also attended the TV Access Project (TAP) Disability Inclusion event at UKTV in June and was able to feedback to the management the best practices with regards to disability inclusion across the industry. The TAP toolkit was also shared with wider BSLBT team. The management team also made diversity requirements more explicit in the commissioning process. In the 2024 Commissioning round we have for the first time specified on the form for diverse representation both behind and in front of camera. We targeted production companies with diverse leadership and who actively champion EDI. There was an emphasis within factual productions and development projects that we want to see an ever more diverse range of contributors, presenters, and topics (but not at the risk of tokenism). We also continued to emphasise the need for diverse characters in our dramas and storylines (but not at the risk of tokenism). Last, but not least, we provided a communication support fund for any member of the deaf crew or talent on each production where Access to Work is not available for them. We allowed budgets to include additional travel and accommodation costs of hiring deaf crew, as opposed to locally based crew when filming on location.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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In light of our ongoing commitment to maintaining the highest standards of professionalism and safety, the Trust updated the protocols for crew recruitment on our commissioned productions in July 2024. With immediate effect, we required each crew member to sign a self-declaration form confirming that they do not have any criminal records other than motoring convictions, any sanctions relating to their conduct, and will not engage in any behaviour that could compromise the safeguarding of individuals working on our commissions or impair the reputation of BSLBT, the programme itself, or the production house. This update resulted from a comprehensive review of our protocols with a working group, comprised of members of the Board and also in consultation with our lawyer. This is in response to the fact the deaf community is very small and we must do everything we can to protect individuals working on our commissions. This protocol update also coincides with the growth of our management team at BSLBT and our new leadership. The protocols will be reviewed regularly.

BSLBT's staff received several training courses on Resilience, Creativity as well as the Insights Discovery Colour energies which has helped to foster a stronger and closer working ethos in the team.

### **Governance**

In February 2024, Rubbena Aurangzeb-Tariq's term ended after seven and a half years. The Board would like to thank Rubbena for her contribution to the Trust over the years and wish her all the best.

The Nominations Committee, supported by the Chief Executive, ran a thorough recruitment campaign for a new Trustee. The Nominations Committee recommended not one but two Trustees, on the assertion that both have a lot to bring to the Board. Abigail Gorman and Moona Mohammed started their term in February 2024.

In April 2024, Chris Higgs, who has been a Trustee since 2018, was elected by the Board to become vice Chair to support Jeff McWhinney and Camilla Arnold in the governance of BSLBT. In June 2024, Jo Whyte became the Governance Manager for BSLBT, with the aim of strengthening the Trust's governance but also to review and implement new policies.

In spring 2024's Away Day, Semhar Beyene was the facilitator, making her the first deaf facilitator for BSLBT's Away Day. At the Away Day, the Board kick started the rebranding process, with a presentation from Ravi Vasavan and a discussion followed on what they wanted from the trading name. The key takeaways were:

- Must be a name that is easy to sign.
- Cannot have 'BSL' as this could be restrictive in the long run if we-wanted to foster international relations.
- Need to ensure that it is future-proofed.
- BSLBT and BSLZone is confusing so one name would be better.
- Can't be clunky like BSLBT.
- Should the logo include hands or should it be more allusive for flexibility?

BSLBT's new vision, mission and values was also reviewed and approved. BSLBT's new vision, mission and values was later rolled out in July 2024.

### **Vision**

The go-to place for fresh, diverse and innovative content that celebrates and connects with the deaf and sign language communities.

### **Values**

To guide our work and how we work with people inside and outside of BSLBT, our values are:

- **AUTHENTIC:** We are the 'go to' place for deaf talent on and off camera. We are committed to portraying the diverse experiences and perspectives within the deaf community with honesty, integrity, and respect.
- **EMPOWERING:** We develop, empower and retain deaf talent.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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- **BOLD & PIONEERING:** We are the home for bold, pioneering, and fresh content that has sign language and/or the deaf communities at its heart.
- **COLLABORATIVE:** A collaboration between the deaf communities and the wider communities. We believe in the power of collaboration and partnership, working together with deaf creators, filmmakers, and organisations to co-create meaningful and culturally relevant content.
- **INCLUSIVE:** We strive to ensure that all members of the deaf and sign language communities are represented and heard in our content and decision-making processes.
- **ADVOCATES:** We advocate for the rights and inclusion of the deaf and sign language communities, using our platform to raise awareness and make positive change.

**Mission**

To work towards our Vision, the Board agree on the following Mission for each of the operational areas. Each area will have a strategic plan that is fleshed out:

**COMMISSIONING:**

- To commission content that is bold, fresh, and innovative with deaf and/or sign language communities at the centre.
- To source, develop and empower deaf talent behind the camera.
- To produce content that is of high quality.

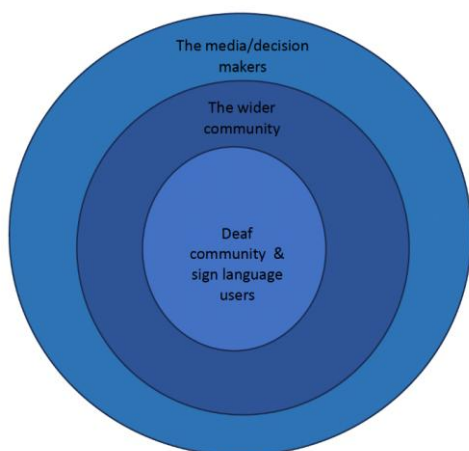
**MANAGEMENT & GOVERNANCE:**

- To ensure there is a sustainable financial model to underpin new, or expanded, areas of activity.
- To understand and manage the risks which new initiatives will bring.
- To set up a trading subsidiary to bring in new revenue.

**COMMUNICATIONS & DISTRIBUTION**

- To understand our target audience.
- To communicate and engage with our target audience.
- To distribute our programmes to our audience but also to distribute on platforms that will bring in new audience.
- To increase BSLBT's profile and awareness of BSLBT's work both in the deaf communities and the wider communities.
- To work closely with our stakeholders and keep them updated on BSLBT's work.

There was also a review of BSLBT's target audience to ensure that we broaden our viewers which, in turn, will raise awareness of sign language and the deaf community. This will help to tackle the social exclusion of deaf people, which is at the heart of what we do. Diagram 6 below shows our new target audience:



**Diagram 6: Target Audience 2024**

**Report of the Trustees  
for the Year Ended 31 December 2024**

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In December 2023 Board meeting it was raised that it was important to look at long-term plans and other sources of income for BSLBT, given the changing media landscape with the forthcoming Media Bill and that BSLBT currently have a single stream of revenue via Ofcom's Television Access Code.

The Chair and vice Chair took legal advice from Withers and financial advice from Knox Cropper and looked at how revenue could be raised. It was established that in order to protect charitable status, a separate trading arm is required. This could earn, invest and borrow money to create a profitable business but with all profits being fed back to the charity. The Board unanimously agreed to formalise plans to action. Throughout 2024 a working group, chaired by Chris Higgs, have been working through options for the trading subsidiary.

**Finally, the Board would like to thank the programme-makers, participants in programmes and all BSL Zone viewers - as well as the dedicated staff team -- for their engagement and involvement. And they also wish to thank the broadcaster subscribers, who created BSLBT in partnership with the deaf community, for their continuing support.**

**Report of the Trustees  
for the Year Ended 31 December 2024**

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## **FINANCIAL REVIEW**

### **Principal funding sources**

BSLBT was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language (BSL). Independent broadcasters with between 0.05% and 1% of audience share can choose either to source and broadcast programmes presented in sign language themselves or to contribute to BSLBT to make programmes in sign language for the Deaf audience.

In May 2015 Ofcom published the outcome of its Review of Signing Arrangements for Relevant TV channels, asking whether the amount of signed programming on low audience channels should be increased, and if channels that choose to pay alternative contributions should increase the amount they pay over time. They concluded that the amount of signing on low audience channels should increase over time and that channels choosing to pay alternative contributions should increase the amount they pay over time. Ofcom's full statement can be found at:

<https://www.ofcom.org.uk/consultations-and-statements/category-2/review-signing-arrangements-tv>. This meant that the BSLBT subscription level for 2016 rose to £24,500 per channel to take account of inflation since 2009, and since 2017 there have been further increases to match the equivalent rises in the amount of signed programming per channel.

In 2024 62 channels [2023: 68] in total subscribed to BSLBT, making the total income from broadcasters £4,100k [2023: £4,135k]. Ofcom increased 2024 subscriptions by 9.1% (Consumer Price Index from June 2022). There was an additional £28k injection to the income because of the Lloyds Bank term deposit interest.

### **Overview of the financial results**

The statement of financial activities shows income of £4.41m (2023: £4.36m) and expenditure on charitable activities of £4.29m (2023: £4.05m), giving a net surplus of £120k. (2023: £310k). All funds are unrestricted and at the balance sheet date these stood at £2.15m (2023: £2.03m) These funds are in the form of net current assets.

Included in the income was broadcaster contributions of £4.1m; Access to Work income (reimbursed expenditure on BSL interpreters) of £262k and other income of £17k. Expenditure of £4.29m for the year included £262k of interpreter costs that were reimbursed under the Access to Work scheme (see above). The residual expenditure of £4m was spent on commissioning at 67% (2023: 69.5%), management and governance 19% (2023: 17%) and communications and distribution 14% (2023: 13.5%).

### **Investment policy and objectives**

The Finance & Audit committee seeks to maximise the return on cash held during the year with the need to protect the capital. The current policy is that the reserve, and any cash sums available for shorter terms due to high balances at certain times of year, will be invested with the best interest rates available from the charity's bank.

### **Reserves policy**

Total reserves at 31<sup>st</sup> December 2024 were £2.1M, of which £600k were designated, leaving £1.5M undesignated funds. The Board of Trustees and senior management continue to review the charity's unrestricted reserves in the light of the main risks and strategic requirements of the organisation. The Board considers that the undesignated reserve levels to cover the main risks should represent no more than three months of charitable expenditure (approximately £1M). At 31<sup>st</sup> December 2024, the undesignated reserves were £1.5M, which represents approximately 4.6 months of charitable expenditure. However, as part of the Board's strategy to expand the charitable activities of the organisation, capital expenditure will be required to fund investment and development of Deaf programmes. Consequently, the trustees anticipate utilising the surplus reserves to fund this over the next two to three years before the investment can make a return, both in terms of the achievement of its charitable objects and financially.

### **Fundraising policy**

BSLBT does not engage in any direct fundraising from members of the public and does not employ fundraisers. The trustees are however aware of the new fundraising requirements and the code of fundraising practice and ensure that the charity is compliant with the code in all its fundraising activities.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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## **FINANCIAL REVIEW**

### **Principal risks and uncertainties**

The organisational Risk Register is reviewed regularly by the Finance & Audit Committee and reported at Board meetings. In 2024 risk management primarily focussed on the incoming Media Bill, lack of deaf talent to make our programmes and how because Ofcom subscriptions will only rise by a back-dated CPI related formula and income is likely to flatten so the Trust needs to maintain stability across the organisation and futureproof the organisation.

## **FUTURE PLANS**

- Seamless transition from BSLZone to LumoTV.
- Reconnect with stakeholders and foster a closer relationship with our stakeholders.
- Reconnect with our audiences through regular premieres and outreach work, in line with our charity object to reduce 'social exclusion'.
- Ensure that the Media Bill protects LumoTV's future through soft lobbying.
- 'Future proof' LumoTV through new revenue streams such as a trading subsidiary. This will ringfence future initiatives to protect the main charity from financial risk and maximise tax efficiency.
- Roll out a two-year business plan for deaf subtitles.
- Roll out a two-year Talent Strategy to find, retain and nurture Deaf talent offscreen to ensure we have enough great talent to make our programmes.
- Continue to commission more strong programmes.
- Implement a festival strategy to ensure that the work of our filmmakers is being recognised on a national and international level.
- Find new platforms for our programmes such as YouTube to boost our viewing figures.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Governing document**

The charity constitutes a company limited by guarantee as defined by the Companies Act 2006 and is governed by its Memorandum and Articles of Association.

The British Sign Language Broadcasting Trust was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language. For more information: <http://stakeholders.ofcom.org.uk/consultations/signing/statement/plain/>

BSLBT was initially established as a private company, with a Board of Directors drawn in equal numbers from the broadcasting world and from the Deaf community. In January 2012 it achieved charitable status, retaining the commitment to an equal mix of Deaf and hearing trustees.

### **Arrangements for setting pay and remuneration of the charity's key management pe**

The charity's policy is to pay senior management according to their expertise and experience. Senior managements' benefit package comprises a basic salary and pension. Basic salaries are reviewed annually against the charity sector as well as the wider professional market and information is presented to the trustees for their approval. No member of the senior management team can make a decision on their own pay.

### **Recruitment and appointment of new trustees**

The Nominations Committee, a sub-committee of the Trustee Board of BSLBT, ensures that the Board and its sub-committees have the right balance of skills and ability to enable BSLBT to carry out its work effectively. It takes delegated responsibility for recommending all new trustees to the Board and re-appointment of Trustees retiring by rotation and eligible for re-appointment.

**Report of the Trustees  
for the Year Ended 31 December 2024**

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**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Organisational structure and how decisions are made**

At the end of 2024 the Board consisted of five deaf and four hearing people, including the Chair. The Trustees have four Board meetings per year plus an annual Strategic Awayday. The Board delegates the day-to-day running of the charity to the Chief Executive and staff. At its annual Awayday it reviews aspects of the strategic business plan and considers annual objectives, and then monitors progress through quarterly reports at Board meetings. In 2024, all Board meetings and the annual Awayday took place in person.

The Board maintains closer scrutiny of three key areas through its committees:

- Finance & Audit Committee, incorporating the Remuneration Committee
- Nominations Committee

The Chair leads the organisation with the support of the vice Chair, working with the Chief Executive. At the end of 2024 there were 17 permanent members of staff. (NB there were 15 members of staff on the payroll in December 2023 and 16 in December 2022).

**Induction and training of new trustees**

It is the charity's policy to provide appropriate induction and training for all trustees to enable them to contribute effectively to the governance of the organisation. They are also made aware of their statutory obligations as trustees and provided with opportunities for further training as they deem necessary.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

06632452 (England and Wales)

**Registered Charity number**

1145249

**Registered office**

153 -155 London Road  
Hemel Hempstead  
Hertfordshire  
HP3 9SQ

**Trustees**

J McWhinney Chair  
Ms R Aurangzeb-Tariq Trustee (resigned 1.4.24)  
C Higgs Trustee  
Ms B Robinson Trustee  
Ms S Dougherty Trustee (resigned 1.4.24)  
Ms E Rowlands Trustee  
Ms J Sykes Trustee  
G Pierssene Trustee  
R A Cobb Trustee  
Ms M Mohammed Trustee (appointed 1.4.24)  
Ms A Gorman Trustee (appointed 1.4.24)

**Auditors**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**Report of the Trustees  
for the Year Ended 31 December 2024**

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**REFERENCE AND ADMINISTRATIVE DETAILS**

**Advisers**

Knox Cropper LLP  
Chartered Accountants  
153-155 London Road  
Hemel Hempstead  
Herts.  
HP3 9SQ

**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees (who are also the directors of British Sign Language Broadcasting Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:


- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

**AUDITORS**

The auditors, Godfrey Wilson Ltd, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Approved by order of the board of trustees on 10 July 2025 and signed on its behalf by:

  
.....  
J McWhinney - Trustee

### **Opinion**

We have audited the financial statements of British Sign Language Broadcasting Trust (the 'charitable company') for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

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

### **Conclusions relating to going concern**

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

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

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

### **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

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

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

**Responsibilities of trustees**

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**Our responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

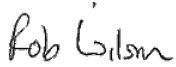
- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

**Use of our report**

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



Robert Wilson FCA (Senior Statutory Auditor)  
for and on behalf of Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

Date: 10 July 2025

**BRITISH SIGN LANGUAGE BROADCASTING TRUST****Statement of Financial Activities  
(Incorporating an Income and Expenditure Account)  
for the Year Ended 31 December 2024**

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		<b>2024 Unrestricted funds £</b>	<b>2023 Total funds £</b>
<b>INCOME AND ENDOWMENTS FROM Charitable activities</b>	Notes		
Broadcasting of sign-presented media	3	<b>4,378,790</b>	4,335,547
Investment income	2	<u><b>27,972</b></u>	<u>27,169</u>
<b>Total</b>		<u><b>4,406,762</b></u>	<u>4,362,716</u>
<b>EXPENDITURE ON Charitable activities</b>			
Broadcasting of sign-presented media	4	<u><b>4,287,239</b></u>	<u>4,053,308</u>
<b>NET INCOME</b>		<b>119,523</b>	309,408
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		<u><b>2,027,683</b></u>	<u>1,718,275</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><b>2,147,206</b></u>	<u>2,027,683</u>

**CONTINUING OPERATIONS**

All income and expenditure of the charity for the above financial years relates to continuing operations and unrestricted funds.

The notes form part of these financial statements

Balance Sheet  
31 December 2024

	Notes	2024 Unrestricted funds £	2023 Total funds £
<b>FIXED ASSETS</b>			
Tangible assets	10	-	-
<b>CURRENT ASSETS</b>			
Debtors	11	3,869,310	4,054,108
Investments	12	1,010,924	1,000,000
Cash at bank		<u>1,732,702</u>	<u>2,085,425</u>
		<b>6,612,936</b>	7,139,533
<b>CREDITORS</b>			
Amounts falling due within one year	13	<b>(4,465,730)</b>	(5,111,850)
<b>NET CURRENT ASSETS</b>		<u><b>2,147,206</b></u>	<u>2,027,683</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u><b>2,147,206</b></u>	2,027,683
<b>NET ASSETS/(LIABILITIES)</b>		<u><u><b>2,147,206</b></u></u>	<u><u>2,027,683</u></u>
<b>FUNDS</b>	14		
Unrestricted funds		<u><b>2,147,206</b></u>	<u>2,027,683</u>
<b>TOTAL FUNDS</b>		<u><u><b>2,147,206</b></u></u>	<u><u>2,027,683</u></u>

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 10 July 2025 and were signed on its behalf by:

*Chris Higgs*

.....  
C Higgs - Trustee

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Cash Flow Statement  
for the Year Ended 31 December 2024**

	Notes	2024 £	2023 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>(386,911)</u>	<u>274,351</u>
Net cash (used in)/provided by operating activities		<u>(386,911)</u>	<u>274,351</u>
<b>Cash flows from investing activities</b>			
Purchase of current asset investments		(1,010,924)	(1,000,000)
Sale of current asset investments		1,000,000	1,000,000
Interest received		<u>45,112</u>	<u>20,113</u>
Net cash provided by investing activities		<u>34,188</u>	<u>20,113</u>
<b>Change in cash and cash equivalents in the reporting period</b>			
		(352,723)	294,464
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>2,085,425</u>	<u>1,790,961</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>1,732,702</u></u>	<u><u>2,085,425</u></u>

The notes form part of these financial statements

**1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2024 £	2023 £
<b>Net income for the reporting period (as per the Statement of Financial Activities)</b>	<b>119,523</b>	309,408
<b>Adjustments for:</b>		
Interest received	<b>(45,112)</b>	(20,113)
Decrease/(increase) in debtors	<b>184,798</b>	(461,548)
(Decrease)/increase in creditors	<b>(646,120)</b>	<u>446,604</u>
<b>Net cash (used in)/provided by operations</b>	<b><u>(386,911)</u></b>	<u>274,351</u>

**2. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1.1.24 £	Cash flow £	At 31.12.24 £
<b>Net cash</b>			
Cash at bank	<u>2,085,425</u>	<u>(352,723)</u>	<u>1,732,702</u>
	<u>2,085,425</u>	<u>(352,723)</u>	<u>1,732,702</u>
<b>Liquid resources</b>			
Current asset investments	<u>1,000,000</u>	<u>10,924</u>	<u>1,010,924</u>
	<u>1,000,000</u>	<u>10,924</u>	<u>1,010,924</u>
<b>Total</b>	<u><u>3,085,425</u></u>	<u><u>(341,799)</u></u>	<u><u>2,743,626</u></u>

## 1. ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

### **Going Concern**

Following a review of forecasts and projections, the trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis. There are no material uncertainties about the charity's ability to continue as a going concern.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably. In relation to the charity's specific revenue channels:

- (i) Channel contributions are ordinarily invoiced annually in advance for the financial year (see note 13).
- (ii) Access to work and other income is accounted for in the provision of the service.
- (iii) Investment income, which is deposit interest, is accounted for on an accruals basis.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

In relation to commissioned programmes, expenditure is recognised in the accounts over the contractual period in accordance with the terms of the agreement. Where commissioned programmes are incomplete at the end of the financial year, appropriate adjustments are made for material timing differences between contractual payments made and the value of work undertaken on the commissioned programme at the balance sheet date.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on cost

Assets that amount to less than £5,000, either individually or for groups of related assets, are charged to the statement of financial activities in the year of acquisition.

### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are those set aside by the Trustees from unrestricted funds to meet future projects.

**1. ACCOUNTING POLICIES - continued****Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**Financial instruments**

The charity only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

**Current asset investments**

Current asset investments comprise term deposits held with financial institutions where the capital is not at risk. These have been recorded at transaction value. Interest on these is accounted for on an accruals basis.

**2. INVESTMENT INCOME**

	2024 £	2023 £
Deposit account interest	<u>27,972</u>	<u>27,169</u>

**3. INCOME FROM CHARITABLE ACTIVITIES**

	2024 £	2023 £
Channel contributions	4,100,093	4,134,692
Access to Work income	261,589	199,505
Other income	<u>17,108</u>	<u>1,350</u>
	<u>4,378,790</u>	<u>4,335,547</u>

**4. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 5) £	Support costs (see note 6) £	Totals £
Broadcasting of sign-presented media	<u>3,777,577</u>	<u>509,662</u>	<u>4,287,239</u>

**5. DIRECT COSTS OF CHARITABLE ACTIVITIES**

	2024	2023
	£	£
Staff costs (see note 9)	1,024,249	1,022,711
Content	2,029,485	2,110,496
Distribution costs	122,363	105,694
Programming asset management	13,687	20,513
Legal fees (Programming)	32,204	37,098
Website	66,438	37,562
Promotion and marketing	170,719	88,331
Interpreters	261,589	199,505
Travel & subsistence	3,433	5,122
Exchange rate variance	-	14
Research	2,450	79,798
Training on programmes	14,997	-
Talent management	35,963	-
	<u>3,777,577</u>	<u>3,706,844</u>

**6. SUPPORT COSTS**

	Management	Governance	Totals
	£	costs £	£
Broadcasting of sign-presented media	<u>496,311</u>	<u>13,351</u>	<u>509,662</u>

Support costs, included in the above, are as follows:

**Management**

	2024	2023
	Broadcasting of sign-presented media £	Total activities £
Insurance	6,567	5,349
Telephone	4,730	4,634
Postage and stationery	10,642	2,940
Sundries	3,376	3,942
Travelling and subsistence	8,824	5,073
Computer and IT support costs	48,035	52,269
Room hire and rental costs	87,131	125,179
Staff training	37,677	26,089
Interpreters	125,558	57,448
Legal and professional fees	43,363	17,694
Accountancy	27,870	28,530
Bank charges	566	433
Recruitment	9,008	4,206
Branding & Restructuring	82,964	-
	<u>496,311</u>	<u>333,786</u>

**6. SUPPORT COSTS - continued**  
**Governance costs**

	<b>2024</b>	2023
	Broadcasting of sign-presented media £	Total activities £
Trustees' expenses	<b>2,251</b>	<b>3,278</b>
Auditors' remuneration	<b>6,600</b>	<b>6,900</b>
Accountancy and legal fees	<b>4,500</b>	<b>2,500</b>
	<b><u>13,351</u></b>	<b><u>12,678</u></b>

**7. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	<b>2024</b>	2023
	£	£
Auditors' remuneration (excluding VAT)	<b>6,600</b>	6,250
Under accrual of 2022 audit fee	-	650
	<b><u>6,600</u></b>	<b><u>6,900</u></b>

**8. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 December 2024 nor for the year ended 31 December 2023.

**Trustees' expenses**

	<b>2024</b>	2023
	£	£
Trustees' expenses	<b><u>2,251</u></b>	<b><u>3,278</u></b>

The number of trustees in receipt of expenses was 4 (2023: 8). Expenses were in relation to travel and subsistence to trustees' meetings.

**9. STAFF COSTS**

	<b>2024</b>	2023
	£	£
Wages and salaries	<b>889,580</b>	885,400
Social security costs	<b>99,161</b>	97,596
Other pension costs	<b>35,508</b>	39,715
	<b><u>1,024,249</u></b>	<b><u>1,022,711</u></b>

The average monthly number of employees during the year was as follows:

	<b>2024</b>	2023
Production and outreach	<b>11</b>	13
Administration	<b>5</b>	4
	<b><u>16</u></b>	<b><u>17</u></b>

**9. STAFF COSTS - continued**

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2024</b>	2023
£60,001 - £70,000	<b>2</b>	3
£70,001 - £80,000	<b>2</b>	1
£80,001 - £90,000	-	1
£90,001 - £100,000	<b>1</b>	1
£121,000 - £130,000	<b>1</b>	-
	<u><b>6</b></u>	<u>6</u>

Remuneration (including employer's National Insurance and employer's pension costs) paid to senior management amounted to £391,361 (2023: £360,666).

**10. TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b>	
At 1 January 2024	<b>1,666</b>
Disposals	<b>(1,666)</b>
At 31 December 2024	-
<b>DEPRECIATION</b>	
At 1 January 2024	<b>1,666</b>
Eliminated on disposal	<b>(1,666)</b>
At 31 December 2024	-
<b>NET BOOK VALUE</b>	
At 31 December 2024	<u>-</u>
At 31 December 2023	<u>-</u>

**11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2024</b>	2023
	£	£
Trade debtors	<b>3,737,870</b>	3,966,354
Other debtors	<b>107,094</b>	43,933
Prepayments and accrued income	<b>24,346</b>	43,821
	<u><b>3,869,310</b></u>	<u>4,054,108</u>

**12. CURRENT ASSET INVESTMENTS**

	2024 £	2023 £
Term deposits with financial institutions	<u>1,010,924</u>	<u>1,000,000</u>

**13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2024 £	2023 £
Trade creditors	44,500	250,035
Social security and other taxes	28,758	23,106
VAT	559,544	665,511
Other creditors	12,108	5,208
Deferred income	3,676,978	4,025,258
Accrued expenses	<u>143,842</u>	<u>142,732</u>
	<u>4,465,730</u>	<u>5,111,850</u>

Deferred income represents channel contributions invoiced in advance for the subsequent year. Included in charitable income for the year to 31 December 2024 is deferred income of £4,025,258 included within creditors at 31 December 2023. Included in charitable income for the year to 31 December 2025 will be deferred income of £3,676,978 included within creditors at 31 December 2024.

**14. MOVEMENT IN FUNDS**

	At 1.1.24 £	Net movement in funds £	Transfers between funds £	At 31.12.24 £
<b>Unrestricted funds</b>				
General fund	1,345,788	119,523	89,194	1,554,505
Programme fund	<u>681,895</u>	-	<u>(89,194)</u>	<u>592,701</u>
	<u>2,027,683</u>	<u>119,523</u>	-	<u>2,147,206</u>
<b>TOTAL FUNDS</b>	<u>2,027,683</u>	<u>119,523</u>	-	<u>2,147,206</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	4,406,762	(4,287,239)	119,523
	<u>4,406,762</u>	<u>(4,287,239)</u>	<u>119,523</u>
<b>TOTAL FUNDS</b>	<u>4,406,762</u>	<u>(4,287,239)</u>	<u>119,523</u>

## 14. MOVEMENT IN FUNDS - continued

## Comparatives for movement in funds

	At 1.1.23 £	Net movement in funds £	Transfers between funds £	At 31.12.23 £
<b>Unrestricted funds</b>				
General fund	1,464,624	309,408	(428,244)	1,345,788
Programme fund	<u>253,651</u>	<u>-</u>	<u>428,244</u>	<u>681,895</u>
	<u>1,718,275</u>	<u>309,408</u>	<u>-</u>	<u>2,027,683</u>
<b>TOTAL FUNDS</b>	<u>1,718,275</u>	<u>309,408</u>	<u>-</u>	<u>2,027,683</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	4,362,716	(4,053,308)	309,408
	<u>4,362,716</u>	<u>(4,053,308)</u>	<u>309,408</u>
<b>TOTAL FUNDS</b>	<u>4,362,716</u>	<u>(4,053,308)</u>	<u>309,408</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.23 £	Net movement in funds £	Transfers between funds £	At 31.12.24 £
<b>Unrestricted funds</b>				
General fund	1,464,624	428,931	(339,050)	1,554,505
Programme fund	<u>253,651</u>	<u>-</u>	<u>339,050</u>	<u>592,701</u>
	<u>1,718,275</u>	<u>428,931</u>	<u>-</u>	<u>2,147,206</u>
<b>TOTAL FUNDS</b>	<u>1,718,275</u>	<u>428,931</u>	<u>-</u>	<u>2,147,206</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	8,769,478	(8,340,547)	428,931
	<u>8,769,478</u>	<u>(8,340,547)</u>	<u>428,931</u>
<b>TOTAL FUNDS</b>	<u>8,769,478</u>	<u>(8,340,547)</u>	<u>428,931</u>

**14. MOVEMENT IN FUNDS - continued**

**Designated funds**

Programme fund - represents funds assigned by the Trustees for the production of ongoing programmes.

**Transfers between funds**

Transfers between funds represent the movement in the year end level of funds assigned by the trustees for future programmes.

**15. RELATED PARTY DISCLOSURES**

There were no related party transactions for either the current or prior period, other than those disclosed in note 8 to these accounts.

**16. MEMBERS**

British Sign Language Broadcasting Trust is incorporated as a company limited by guarantee, having no share capital. Its members are the directors of the company. In accordance with the Memorandum and Articles of Association, every member is liable to contribute a sum of £1 in the event of the company being wound up.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

England & Wales - Charity number 1145249

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# Accounts

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**REGISTERED COMPANY NUMBER: 06632452 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1145249**

**Report of the Trustees and**  
**Financial Statements for the Year Ended 31 December 2023**  
**for**  
**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Contents of the Financial Statements  
for the Year Ended 31 December 2023**

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**Report of the Trustees  
for the Year Ended 31 December 2023**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2023. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

The objects of the charity are "the promotion of social inclusion among the deaf community who are socially excluded from society, or parts of society, as a result of being deaf by encouraging, supporting and developing the provision of broadcasting of sign-presented content (in any media) for the members of the deaf community".

**Public benefit**

The audience for British Sign Language Broadcasting Trust (BSLBT) programmes is the Deaf community whose first and preferred language is British Sign Language (BSL). English is at best a second language, and indeed written and spoken language is not part of Deaf people's natural experience or culture. This means that subtitling on television is often a challenge - and real access to, and understanding of, many programmes may be limited.

BSLBT aims to address the social exclusion of Deaf people. It is the sole provider of television programmes made specifically for the Sign Language community. As well as providing vital information in their native language, here Deaf people can also see themselves and their lives reflected, and their experiences and culture shared and acknowledged through their preferred language. Deaf children and young deaf people at last have role models to identify with, while a geographically fragmented deaf population is brought together and validated as a community. In addition, the programmes provide visibility of the Deaf community to the mainstream world.

In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

**Aims of the charity**

The aims of the charity are:

- To engage with the Deaf community to find out their views on what programmes and other content they wish to see;
- To provide a wide range of television programmes made in British Sign Language; and
- To make it as easy as possible to find and watch BSL Zone content on television and online.

Report of the Trustees  
for the Year Ended 31 December 2023

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## ACHIEVEMENT AND PERFORMANCE

### Charitable activities

#### Main objectives for the year

- To provide more BSL programmes in line with the Commissioning strategic plan.
- To grow more Deaf programme makers.
- To get a better understanding of our core Deaf audience, notably through a major qualitative research project.
- To see through the transition to a new Chief Executive, and to support the staff team through the transition period.
- To recruit a new Chair.
- To see through plans for an internal restructure.

## COMMISSIONING

### To provide more BSL Zone programmes in line with the Commissioning strategic plan

Progress against the strategic plan to commission 90 programmes over three years was again very good in 2023 as Table 1 below illustrates. Thirty-nine programmes were commissioned in 2023, the same number of programmes commissioned in 2022. There were some re-commissions to give our audience a mix of new shows and popular returning series. Returning series are very important to BSLBT and our brand. Established shows are part of our commissioning strategy as it gives the audience familiarity and brings back the shows that they love to watch. Returning series are also key for training and development opportunities. It also keeps risks to a minimum with the change of management and transition period. The re-commissions included a third and fourth series of the popular **Sign 2 Win**, the first ever quiz show with BSL and Deaf culture at its heart. The re-commissions also included a third series of **This is Deaf**, a magazine show and two specials of lifestyle programme, **You, Me, Garden** that saw a takeover of Leeds Deaf club.

There were two new factual commissions, **OM-Genius**, a series that breaks down science into accessible bitesize information for our younger audience, and **Step Up: Ready to Drive**, an observational documentary as part of a new producer/director initiative to allow mid-level talent to step up to producer/director level. There was also **Birmingham Made Me** where a Deaf stand-up comedian, Rinkoo Barpaga, talked frankly about the ups and downs of living in the UK and dealing with racism.

**The Letter**, a one-off drama, was filmed in the summer. It is set in World War II and tells the story of a Deaf regiment of stormtroopers and charts the rise of the Nazi-ruled social organisation for Deaf people. All are available to watch at [www.bslzone.co.uk](http://www.bslzone.co.uk) although some programmes commissioned in 2023 will not be published/broadcast until 2024.

2023 marks the end of the 2020-2023 commissioning strategy which had a focus on delivering a minimum of 90 x 28' programmes by January 31st 2024. In total, 126 programmes were delivered- 40% more than the initial strategy. See Table 1 below for the list of programmes commissioned in 2023.

Report of the Trustees  
for the Year Ended 31 December 2023

PROGRAMME TITLE	NO. OF PROGRAMMES	GENRE	PRODUCTION COMPANY
<i>The Letter</i>	1	Drama	104 Films (London)
<i>Sign To Win (Series 3 &amp; 4)</i>	24	Entertainment	Drummer Television (Bristol)
<i>This is Deaf (Series 3)</i>	6	Magazine	SignPost Productions (Gateshead)
<i>You, Me, Garden Specials</i>	2	Factual	Drummer Television (Bristol)
<i>OM-Genius</i>	4	Children's	Flashing Lights Media (London)
<i>New Director/Producer Initiative- now called 'Step Up': Ready to Drive</i>	1	Factual	Drummer Television (Bristol)
<i>Birmingham Made Me</i>	1	Factual	Drummer Television (Bristol)
TOTAL	39		

Table 1: Programmes commissioned in 2023

**To grow more Deaf programme-makers**

Development opportunities and training for Deaf programme makers continued in 2023. A short film scheme was launched to give three budding writers, Ruaridh Lever-Hogg, Sam Arnold and Fae Al-Kalamchi, the opportunity to write their first 15-minute script with the support of a designated mentor and a series of masterclasses to support their learnings.

Rinkoo Barpaga was selected in late 2021 as a new Deaf director to make a 28-minute single factual television programme for the BSL Zone, produced by Drummer Television. His film, **Birmingham Made Me**, has now been completed. Aimee Campbell-Nottage was given the opportunity to step up from Assistant Producer level to Producer/Director as part of the Trust's new initiative, 'Step-Up', and produced/directed a 28-minute single, **Step Up: Ready to Drive**.

Additionally, the Trust continued to give a training allowance for specific skills building for Deaf members of the team such as:

- general factual programming skills on the magazine series **This is Deaf**
- research and editing skills on the quiz series **Sign2Win**.

A commissioning round was held in summer 2023 for single documentaries and lifestyle formats. Four single documentaries and three lifestyle formats are currently being developed. The commissioning round also asked for ideas for a 15-minute monologue/duologue. Four ideas were commissioned and will be scripted in 2024.

In 2024 the Trust is planning the second stage of the short film scheme which will give opportunities to new directors. The Trust is also planning a training scheme in 2024 for Deaf translators to become subtitlers: a first in the industry. Last, but not least, the Trust is planning masterclasses for budding filmmakers on how to pitch successfully to improve the quality of pitches/ideas submissions.

**Report of the Trustees  
for the Year Ended 31 December 2023**

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**COMMUNICATIONS & DISTRIBUTION**

In 2021 the Board agreed on the following key areas:

**i) Understanding our core target audience** - people who share the cultural and social experience of being Deaf and who use BSL. The Board also recognise that there are intersections with other groups within the broader BSLBT/BSL Zone audience:

- family and friends of BSL users, professionals who work with Deaf people, teachers in Deaf schools, BSL interpreters, people who are learning BSL, people planning to make a programme submission to BSLBT etc
- the wider media and policy world, which includes subscriber channels, media and film professionals, organisers of media industry events and festivals, regulators and policy makers.

To take this forward, in 2023 regular reports were produced giving quantitative data regarding programme viewing on television and online. For qualitative data on how Deaf people interact with television and specifically with BSL Zone, BSLBT commissioned Heriot-Watt University to carry out a major project on how Deaf people watch television. The research project has now been completed and an executive summary, with useful findings, will be circulated amongst stakeholders. Some key headlines will also be shared with the public.

**ii) Communicating with our key target audience-** In December 2021 the Board signed off the three-year strategic plan for improving communication with our key target audience. This involved establishing an Audience Development team of one manager and two officers and increasing the budget for this area.

The plan's objectives are:

- To make sure that every Deaf BSL user knows about BSL Zone.
- To get every Deaf BSL user to watch at least some of our programmes and keep coming back for more.
- To get every Deaf BSL user to spread the sign about BSL Zone and to recommend programmes to their friends and families.

In 2023 the Trust continued to focus its communications on engaging with our core Deaf audience online. Social media followers continued to grow, particularly on Instagram and planning for TikTok got well underway ready for a launch in early 2023. See Table 2 below:

<b>Social media</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>
Facebook Likes (now discontinued)	-	-	40k	38k
Facebook followers	50k	46k	45k	41k
Twitter followers	10k	9k	9k	9k
Mailchimp newsletter sign-ups	3k	3k	3k	3k
Instagram followers	15k	10k	8k	7k
TikTok Likes	10k	-	-	-
TikTok followers	2k	-	-	-

Table 2: Social media followers 2020-2024

In 2023, BSL Zone set up a new TikTok account, acquiring 2k followers and 10k Likes over the course of the year. We also hit 50k followers on Facebook and 15k on Instagram, gaining approximately 5k more followers on each platform.

**Report of the Trustees  
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In 2023, the BSL Zone maintained its television transmission slots on Film4 on Monday mornings at 0800, and on the Together TV on Monday evenings. See Table 3 below:

Channel	Day	Time slot
Film4	Monday	0800
Together TV	Monday	1900
Together TV	Monday	2200

Table 3: Broadcast slots for BSL Zone

BSLBT also makes its programmes available online through its website [www.bslzone.co.uk](http://www.bslzone.co.uk) and app. BSL Zone programmes can be viewed on the BSL Zone website via a video player called Wistia. In 2023, our programmes were played more than 218k times (2022: 214k) and there are now over 1 million plays in total to date, according to Wistia stats. Table 4 shows the 10 most played programmes in 2023; some old favourites remain popular, alongside 2023's new releases.

Ranking	Name	Date first published
1	Zoom Focus 2011: The End	2011
2	Coffee Morning Club: Episode 1	2023
3	History of Deaf Education: Part 1	2011
4	Zoom 2012: Confession	2012
5	Sign2Win Series 2: Episode 1	2023
6	Sign2Win Series 1: Episode 1	2022
7	Coffee Morning Club: Episode 2	2023
8	Food Fighters: Episode 1	2023
9	Getting Personal with Abigail Gorman	2023
10	Deaf Funny: Programme 1	2018

Table 4: Most-watched programmes on the BSL Zone website in 2023

The BSL Zone app, which is available for iOS, Android and Fire OS, allows viewers to watch BSL Zone programmes on their mobile devices. It was downloaded 5k times in 2023, bringing the total number of app downloads to almost 30k to date.

In 2023, BSL Zone programmes were viewed and/or downloaded on the app more than 81.6k times, a 45% increase on 2022's views and downloads. Our newest programmes tend to be more popular on the app. The top ten programmes viewed on the app are shown in Table 5 below:

Ranking	Name	Date first published
1	Coffee Morning Club: Episode 1	2023
2	CODA & Proud	2022
3	Food Fighters: Episode 1	2023
4	Coffee Morning Club: Episode 2	2023
5	Coffee Morning Club: Episode 3	2023
6	Four Deaf Yorkshiremen's Contest	2023
7	Coffee Morning Club: Episode 5	2023
8	Coffee Morning Club: Episode 4	2023
9	Sign2Win Series 2: Episode 1	2023
10	Food Fighters: Episode 2	2023

Table 5: Top 10 programmes viewed/downloaded on the BSL Zone app in 2023

The Audience Development Team has been actively engaging with diverse audiences through various exhibitions and external events as well as online engagement via our social media platforms.

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Report of the Trustees  
for the Year Ended 31 December 2023

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iii) Exhibitions & Events:

- **City Lit Deaf Day, London:** A significant annual exhibition focused on Deaf/BSL aspects, with a stall presence, reaching out to individuals in London and southern England.
- **EID Party, Bradford:** Participation by invitation, a good successful event interacting and sharing BSL Zone with Deaf Muslims and local residents.
- **Deaf Together, Cardiff & Other Locations:** we shared and distributed informational materials to spread the "sign" of BSL Zone across the Deaf community in Wales.
- **Cardiff Deaf Arts Festival:** Engaging young Deaf individuals aged 10-25 through a stall presence.
- **Glasgow NDCS Event:** Aiming to educate parents on supporting their child's emotional health, with a stall presence.
- **Glastonbury Festival - Deaf Zone Stall:** Distribution of leaflets and business cards.
- **DSPY Awards:** Sponsorship and publicity through event branding, appealing to sports enthusiasts within the Deaf community.
- **Norfolk Deaf Festival, Deafland Rally, & Deaf UK 50+ Info Day:** These events saw robust attendance, with the team engaging in valuable conversations and distributing custom merchandise. The screening of **Coffee Morning Club: Episode 1** was particularly well-received.
- **Flarewave Festival Premiere: Reverberations: The Return** debuted to a receptive audience.
- **Mary Hare School Visit:** In partnership with Deaffest, the team provided content and career-focused presentations, screened trailers, and conducted workshops, resulting in enriching interactions with students.

iv) Digital Engagement:

- **BSL Zone: Looking to the Future Live Stream:** Hosted by Rebecca A. Withey, the live stream featured discussions with Rinkoo Barpaga and Aimee Campbell-Nottage about their work and Charlie Swinbourne's new drama plans, which resonated well with the audience.
- **Social Media Engagement:** The team ventured into TikTok, creating unique, shareable content wherever possible, including short profiles on actors from **Reverberations: The Return**, furthering our mission to promote Deaf role models.

**Report of the Trustees  
for the Year Ended 31 December 2023**

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**MANAGEMENT & GOVERNANCE**

A new Chief Executive, Camilla Arnold, joined the Trust in February 2023. Ruth Griffiths, departing Chief Executive, and Caroline Fearon, Head of Operations, covered for Camilla's maternity leave over summer 2023. Camilla returned in September 2023 and Ruth left BSLBT in October. The Board would like to thank Ruth for her 14 years of service at BSLBT.

In May 2023, Camilla became Interim Head of Commissioning following on from two unsuccessful recruitment processes for a new Head of Commissioning to replace Maggie Swinfen, departing Head of Commissioning. Maggie provided cover for Commissioning activities during Camilla's maternity leave. She then left the Trust in September 2023. The Board would also like to thank Maggie for 14 years of service to BSLBT.

For the remainder of 2023, the senior management team was made up of two posts: Chief Executive/Interim Head of Commissioning and Head of Operations.

The Commissioning team currently comprises of three BSLBT Executive Producers and three Production Executives. There is also a Business Affairs Executive to support with the legal side of commissioning.

The Head of Operations's core team remains a Finance Officer, an Operations Coordinator and a Team Administrator. The new Audience Development team has a Manager and two Officers.

In September 2023, a working group was set up by the Board to explore a proposed restructure of BSLBT's internal organisation to expand the senior management team and to strengthen and 'future proof' the organisation to withstand future risks such as more sign language content being produced by other platforms and the rise of video on demand streaming services. In December, the subgroup confirmed in the Board meeting that they had signed off a proposed restructure of the organisation. Consultation with staff will begin in January 2024, with the view of completing the restructure late Spring 2024.

BSLBT staff moved to a new 19 desk office in WeWork that was heavily discounted due to neighbouring building work. As the space continues to be underused, there will be a review before the contract is renewed in March 2024. A hybrid working policy will be introduced in 2024.

BSLBT took further steps to make its IT fit for an organisation of its size and maturity by commissioning Pragmatiq, a Microsoft Solution Partner, who specialises in designing and implementing bespoke CRM systems tailored to specific business requirements, to develop a system for BSLBT. Their development of the custom CRM system which BSLBT has named 'Central' has successfully integrated various aspects of the business, such as programmes, transmissions, credits, commissions, rights, contacts, and accounts, into a cohesive system. This integration, powered by MS Dynamics, now provides us with centralised data, streamlined processes, and improved data visibility, thereby enhancing overall efficiency. The use of Dynamics 365 would also ensure that the system is up-to-date with the latest technology and can grow with the organisation. This has dramatically transformed the way the organisation manages its operations, leading to improved and efficient work processes.

In 2024, BSLBT plan to roll out a new HR system to streamline the process of booking leave, monitoring sick leave/absences, to perform appraisals and keep track of personal objectives.

**Governance:**

In late 2021 BSLBT's Chair, Tim Patterson, decided reluctantly that he would not be able to remain for a second term. Recruitment for a new Chair began in early 2022, however no appointment was made. The interim Vice Chair, Chris Higgs, whose term of office as a trustee runs until early 2025, became interim Chair at the start of 2023 to provide continuity and support to Board through the transition to a new Chair and Chief Executive.

**Report of the Trustees  
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The Nominations Committee, supported by the Chief Executive, ran a thorough recruitment campaign in early 2023 for a new Chair. In June 2023, Jeff McWhinney was elected as Chair of BSLBT and officially became Chair after September 2023's Board meeting. Jeff was the first Deaf CEO of the British Deaf Association then founded SignVideo, a pioneering video relay service that empowered BSL signers. A strategic thinker with a solid understanding of the Deaf community, Jeff is committed to using his skills and experience to ensure that BSLBT consolidates its position as the leading provider of BSL-centred broadcasting.

Sarah Dougherty, who became a Trustee in 2022, stepped down in September 2023 after a family relocation overseas. The Board would like to thank Sarah for her contribution to the Trust during her term.

The Nominations Committee, supported by the Chief Executive, will run a recruitment campaign in early 2024 for trustees to replace those who either resigned or who will complete their terms of office in 2024.

**Board Priorities:**

In spring 2023's Away Day, the Board agreed on the following priorities:

**Vision and Mission:** There was broad agreement that BSLBT's vision and mission needs to be updated to make the most of the opportunities of the changing broadcast landscape, rise of streaming services, the Media Bill, and the new leadership team.

**Core Audience:** Trustees were in consensus at the need to make audiences - both current and future - at the heart of what we do. It was agreed that BSLBT's audience mapping should be refreshed, with inclusivity a central principle.

**Communication and PR:** This was a top priority for Trustees. They were unanimous in a desire to refresh and enhance BSLBT's marketing, communication and PR strategy in order to build BSLBT awareness and a strong, positive reputation.

**Branding:** Given the degree of change at BSLBT and the desire for a 'reset' and modernisation there was the agreement that a rebrand would be beneficial.

**Content:** The discussion on content acknowledged the strength of some of BSLBT's recent content and library, whilst also acknowledging there are areas where further improvement can be made.

**Production Opportunities:** There was a discussion about whether there are opportunities for BSLBT in the production space. The Board agreed that there should be an exploration of setting up a trading subsidiary to allow for future opportunities for BSLBT.

**Data:** Trustees were keen to create an ongoing structured dialogue with audiences to get useful feedback from users and non-users as to what they want to see on BSL Zone, and how they want to access it.

The Chief Executive returned from maternity leave in September 2023 and the focus was on the internal restructure as the Board agreed that without a fully functioning 'engine room', the Board's priorities cannot be realised. The Chief Executive will begin to deliver on the Away Day priorities in 2024 after the restructure has been completed.

Finally, the Board would like to thank the programme-makers, participants in programmes and all BSL Zone viewers - as well as the dedicated staff team -- for their engagement and involvement. And they also wish to thank the broadcaster subscribers, who created BSLBT in partnership with the Deaf Community, for their continuing support.

**Report of the Trustees  
for the Year Ended 31 December 2023**

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**FINANCIAL REVIEW**

**Principal funding sources**

BSLBT was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language (BSL). Independent broadcasters with between 0.05% and 1% of audience share can choose either to source and broadcast programmes presented in sign language themselves or to contribute to BSLBT to make programmes in sign language for the Deaf audience.

In May 2015 Ofcom published the outcome of its Review of Signing Arrangements for Relevant TV channels, asking whether the amount of signed programming on low audience channels should be increased, and if channels that choose to pay alternative contributions should increase the amount they pay over time. They concluded that the amount of signing on low audience channels should increase over time and that channels choosing to pay alternative contributions should increase the amount they pay over time. Ofcom's full statement can be found at:

<https://www.ofcom.org.uk/consultations-and-statements/category-2/review-signing-arrangements-tv>. This meant that the BSLBT subscription level for 2016 rose to £24,500 per channel to take account of inflation since 2009, and since 2017 there have been further increases to match the equivalent rises in the amount of signed programming per channel.

In 2023 68 channels [2022: 72] in total subscribed to BSLBT, making the total income from broadcasters £4,135k [2022: £4,336k]. This is a decrease of circa £200k from 2022 and the first fall in income for 10 years. Additionally, subscriptions have now reached the end of their 10-year growth path and will only increase by an Ofcom-calculated inflation rate from now on. Ofcom increased 2023 subscriptions by 2.5% (Consumer Price Index from June 2021).

**Overview of the financial results**

The statement of financial activities shows income of £4.36m (2022: £4.52m) and expenditure on charitable activities of £4.05m (2022: £5.18m), giving a net surplus of £310k. (2022: net deficit of £661k). All funds are unrestricted and at the balance sheet date these stood at £2.03m (2022: £1.72m) These funds are in the form of net current assets.

Included in the income of £4.36m was broadcaster contributions of £4.14m, Access to Work income (reimbursed expenditure on BSL interpreters) of £200k, deposit interest of £27k and other income of £1k.

Expenditure of £4.05m for the year included £200k of interpreter costs that were reimbursed under the Access to Work scheme (see above). The residual expenditure of £3.9m was spent on commissioning and programmes 69.5% (2022: 72%), management and governance 17% (2022: 12%) and communications and distribution 13.5% (2022: 10%).

**Investment policy and objectives**

The Finance & Audit committee seeks to maximise the return on cash held during the year with the need to protect the capital. The current policy is that the reserve, and any cash sums available for shorter terms due to high balances at certain times of year, will be invested with the best interest rates available from the charity's bank.

**Reserves policy**

The trustees have examined the charity's requirements for unrestricted reserves in the light of the main risks to the organisation. The Board with professional advice reviewed its reserve levels and confirmed that for 2023 BSLBT, the target range of reserves would fall between £515k and £1m. At 31st December 2023 the undesignated reserves were £1.3m. Reserve levels will be reviewed periodically in the light of strategic considerations and/or changes in business risk, which will inevitably result from a change in management. The reserves will be reviewed in 2024 and a reserves strategy will be produced by the Chief Executive.

**Fundraising policy**

BSLBT does not engage in any direct fundraising from members of the public and does not employ fundraisers. The trustees are however aware of the new fundraising requirements and the code of fundraising practice and ensure that the charity is compliant with the code in all its fundraising activities.

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**Report of the Trustees  
for the Year Ended 31 December 2023**

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**FINANCIAL REVIEW**

**Principal risks and uncertainties**

The organisational Risk Register is reviewed regularly by the Finance & Audit Committee and reported at Board meetings. In 2023 risk management primarily focussed on the changes in leadership (Chair, Chief Executive and Head of Commissioning) and maintaining stability across the organisation.

**FUTURE PLANS**

- Recruiting a Vice Chair.
- Finalising internal restructure.
- Commissioning more great programmes.
- Creating the two-year strategic plan for commissioning from 2024-2026.
- Strategic work on Communications and Distribution to raise BSLBT's profile (including a strong rebrand).
- Strategic work to achieve the Board's priorities agreed on the Away Day.
- Establish a trading subsidiary to ringfence future initiatives to protect the main charity from financial risk and maximise tax efficiency.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity constitutes a company limited by guarantee as defined by the Companies Act 2006 and is governed by its Memorandum and Articles of Association.

The British Sign Language Broadcasting Trust was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language. For more information: <http://stakeholders.ofcom.org.uk/consultations/signing/statement/plain/>

BSLBT was initially established as a private company, with a Board of Directors drawn in equal numbers from the broadcasting world and from the Deaf community. In January 2012 it achieved charitable status, retaining the commitment to an equal mix of Deaf and hearing trustees.

**Key management remuneration**

The charity's policy is to pay senior management according to their expertise and experience. Senior managements' benefit package comprises a basic salary and pension. Basic salaries are reviewed annually against the charity sector as well as the wider professional market and information is presented to the trustees for their approval. No member of the senior management team can make a decision on their own pay.

**Recruitment and appointment of new trustees**

The Nominations Committee, a sub-committee of the Trustee Board of BSLBT, ensures that the Board and its sub-committees have the right balance of skills and ability to enable BSLBT to carry out its work effectively. It takes delegated responsibility for recommending all new trustees to the Board and re-appointment of Trustees retiring by rotation and eligible for re-appointment.

**Organisational structure and how decisions are made**

At the end of 2023 the Board consisted of four Deaf and four hearing people, including the Chair. The Trustees have four Board meetings per year plus an annual Strategic Awayday. The Board delegates the day-to-day running of the charity to the Chief Executive and staff. At its annual Awayday it reviews aspects of the strategic business plan and considers annual objectives, and then monitors progress through quarterly reports at Board meetings. In 2023, all Board meetings and the annual Awayday took place in person.

The Board maintains closer scrutiny of three key areas through its committees:

- Finance & Audit Committee, incorporating the Remuneration Committee
- Nominations Committee

The Chair leads the organisation, working with the Chief Executive. At the end of 2023 there were 15 permanent members of staff). (NB there were 15 members of staff on the payroll in December 2023 and 16 in December 2022)

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**Report of the Trustees  
for the Year Ended 31 December 2023**

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**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Induction and training of new trustees**

It is the charity's policy to provide appropriate induction and training for all trustees to enable them to contribute effectively to the governance of the organisation. They are also made aware of their statutory obligations as trustees and provided with opportunities for further training as they deem necessary.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

06632452 (England and Wales)

**Registered Charity number**

1145249

**Registered office**

153 -155 London Road  
Hemel Hempstead  
Hertfordshire  
HP3 9SQ

**Trustees**

J McWhinney Chair (appointed 1.9.23)  
Ms R Aurangzeb-Tariq Trustee  
C Higgs Trustee  
Ms B Robinson Trustee  
Ms S Dougherty Trustee (resigned 1.9.23)  
Ms E Rowlands Trustee  
Ms J Sykes Trustee  
G Pierssene Trustee  
R A Cobb Trustee

**Auditors**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**Advisers**

Knox Cropper LLP  
Chartered Accountants  
153-155 London Road  
Hemel Hempstead  
Herts.  
HP3 9SQ

**Report of the Trustees  
for the Year Ended 31 December 2023**

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**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees (who are also the directors of British Sign Language Broadcasting Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

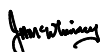
- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

**AUDITORS**

The auditors, Godfrey Wilson Ltd, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Approved by order of the board of trustees on 25<sup>th</sup> June 2024 and signed on its behalf by:



.....  
J McWhinney - Chair

## **Report of the Independent Auditors to the Members of British Sign Language Broadcasting Trust**

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### **Opinion**

We have audited the financial statements of British Sign Language Broadcasting Trust (the 'charitable company') for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

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

### **Conclusions relating to going concern**

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

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

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

### **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

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

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

**Responsibilities of trustees**

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**Our responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

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

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

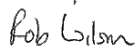
A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

**Report of the Independent Auditors to the Members of  
British Sign Language Broadcasting Trust**

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**Use of our report**

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



Robert Wilson FCA (Senior Statutory Auditor)  
for and on behalf of Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

Date: 25<sup>th</sup> June 2024

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Statement of Financial Activities (Incorporating an Income and Expenditure Account) for the Year Ended 31 December 2023

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		<b>2023 Unrestricted funds £</b>	<b>2022 Total funds £</b>
<b>INCOME AND ENDOWMENTS FROM Charitable activities</b>	Notes		
Broadcasting of sign-presented media	3	<b>4,335,547</b>	4,511,909
Investment income	2	<u>27,169</u>	<u>10,084</u>
<b>Total</b>		<b><u>4,362,716</u></b>	<b><u>4,521,993</u></b>
<b>EXPENDITURE ON Charitable activities</b>	4		
Broadcasting of sign-presented media		<b><u>4,053,308</u></b>	<b><u>5,183,276</u></b>
<b>NET INCOME/(EXPENDITURE)</b>		<b>309,408</b>	(661,283)
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		<b><u>1,718,275</u></b>	<b><u>2,379,558</u></b>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b><u><u>2,027,683</u></u></b>	<b><u><u>1,718,275</u></u></b>

#### CONTINUING OPERATIONS

All income and expenditure of the charity for the above financial years relates to continuing operations and unrestricted funds.

The notes form part of these financial statements

**BRITISH SIGN LANGUAGE BROADCASTING TRUST (REGISTERED NUMBER: 06632452)**

**Balance Sheet  
31 December 2023**

	Notes	2023 Unrestricted funds £	2022 Total funds £
<b>FIXED ASSETS</b>			
Tangible assets	10	-	-
<b>CURRENT ASSETS</b>			
Debtors	11	4,054,108	3,592,560
Investments	12	1,000,000	1,000,000
Cash at bank		2,085,425	1,790,961
		<b>7,139,533</b>	6,383,521
<b>CREDITORS</b>			
Amounts falling due within one year	13	(5,111,850)	(4,665,246)
<b>NET CURRENT ASSETS</b>		<b>2,027,683</b>	1,718,275
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>2,027,683</b>	1,718,275
<b>NET ASSETS/(LIABILITIES)</b>		<b>2,027,683</b>	1,718,275
<b>FUNDS</b>	14		
Unrestricted funds		2,027,683	1,718,275
<b>TOTAL FUNDS</b>		<b>2,027,683</b>	1,718,275

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 25 June 2024 and were signed on its behalf by:

*Chris Higgs*

.....  
C Higgs - Trustee

The notes form part of these financial statements

**BRITISH SIGN LANGUAGE BROADCASTING TRUST****Cash Flow Statement  
for the Year Ended 31 December 2023**

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	Notes	2023 £	2022 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>274,351</u>	<u>(1,409,331)</u>
Net cash provided by/(used in) operating activities		<u>274,351</u>	<u>(1,409,331)</u>
<b>Cash flows from investing activities</b>			
Purchase of current asset investments		-	(1,000,000)
Interest received		<u>20,113</u>	<u>-</u>
Net cash provided by/(used in) investing activities		<u>20,113</u>	<u>(1,000,000)</u>
<b>Change in cash and cash equivalents in the reporting period</b>			
		<b>294,464</b>	<b>(2,409,331)</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u><b>1,790,961</b></u>	<u><b>4,200,292</b></u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u><b>2,085,425</b></u></u>	<u><u><b>1,790,961</b></u></u>

The notes form part of these financial statements

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Cash Flow Statement  
for the Year Ended 31 December 2023**

**1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2023 £	2022 £
<b>Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)</b>	<b>309,408</b>	(661,283)
<b>Adjustments for:</b>		
Interest received	(20,113)	-
Increase in debtors	(461,548)	(586,943)
Increase/(decrease) in creditors	<u>446,604</u>	<u>(161,105)</u>
<b>Net cash provided by/(used in) operations</b>	<b><u>274,351</u></b>	<b><u>(1,409,331)</u></b>

**2. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1.1.23 £	Cash flow £	At 31.12.23 £
<b>Net cash</b>			
Cash at bank	<u>1,790,961</u>	<u>294,464</u>	<u>2,085,425</u>
	<u>1,790,961</u>	<u>294,464</u>	<u>2,085,425</u>
<b>Liquid resources</b>			
Deposits included in cash	-	-	-
Current asset investments	<u>1,000,000</u>	-	<u>1,000,000</u>
	<u>1,000,000</u>	-	<u>1,000,000</u>
<b>Total</b>	<b><u>2,790,961</u></b>	<b><u>294,464</u></b>	<b><u>3,085,425</u></b>

The notes form part of these financial statements

## 1. ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

### **Going Concern**

Following a review of forecasts and projections, the trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis. There are no material uncertainties about the charity's ability to continue as a going concern.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably. In relation to the charity's specific revenue channels:

- (i) Channel contributions are invoiced annually in advance for the financial year (see note 13).
- (ii) Access to work and other income is accounted for in the provision of the service.
- (iii) Investment income, which is deposit interest, is accounted for on an accruals basis.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

In relation to commissioned programmes, expenditure is recognised in the accounts over the contractual period in accordance with the terms of the agreement. Where commissioned programmes are incomplete at the end of the financial year, appropriate adjustments are made for material timing differences between contractual payments made and the value of work undertaken on the commissioned programme at the balance sheet date.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on cost

Assets that amount to less than £5,000, either individually or for groups of related assets, are charged to the statement of financial activities in the year of acquisition.

### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are those set aside by the Trustees from unrestricted funds to meet future projects.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2023**

**1. ACCOUNTING POLICIES - continued**

**Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**Financial instruments**

The charity only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

**2. INVESTMENT INCOME**

	<b>2023</b>	2022
	£	£
Deposit account interest	<u><b>27,169</b></u>	<u>10,084</u>

**3. INCOME FROM CHARITABLE ACTIVITIES**

	<b>2023</b>	2022
	£	£
Channel contributions	<b>4,134,692</b>	4,335,633
Access to Work income	<b>199,505</b>	169,126
Other income	<u><b>1,350</b></u>	<u>7,150</u>
	<u><b>4,335,547</b></u>	<u>4,511,909</u>

**4. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 5)	Support costs (see note 6)	Totals
	£	£	£
Broadcasting of sign-presented media	<u><b>3,706,844</b></u>	<u><b>346,464</b></u>	<u><b>4,053,308</b></u>

**5. DIRECT COSTS OF CHARITABLE ACTIVITIES**

	<b>2023</b>	2022
	£	£
Staff costs	<b>1,022,711</b>	917,749
Content	<b>2,110,496</b>	2,979,890
Distribution costs	<b>105,694</b>	109,528
Programming asset management	<b>20,513</b>	18,456
Legal fees (Programming)	<b>37,098</b>	83,049
Website	<b>37,562</b>	35,407
Promotion and marketing	<b>88,331</b>	98,938
Interpreters	<b>199,505</b>	169,126
Travel & subsistence	<b>5,122</b>	7,989
Exchange rate variance	<b>14</b>	59
Research	<b>79,798</b>	77,503
Training on programmes	<u>-</u>	<u>227,314</u>
	<u><b>3,706,844</b></u>	<u>4,725,008</u>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2023**

**6. SUPPORT COSTS**

	Management £	Governance costs £	Totals £
Broadcasting of sign-presented media	<u><b>333,786</b></u>	<u><b>12,678</b></u>	<u><b>346,464</b></u>

Support costs, included in the above, are as follows:

**Management**

	2023	2022
	Broadcasting of sign-presented media £	Total activities £
Insurance	5,349	2,215
Telephone	4,634	9,243
Postage and stationery	2,940	2,054
Sundries	3,942	3,339
Travelling and subsistence	5,073	2,575
Computer and IT support costs	52,269	43,846
Room hire and rental costs	125,179	108,622
Staff training	26,089	32,327
Interpreters	57,448	119,768
Legal and professional fees	17,694	6,591
Accountancy	28,530	26,746
Bank charges	433	588
Recruitment	<u>4,206</u>	<u>90,008</u>
	<u><b>333,786</b></u>	<u><b>447,922</b></u>

**Governance costs**

	2023	2022
	Broadcasting of sign-presented media £	Total activities £
Trustees' expenses	3,278	2,546
Auditors' remuneration	6,900	5,300
Accountancy and legal fees	<u>2,500</u>	<u>2,500</u>
	<u><b>12,678</b></u>	<u><b>10,346</b></u>

# BRITISH SIGN LANGUAGE BROADCASTING TRUST

## Notes to the Financial Statements - continued for the Year Ended 31 December 2023

### 7. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2023	2022
	£	£
Auditors' remuneration	6,250	5,950
Under accrual of 2022 audit fee	650	(650)
	<u>6,900</u>	<u>5,300</u>

### 8. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2023 nor for the year ended 31 December 2022.

#### Trustees' expenses

	2023	2022
	£	£
Trustees' expenses	<u>3,278</u>	<u>2,546</u>

The number of trustees in receipt of expenses was 8 (2022: 6). Expenses were in relation to travel and subsistence to trustees' meetings.

### 9. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	885,400	791,811
Social security costs	97,596	89,493
Other pension costs	39,715	36,445
	<u>1,022,711</u>	<u>917,749</u>

The average monthly number of employees during the year was as follows:

	2023	2022
Production and outreach	13	12
Administration	4	4
	<u>17</u>	<u>16</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023	2022
£60,001 - £70,000	3	-
£70,001 - £80,000	1	1
£80,001 - £90,000	1	2
£90,001 - £100,000	1	1
	<u>6</u>	<u>4</u>

Remuneration (including employer's National Insurance and employer's pension costs) paid to senior management amounted to £360,666 (2022: £309,742).

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2023**

**10. TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b>	
At 1 January 2023 and 31 December 2023	<u><b>1,666</b></u>
<b>DEPRECIATION</b>	
At 1 January 2023 and 31 December 2023	<u><b>1,666</b></u>
<b>NET BOOK VALUE</b>	
At 31 December 2023	<u><u>-</u></u>
At 31 December 2022	<u><u>-</u></u>

**11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2023 £	2022 £
Trade debtors	<b>3,966,354</b>	3,473,303
Other debtors	<b>43,933</b>	94,765
Prepayments and accrued income	<b>43,821</b>	24,492
	<u><b>4,054,108</b></u>	<u>3,592,560</u>

**12. CURRENT ASSET INVESTMENTS**

	2023 £	2022 £
Other	<u><b>1,000,000</b></u>	<u>1,000,000</u>

**13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2023 £	2022 £
Trade creditors	<b>250,035</b>	79,521
Social security and other taxes	<b>23,106</b>	25,293
VAT	<b>665,511</b>	548,544
Other creditors	<b>5,208</b>	552
Deferred income	<b>4,025,258</b>	3,977,506
Accrued expenses	<b>142,732</b>	33,830
	<u><b>5,111,850</b></u>	<u>4,665,246</u>

Deferred income represents channel contributions invoiced in advance for the subsequent year. Included in charitable income for the year to 31 December 2023 is deferred income of £3,977,506 included within creditors at 31 December 2022. Included in charitable income for the year to 31 December 2024 will be deferred income of £4,025,258 included within creditors at 31 December 2023.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2023**

**14. MOVEMENT IN FUNDS**

	At 1.1.23 £	Net movement in funds £	Transfers between funds £	At 31.12.23 £
<b>Unrestricted funds</b>				
General fund	1,464,624	309,408	(428,244)	1,345,788
Programme fund	253,651	-	428,244	681,895
	<u>1,718,275</u>	<u>309,408</u>	<u>-</u>	<u>2,027,683</u>
<b>TOTAL FUNDS</b>	<u>1,718,275</u>	<u>309,408</u>	<u>-</u>	<u>2,027,683</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	4,362,716	(4,053,308)	309,408
	<u>4,362,716</u>	<u>(4,053,308)</u>	<u>309,408</u>
<b>TOTAL FUNDS</b>	<u>4,362,716</u>	<u>(4,053,308)</u>	<u>309,408</u>

**Comparatives for movement in funds**

	At 1.1.22 £	Net movement in funds £	Transfers between funds £	At 31.12.22 £
<b>Unrestricted funds</b>				
General fund	1,708,172	(661,283)	417,735	1,464,624
Programme fund	671,386	-	(417,735)	253,651
	<u>2,379,558</u>	<u>(661,283)</u>	<u>-</u>	<u>1,718,275</u>
<b>TOTAL FUNDS</b>	<u>2,379,558</u>	<u>(661,283)</u>	<u>-</u>	<u>1,718,275</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	4,521,993	(5,183,276)	(661,283)
	<u>4,521,993</u>	<u>(5,183,276)</u>	<u>(661,283)</u>
<b>TOTAL FUNDS</b>	<u>4,521,993</u>	<u>(5,183,276)</u>	<u>(661,283)</u>

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Notes to the Financial Statements - continued for the Year Ended 31 December 2023

#### 14. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.22 £	Net movement in funds £	Transfers between funds £	At 31.12.23 £
<b>Unrestricted funds</b>				
General fund	1,708,172	(351,875)	(10,509)	1,345,788
Programme fund	<u>671,386</u>	<u>-</u>	<u>10,509</u>	<u>681,895</u>
	<u>2,379,558</u>	<u>(351,875)</u>	<u>-</u>	<u>2,027,683</u>
<b>TOTAL FUNDS</b>	<u>2,379,558</u>	<u>(351,875)</u>	<u>-</u>	<u>2,027,683</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	8,884,709	(9,236,584)	(351,875)
	<u>8,884,709</u>	<u>(9,236,584)</u>	<u>(351,875)</u>
<b>TOTAL FUNDS</b>	<u>8,884,709</u>	<u>(9,236,584)</u>	<u>(351,875)</u>

#### Designated funds

Programme fund - represents funds assigned by the Trustees for the production of ongoing programmes.

#### Transfers between funds

Transfers between funds represent the movement in the year end level of funds assigned by the trustees for future programmes.

#### 15. RELATED PARTY DISCLOSURES

There were no related party transactions for either the current or prior period, other than those disclosed in note 8 to these accounts.

**16. MEMBERS**

British Sign Language Broadcasting Trust is incorporated as a company limited by guarantee, having no share capital. Its members are the directors of the company. In accordance with the Memorandum and Articles of Association, every member is liable to contribute a sum of £1 in the event of the company being wound up.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

England & Wales - Charity number 1145249

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# Accounts

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**REGISTERED COMPANY NUMBER: 06632452 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1145249**

**Report of the Trustees and  
Financial Statements for the Year Ended 31 December 2022  
for  
BRITISH SIGN LANGUAGE BROADCASTING TRUST**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Contents of the Financial Statements  
for the Year Ended 31 December 2022**

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**Report of the Trustees  
for the Year Ended 31 December 2022**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2022. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

The objects of the charity are "the promotion of social inclusion among the deaf community who are socially excluded from society, or parts of society, as a result of being deaf by encouraging, supporting and developing the provision of broadcasting of sign-presented content (in any media) for the members of the deaf community".

**Public benefit**

The audience for British Sign Language Broadcasting Trust (BSLBT) programmes is the Deaf community whose first and preferred language is British Sign Language (BSL). English is at best a second language, and indeed written and spoken language is not part of Deaf people's natural experience or culture. This means that subtitling on television is often a challenge - and real access to, and understanding of, many programmes may be limited.

BSLBT aims to address the social exclusion of Deaf people. It is the sole provider of television programmes made specifically for the Sign Language community. As well as providing vital information in their native language, here Deaf people can also see themselves and their lives reflected, and their experiences and culture shared and acknowledged through their preferred language. Deaf children and young deaf people at last have role models to identify with, while a geographically fragmented deaf population is brought together and validated as a community. In addition, the programmes provide visibility of the Deaf community to the mainstream world.

In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

**Aims of the charity**

The aims of the charity are:

- To engage with the Deaf community to find out their views on what programmes and other content they wish to see;
- To provide a wide range of television programmes made in British Sign Language; and
- To make it as easy as possible to find and watch BSL Zone content on television and online.

Report of the Trustees  
for the Year Ended 31 December 2022

**ACHIEVEMENT AND PERFORMANCE**

Charitable activities

Main objectives for the year

Commissioning

- To provide more BSL programmes in line with the Commissioning strategic plan
- To grow more Deaf-programme makers

Communications & Distribution

- To get a better understanding of our core Deaf audience, notably through a major qualitative research project
- To begin to deliver on the Audience Engagement plan

Management & Governance

- To recruit a new Chair and to replace trustees whose terms of office are coming to an end
- To recruit a new Chief Executive, and to support the staff team through the transition

**COMMISSIONING**

**To provide more BSL Zone programmes in line with the Commissioning strategic plan**

Progress against the strategic plan to commission 90 programmes over three years was very good in 2022 as Table 1 below illustrates.

Thirty-nine programmes were commissioned in 2022 compared to 33 in 2021. With factual programmes, this included a second series for three new formats: the magazine show **This is Deaf**, the lifestyle programme **You, Me, Garden** and the first-ever quiz show with BSL and Deaf Culture at its heart, **Sign2Win**. All are available to watch at [www.bslzone.co.uk](http://www.bslzone.co.uk) although some programmes commissioned in 2022 will not be published/broadcast until 2023.

More drama than in any other year was commissioned and produced, adding up to eight programmes in all. **Coffee Morning Club**, a five-part mockumentary was filmed in the autumn of 2022 and is by far BSLBT's most ambitious project yet.

PROGRAMME TITLE	NO. OF PROGRAMMES	GENRE	PRODUCTION COMPANY
<i>Reverberations Reloaded</i>	1	Drama	Mutt & Jeff Pictures (London)
<i>Four Deaf Yorkshiremen</i>	2	Drama	Mutt & Jeff Pictures (London)
<i>Coffee Morning Club</i>	5	Drama	Mutt & Jeff Pictures (London)
<i>Sign To Win (Series 2)</i>	12	Entertainment	Drummer Television (Bristol)
<i>This is Deaf (Series 2)</i>	6	Magazine	Signpost Productions (Gateshead)
<i>You, Me, Garden</i>	6	Factual	Drummer Television (Bristol)
<i>Food Fighters</i>	6	Children's	Flashing Lights Media (South East)
<i>New Director: Birmingham Made Me</i>	1	Factual	Drummer Television (Bristol)
TOTAL	39		

Table 1: Programmes commissioned in 2022

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The Trust continued to work with film festivals in the UK and around the world to showcase BSL Zone programmes and short films.

Deaffest, the UK's leading Deaf-led films and arts festival, returned to a face-to-face weekend event in Wolverhampton in May 2022 after a two-year break due to Covid. Ten BSL Zone programmes were selected for screening and three programmes won major awards: **Here/Not Here** from Bim Ajadi and Artemisia Films was Best Film, **Summer in Lockdown** from Cathy Heffernan and Drummer Television won Best Documentary and the edition of **This is Deaf** entitled LGBTQIA+ life from Signpost Productions won Best TV programme.

BSLBT hosted a lively panel discussion at the festival at which the three BSLBT Executive Producers and independent producers answered questions and debated with programme-makers and Deaf people interested in getting involved in commissions from BSLBT.

**To grow more Deaf programme-makers**

Development opportunities and training for Deaf programme makers continued in 2022. For starters the Trust continued to give a training allowance to every programme commissioned for specific skills building for Deaf members of the team. As well as this, more strategic sums were allocated to series produced in 2022 to develop:

- production management skills in drama, on two more editions of Four Deaf Yorkshiremen and the series **Coffee Morning Club**
- Editorial programming skills on the magazine series **This is Deaf**
- research and editing skills on the quiz series **Sign2Win**.

Another short film from an emerging programme-maker was shot and delivered in 2021: **CODA and Proud** is a short documentary from Laura Eadsforth and Flashing Lights Media in which children with deaf parents tell us about their lives. In 2023 the Trust is planning a more substantial short-film scheme targeted at people from underrepresented sections of the Deaf community.

A commissioning round was held in early 2022 for drama scripts from developing deaf writers. Three ideas went into development and each is progressing along the path to scripting.

Rinkoo Barpaga was selected in late 2021 as the new deaf director to make a 28-minute single factual television programme for the BSL Zone to be produced by Drummer Television. Rinkoo has been working on his idea Birmingham Made Me as a key member of a full production team. The project is proving to be a successful partnership and a very promising programme.

**COMMUNICATIONS & DISTRIBUTION**

**To complete the three-year strategic plans for Communications and Distribution**

In 2021 the Board agreed on four key areas:

**Understanding our core target audience** - people who share the cultural and social experience of being Deaf and who use BSL. The Board also recognise that there are intersections with other groups within the broader BSLBT/BSL Zone audience:

- family and friends of BSL users, professionals who work with Deaf people, teachers in Deaf schools, BSL interpreters, people who are learning BSL, people planning to make a programme submission to BSLBT etc
- the wider media and policy world, which includes subscriber channels, media and film professionals, organisers of media industry events and festivals, regulators and policy makers.

To take this forward, in 2022 regular reports were produced giving quantitative data regarding programme viewing on television and online. For qualitative data on how Deaf people interact with television and specifically with BSL Zone, BSLBT commissioned Heriot-Watt University to carry out a major project. The target date for completion of the project is June 2023.

**Report of the Trustees  
for the Year Ended 31 December 2022**

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Communicating with our key target audience

In December 2021 the Board signed off the three-year strategic plan for improving communication with our key target audience. This involved establishing an Audience Development team of one manager and two officers and increasing the budget for this area. The plan's objectives are:

- To make sure that every Deaf BSL user knows about BSL Zone [programmes]
- To get every Deaf BSL user to watch at least some of our programmes and keep coming back for more
- To get every Deaf BSL user to spread the sign about BSL Zone and to recommend programmes to their friends and families

In 2022 the Trust continued to focus its communications on engaging with our core Deaf audience online. Social media followers continued to grow, particularly on Instagram and planning for TikTok got well underway ready for a launch in early 2023. See Table 2 below.

Social media	2022	2021	2020
Facebook Likes (now discontinued)		40k	38k
Facebook followers	46k	45k	41k
Twitter followers	9k	9k	9k
Mailchimp newsletter sign-ups	3k	3k	3k
Instagram followers	10k	8k	7k

Table 2: Social media followers 2020-2022

In March 2022, the Digital team became the Audience Development team, with Jen Dodds becoming Audience Development Manager, and Claire Clark as the Audience Development Officer. In June, a second ADO, Spiros Dimoulis, joined, increasing our output and possibilities in line with our strategic plan. Utilising their design skills, we have brought poster design in-house and also created some eye-catching new poster-based standees, as well as increasing our digital design and video work.

A key strand of the Audience Development team's work is running live streams. BSLBT sponsored Deaffest, which in return gave BSLBT a well-positioned triple stall - two tables for information and one for our Executive Producers. We also held the first live stream of the year there, where Raabia Hussain chatted to Deaffest's founders, Nikki Stratton and Marilyn Willrich, plus Louis Neethling, Teresa Garratty and Giles Bowman, whose programmes were up for awards.

- In October, to coincide with the transmission of the drama **Diagnonsense**, we held another live stream, this time via Zoom. Deepa Shastri interviewed **Diagnonsense's** writer/director/editor Samuel Dore and mental health professionals Dr Katherine Rogers and Jackie Wan Brown about the film and its mental health theme.
- For our final live stream of the year, we returned to the Cookery School at St Luke's Community Centre in December for Coco's Christmas Kitchen. Cook and presenter Coco Briden (**Food Fighters**) made some festive nibbles while chatting with special guests Fifi Garfield (**Sign2Win**), Chris Laing (**Four Deaf Yorkshiremen**) and Ahmed Mudawi (**This Is Deaf**).

2022 was also the year our event attendance increased considerably - as well as attending Deaffest, we held stalls to promote our programmes to current and prospective audience members at:

- City Lit's Deaf Day in London in April: Reaching a range of people mainly based in London and southern England.
- Deafland Rally weekend camping event in Shrewsbury in July: Reaching a wider range of people from all over the UK, especially families.
- The BATOD Conference in London in September: Promoting BSL Zone to children via Teachers of Deaf children.

At these events, we gave out branded merchandise that was designed in-house, such as mint tins at Deaffest, camping mugs with our logo and a QR code leading to our website at Deafland, plus Sign2Win QR keyrings and our ever-popular pens.

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Our BSL Zone Unofficial YouTube channel continued to grow, with more BSL-presented tutorials and tips for working in the media. Crew members on film sets have also been engaged to produce behind-the-scenes videos. For example, the social media star Danny Murphy, who worked as a clapperboard operator on the two most recent **Four Deaf Yorkshiremen** films. This has added an extra layer of insight into lived experiences of TV production.

The two other areas, **Distributing our programmes to our audience** and **Working with our Stakeholders** are key areas of focus for the Board and the new Chief Executive in 2023. More details on distribution in 2022 follow below.

In 2022, the BSL Zone maintained its television transmission slots on Film4 on Monday mornings at 0800, and on the Together TV on Monday evenings. See Table 3 below.

<b>Channel</b>	<b>Day</b>	<b>Time slot</b>
Film4	Monday	0800
Together TV	Monday	1900
Together TV	Monday	2200

Table 3: Broadcast slots for BSL Zone

The main tools for measuring television audiences are not designed to provide accurate data for individual transmission slots such as BSL Zone on TV, and as stated in previous years' reports a small change in the sampling can make a very big difference to the data reported. While we recognise the inherent issues and probable inaccuracies with the data, we still feel it is worth reporting. See Table 4 below.

<b>Channel</b>	<b>BSL Zone slots per week</b>	<b>Three-minute reach in 2022</b>	<b>Three-minute reach in 2021</b>	<b>Three-minute reach in 2020</b>
Together TV	2	177k	369k	342k
Film4	1	187k	302k	317k

Table 4: Indicative television viewing figures for BSL Zone

Significant numbers of new programmes were added to the BSL Zone space on Sky's video-on-demand service and by the year-end the total had risen to 160 from 100 in December 2021. BSL Zone programming is now also available on NOW, and there are regular updates of new programming to both services.

BSLBT also makes its programmes available online through its website [www.bslzone.co.uk](http://www.bslzone.co.uk) and app.

The Trust's main source of data for viewing data is Wistia, the video player which now hosts all video content on BSL Zone online. In 2022 Wistia reported more than 214k plays of BSL Zone content (2021: 180k).

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Ranking	Name	Date first published
1	<i>ZOOM Focus: The End</i>	2012
2	<i>Sign2Win Series 1: Episode 1</i>	2022
3	<i>Four Deaf Yorkshiremen's Takeaway</i>	2022
4	<i>History of Deaf Education: Part 1</i>	2012
5	<i>Zoom Focus: Confession</i>	2012
6	<i>CODA &amp; Proud (Short film)</i>	2022
7	<i>Sign2Win Series 1: Episode 2</i>	2022
8	<i>This Is Deaf: Education</i>	2021
9	<i>BSL Zone's Top 10 Comedy Moments</i>	2022
10	<i>Sign2Win Series 1: Episode 3</i>	2022
11	<i>Four Deaf Yorkshiremen Go Dating</i>	2022
12	<i>Sign2Win Series 1: Episode 7</i>	2022

Table 5: Most-watched programmes on the BSL Zone website in 2022

BSL Zone app for both iOS and Android, launched in 2017, offers on-demand streaming of programmes and a 28-day download feature so that people can watch BSL Zone without needing to be connected to the internet. During 2022, the app was downloaded a further five thousand times, an increase of 26% which brought total app downloads to 23.8K (2021: 18.8k).

Overall in 2022 programmes were viewed and/or downloaded on the app more than 56.4k (2021: 43K) times. The first series of Sign2Win (10 episodes) rated top with almost 6,000 viewings and downloads in total, followed by This is Deaf (six programmes) at 2,500. With drama, three new editions of Four Deaf Yorkshiremen all scored very well with more than 2,250 viewings and downloads. The top twelve programmes viewed on the app are shown in Table 6 below:

Ranking	Programme title	First published
1	<b>Sign2Win: Series 1 Episode 7</b>	2022
2	<b>Sign2Win: Series 1 Episode 2</b>	2022
3	<b>BSL Zone's Top 10 Comedy Moments</b>	2022
4	<b>Sign2Win: Series 1 Episode 1</b>	2022
5	<b>Four Deaf Yorkshiremen Go Dating</b>	2022
6	<b>Sign2Win: Series 1 Episode 5</b>	2022
7	<b>Four Deaf Yorkshiremen and a Wedding</b>	2022
8	<b>Sign2Win: Series 1: Episode 8</b>	2022
9	<b>Four Deaf Yorkshiremen's Takeaway</b>	2022
10	<b>Diagnonsense</b>	2022
11	<b>Sign2Win: Series 1 Episode 6</b>	2022
12	<b>Sign2Win: Series 1 Episode 9</b>	2022

Table 6: Top 12 programmes viewed/downloaded on the BSL Zone app in 2022

**Report of the Trustees  
for the Year Ended 31 December 2022**

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**MANAGEMENT AND GOVERNANCE**

**Finance and resources:**

The senior management team is made up of three posts: Chief Executive, Head of Commissioning and Head of Operations.

A new Chief Executive, Camilla Arnold, was recruited in autumn 2022 and she joined the Trust in February 2023. Ruth Griffiths, departing Chief Executive, and Caroline Fearon, Head of Operations, will cover for Camilla's maternity leave over the summer 2023 and then Ruth will leave the BSLBT staff.

Maggie Swinfen, Head of Commissioning, has also decided to leave the staff of the Trust after providing cover for Commissioning activities during Camilla's maternity leave.

The Commissioning team now comprises three BSLBT Executive Producers, three Production Executives and in 2022 a Business Affairs Executive, Clo Sterling, joined the team. During the year both the Production Coordinator and Commissioning Coordinator roles were closed.

The Head of Operations's core team remains a Finance Officer, an Operations Coordinator and a Team Administrator. The new Audience Development team of a Manager and two Officers is now fully staffed.

BSLBT's requirements for office space continues to be kept under review as does the best configuration for hybrid working in the post Covid world.

BSLBT took further steps to make its IT landscape fit for an organisation of its size and maturity by commissioning a customised database to centralise its information management. Work also started along a roadmap to strengthen IT security.

**Governance:**

In late 2021 BSLBT's Chair, Tim Patterson, decided reluctantly that he would not be able to remain for a second term. Recruitment for a new Chair began in early 2022, however no appointment was made. The interim Vice Chair, Chris Higgs, whose term of office as a trustee runs until 2024, became interim Chair at the start of 2023 to provide continuity and support to Board through the transition to a new Chair and Chief Executive. Recruitment for a permanent Chair will take place in 2023.

The Nominations Committee, supported by the Chief Executive, ran a recruitment campaign in early 2022 for trustees to replace those who either resigned in 2021 or who were due to complete their terms of office in 2022. Five new trustees joined the Board in summer 2022.

And finally the establishment of the Executive Committee, which the Board had decided to set up in 2021, was delayed until after the arrival of the new Chief Executive and the recruitment of a permanent Chair in 2023. In the meantime the senior management team will prepare a workplan for 2023 which can be scrutinised by both the Finance & Audit Committee and the Board.

**Finally, the Board would like to thank the programme-makers, participants in programmes and all BSL Zone viewers - as well as the dedicated staff team -- for their engagement and involvement. And they also wish to thank the broadcaster subscribers, who created BSLBT in partnership with the Deaf Community, for their continuing support.**

**Report of the Trustees  
for the Year Ended 31 December 2022**

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**FINANCIAL REVIEW**

**Principal funding sources**

BSLBT was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language (BSL). Independent broadcasters with between 0.05% and 1% of audience share can choose either to source and broadcast programmes presented in sign language themselves or to contribute to BSLBT to make programmes in sign language for the Deaf audience.

In May 2015 Ofcom published the outcome of its Review of Signing Arrangements for Relevant TV channels, asking whether the amount of signed programming on low audience channels should be increased, and if channels that choose to pay alternative contributions should increase the amount they pay over time. They concluded that the amount of signing on low audience channels should increase over time and that channels choosing to pay alternative contributions should increase the amount they pay over time. Ofcom's full statement can be found at:

<https://www.ofcom.org.uk/consultations-and-statements/category-2/review-signing-arrangements-tv>. This meant that the BSLBT subscription level for 2016 rose to £24,500 per channel to take account of inflation since 2009, and since 2017 there have been further increases to match the equivalent rises in the amount of signed programming per channel.

Seventy-two channels contributed to BSLBT in 2022 (2021:68), providing an income of £4.3m (2021: £3.6m). The subscription payable by each channel ranged from £26k to £67k depending on the minutes of sign-presented programming that a channel would need to show were they to meet their regulatory requirements with their own broadcasts.

The Board set a deficit budget for 2022 so that there could be post-Covid catch-up with producing programmes. The budget allocation was 68% to Commissioning and Programmes, 12% to Communications and Distribution, 12% to Management and Governance, and 8% to the strategic initiative to focus on the training and development of Deaf programme makers.

Expenditure for the year was £5m, so £661k funding was required funded from the Reserve. This high spend, £1.8m more than in 2021, was planned so that many more programmes, including dramas, could be commissioned and made.

Commissioning and Programmes accounted for 72% (2021: 73%), management and governance spend was 12% (2021: 10%), Communications and Distribution was 10% (2021: 10%) and finally 6% of spend went on programme-making training and development.

**Overview of the financial results**

The statement of financial activities shows income of £4.52m (2021: £3.77m) and expenditure on charitable activities of £5.18m (2021: £3.43m), giving a net deficit of £661k (2021: surplus of £338k). All funds are unrestricted and at the balance sheet date these stood at £1.72m. (2021: £2.38m) These funds are in the form of net current assets.

**Investment policy and objectives**

The Finance & Audit committee seeks to maximise the return on cash held during the year with the need to protect absolutely the capital. The current policy is that the reserve, and any cash sums available for shorter terms due to high balances at certain times of year, will be invested with the best interest rates available from the charity's bank.

**Report of the Trustees  
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**FINANCIAL REVIEW**

**Reserves policy**

The trustees have examined the charity's requirements for unrestricted reserves in the light of the main risks to the organisation. The Board again took professional advice when reviewing its reserve levels and confirmed that for 2022 BSLBT should hold a reserve of at least £1m which would represent approximately three months of operating expenditure. As at 31 December 2022 the total reserves were £1.72m of which £254k were designated to allow for the completion of programmes already committed at the balance sheet date.

**Fundraising policy**

BSLBT does not engage in any direct fundraising from members of the public and does not employ fundraisers. The trustees are however aware of the new fundraising requirements and the code of fundraising practice and ensure that the charity is compliant with the code in all its fundraising activities.

**Principal risks and uncertainties**

The organisational Risk Register is reviewed regularly by the Finance & Audit Committee and reported at Board meetings. In 2022 risk management focussed on the changes in leadership (Chair, Chief Executive and Head of Commissioning) and managing the charity in the post-Covid environment.

**FUTURE PLANS**

- Recruiting a permanent Chair
- Transitioning to a new Chief Executive
- Recruiting and transitioning to a new Head of Commissioning
- Commissioning more great programmes and completing the three-year strategic plan
- Strategic work on Communications and Distribution

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity constitutes a company limited by guarantee as defined by the Companies Act 2006 and is governed by its Memorandum and Articles of Association.

The British Sign Language Broadcasting Trust was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language. For more information: <http://stakeholders.ofcom.org.uk/consultations/signing/statement/plain/>

BSLBT was initially established as a private company, with a Board of Directors drawn in equal numbers from the broadcasting world and from the Deaf community. In January 2012 it achieved charitable status, retaining the commitment to an equal mix of Deaf and hearing trustees.

**Recruitment and appointment of new trustees**

The Nominations Committee, a sub-committee of the Trustee Board of BSLBT, ensures that the Board and its sub-committees have the right balance of skills and ability to enable BSLBT to carry out its work effectively. It takes delegated responsibility for recommending all new trustees to the Board and re-appointment of Trustees retiring by rotation and eligible for re-appointment.

**Report of the Trustees  
for the Year Ended 31 December 2022**

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**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Organisational structure and how decisions are made**

At the end of 2022 the Board consisted of four Deaf and four hearing people, including the interim Chair. The Trustees have four Board meetings per year plus an annual Strategic Awayday. The Board delegates the day-to-day running of the charity to the Chief Executive and staff. At its annual Awayday it reviews aspects of the strategic business plan and considers annual objectives, and then monitors progress through quarterly reports at Board meetings. In 2022 three Board meetings took place in person while the fourth was held over Zoom. The annual Awayday did not take place because of continuing Covid restrictions and concerns.

The Board maintains closer scrutiny of three key areas through its committees:

- Finance & Audit Committee, incorporating the Remuneration Committee
- Nominations Committee

The Chair leads the organisation, working with the Chief Executive. At the end of 2022 there were 16 permanent members of staff (14.3 EFT).

**Induction and training of new trustees**

It is the charity's policy to provide appropriate induction and training for all trustees to enable them to contribute effectively to the governance of the organisation. They are also made aware of their statutory obligations as trustees and provided with opportunities for further training as they deem necessary.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

06632452 (England and Wales)

**Registered Charity number**

1145249

**Registered office**

153 -155 London Road  
Hemel Hempstead  
Hertfordshire  
HP3 9SQ

**Trustees**

K Kent Trustee (resigned 31.5.22)  
J Wilson Trustee (resigned 31.5.22)  
Ms M Matthews Trustee (resigned 15.6.22)  
Ms R Aurangzeb-Tariq Trustee  
C Higgs Trustee  
Ms B Robinson Trustee  
T Patterson Trustee (resigned 31.12.22)  
Ms S Dougherty Trustee (appointed 1.6.22)  
Ms E Rowlands Trustee (appointed 1.6.22)  
Ms J Sykes Trustee (appointed 1.6.22)  
G Pierssene British (appointed 1.6.22)  
R A Cobb Trustee (appointed 1.6.22)

**Auditors**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**Report of the Trustees  
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**REFERENCE AND ADMINISTRATIVE DETAILS**

**Advisers**

Knox Cropper LLP  
Chartered Accountants  
153-155 London Road  
Hemel Hempstead  
Herts.  
HP3 9SQ

**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees (who are also the directors of British Sign Language Broadcasting Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

**AUDITORS**

The auditors, Godfrey Wilson Ltd, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Approved by order of the board of trustees on 20 June 2023 and signed on its behalf by:

*Chris Higgs*

.....  
C Higgs - Trustee

## Report of the Independent Auditors to the Members of British Sign Language Broadcasting Trust

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### Opinion

We have audited the financial statements of British Sign Language Broadcasting Trust (the 'charitable company') for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### Basis for opinion

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

### Conclusions relating to going concern

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

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

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

### Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

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

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

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

**Responsibilities of trustees**

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**Our responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

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

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Report of the Independent Auditors to the Members of British Sign Language Broadcasting Trust

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### Use of our report

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

*Alison Godfrey*

Alison Godfrey FCA (Senior Statutory Auditor)  
for and on behalf of Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

Date: 21 June 2023

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Statement of Financial Activities (Incorporating an Income and Expenditure Account) for the Year Ended 31 December 2022

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		<b>2022</b>	2021
		<b>Unrestricted</b>	Unrestricted
		<b>funds</b>	funds
		<b>£</b>	£
<b>INCOME AND ENDOWMENTS FROM</b>	Notes		
Donations and legacies	2	-	5
<b>Charitable activities</b>	4		
Broadcasting of sign-presented media		<b>4,511,909</b>	3,773,219
Investment income	3	<u>10,084</u>	-
<b>Total</b>		<u><b>4,521,993</b></u>	<u>3,773,224</u>
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>	5		
Broadcasting of sign-presented media		<u><b>5,183,276</b></u>	<u>3,434,650</u>
<b>NET INCOME/(EXPENDITURE)</b>		<b>(661,283)</b>	338,574
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		<u><b>2,379,558</b></u>	<u>2,040,984</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><b>1,718,275</b></u>	<u>2,379,558</u>

#### CONTINUING OPERATIONS

All income and expenditure of the charity for the above financial years relates to continuing operations and unrestricted funds.

The notes form part of these financial statements

**BRITISH SIGN LANGUAGE BROADCASTING TRUST (REGISTERED NUMBER: 06632452)****Balance Sheet  
31 December 2022**

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		<b>2022</b>	2021
		<b>Unrestricted</b>	Unrestricted
	Notes	<b>funds</b>	funds
		<b>£</b>	<b>£</b>
<b>CURRENT ASSETS</b>			
Debtors	12	<b>3,592,560</b>	3,005,617
Investments	13	<b>1,000,000</b>	-
Cash at bank		<b><u>1,790,961</u></b>	<u>4,200,292</u>
		<b>6,383,521</b>	7,205,909
<b>CREDITORS</b>			
Amounts falling due within one year	14	<b>(4,665,246)</b>	(4,826,351)
		<b><u>1,718,275</u></b>	<u>2,379,558</u>
<b>NET CURRENT ASSETS</b>			
		<b><u>1,718,275</u></b>	<u>2,379,558</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			
		<b><u>1,718,275</u></b>	<u>2,379,558</u>
<b>NET ASSETS/(LIABILITIES)</b>			
		<b><u>1,718,275</u></b>	<u>2,379,558</u>
<b>FUNDS</b>	15		
Unrestricted funds		<b><u>1,718,275</u></b>	<u>2,379,558</u>
<b>TOTAL FUNDS</b>		<b><u>1,718,275</u></b>	<u>2,379,558</u>

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 20 June 2023 and were signed on its behalf by:

*Chris Higgs*

.....  
C Higgs - Trustee

The notes form part of these financial statements

**BRITISH SIGN LANGUAGE BROADCASTING TRUST****Cash Flow Statement  
for the Year Ended 31 December 2022**

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	Notes	2022 £	2021 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>(1,409,331)</u>	<u>954,143</u>
Net cash (used in)/provided by operating activities		<u>(1,409,331)</u>	<u>954,143</u>
<b>Cash flows from investing activities</b>			
Purchase of current asset investments		<u>(1,000,000)</u>	<u>-</u>
Net cash (used in)/provided by investing activities		<u>(1,000,000)</u>	<u>-</u>
<b>Change in cash and cash equivalents in the reporting period</b>			
		<u>(2,409,331)</u>	<u>954,143</u>
<b>Cash and cash equivalents at the beginning of the reporting period</b>			
		<u>4,200,292</u>	<u>3,246,149</u>
<b>Cash and cash equivalents at the end of the reporting period</b>			
		<u>1,790,961</u>	<u>4,200,292</u>

The notes form part of these financial statements

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Cash Flow Statement  
for the Year Ended 31 December 2022**

**1. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2022 £	2021 £
<b>Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)</b>	<b>(661,283)</b>	338,574
<b>Adjustments for:</b>		
Increase in debtors	<b>(586,943)</b>	(687,885)
(Decrease)/increase in creditors	<b>(161,105)</b>	<u>1,303,454</u>
<b>Net cash (used in)/provided by operations</b>	<b><u>(1,409,331)</u></b>	<u>954,143</u>

**2. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1.1.22 £	Cash flow £	At 31.12.22 £
<b>Net cash</b>			
Cash at bank	<u>4,200,292</u>	<u>(2,409,331)</u>	<u>1,790,961</u>
	<u>4,200,292</u>	<u>(2,409,331)</u>	<u>1,790,961</u>
<b>Liquid resources</b>			
Deposits included in cash	-	-	-
Current asset investments	-	<u>1,000,000</u>	<u>1,000,000</u>
	-	<u>1,000,000</u>	<u>1,000,000</u>
<b>Total</b>	<u>4,200,292</u>	<u>(1,409,331)</u>	<u>2,790,961</u>

The notes form part of these financial statements

## 1. ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Following a review of forecasts and projections, the trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis. There are no material uncertainties about the charity's ability to continue as a going concern.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

In relation to commissioned programmes, expenditure is recognised in the accounts over the contractual period in accordance with the terms of the agreement. Where commissioned programmes are incomplete at the end of the financial year, appropriate adjustments are made for material timing differences between contractual payments made and the value of work undertaken on the commissioned programme at the balance sheet date.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on cost

Assets that amount to less than £5,000, either individually or for groups of related assets, are charged to the statement of financial activities in the year of acquisition.

### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are those set aside by the Trustees from unrestricted funds to meet future projects.

### **Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2022**

**1. ACCOUNTING POLICIES - continued**

**Financial instruments**

The charity only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

**2. DONATIONS AND LEGACIES**

	<b>2022</b>	2021
	£	£
Donations	<u>-</u>	<u>5</u>

**3. INVESTMENT INCOME**

	<b>2022</b>	2021
	£	£
Deposit account interest	<u>10,084</u>	<u>-</u>

**4. INCOME FROM CHARITABLE ACTIVITIES**

	<b>2022</b>	2021
	£	£
Channel contributions	<b>4,335,633</b>	3,616,174
Access to Work income	<b>169,126</b>	151,530
Other income	<u>7,150</u>	<u>5,515</u>
	<u><b>4,511,909</b></u>	<u>3,773,219</u>

**5. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 6) £	Support costs (see note 7) £	Totals £
Broadcasting of sign-presented media	<u>4,725,008</u>	<u>458,268</u>	<u>5,183,276</u>

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Notes to the Financial Statements - continued for the Year Ended 31 December 2022

#### 6. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2022 £	2021 £
Staff costs	917,749	827,186
Content	2,979,890	1,758,093
Distribution costs	109,528	92,526
Programming asset management	18,456	13,251
Legal fees (Programming)	83,049	162,042
Website	35,407	26,240
Promotion and marketing	98,938	58,884
Interpreters	169,126	151,530
Travel & subsistence	7,989	460
Exchange rate variance	59	14
Research	77,503	401
Training on programmes	<u>227,314</u>	<u>83,349</u>
	<u><b>4,725,008</b></u>	<u><b>3,173,976</b></u>

Following a re-analysis of the comparatives, an amount of £83,349, previously included within Staff training, has been re-analysed as a direct cost, Training on programmes. There is no impact on total reported charitable expenditure of the prior year.

#### 7. SUPPORT COSTS

	Management £	Governance costs £	Totals £
Broadcasting of sign-presented media	<u>447,922</u>	<u>10,346</u>	<u>458,268</u>

Support costs, included in the above, are as follows:

##### Management

	2022 Broadcasting of sign-presented media £	2021 Broadcasting of sign-presented media £
Insurance	2,215	1,515
Telephone	9,243	8,746
Postage and stationery	2,054	2,171
Sundries	3,339	3,175
Travelling and subsistence	2,575	2,537
Computer and IT support costs	43,846	50,940
Room hire and rental costs	108,622	82,992
Staff training	32,327	12,676
Interpreters	119,768	53,619
Legal and professional fees	6,591	6,715
Accountancy	26,746	24,650
Bank charges	588	484
Recruitment	<u>90,008</u>	<u>2,497</u>
	<u><b>447,922</b></u>	<u><b>252,717</b></u>

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Notes to the Financial Statements - continued for the Year Ended 31 December 2022

#### 7. SUPPORT COSTS - continued Governance costs

	2022 Broadcasting of sign-presented media £	2021 Broadcasting of sign-presented media £
Trustees' expenses	2,546	307
Auditors' remuneration	5,300	5,450
Accountancy and legal fees	<u>2,500</u>	<u>2,200</u>
	<u>10,346</u>	<u>7,957</u>

#### 8. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2022 £	2021 £
Auditors' remuneration	<u>5,300</u>	<u>5,450</u>

#### 9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2022 nor for the year ended 31 December 2021.

##### Trustees' expenses

	2022 £	2021 £
Trustees' expenses	<u>2,546</u>	<u>307</u>

The number of trustees in receipt of expenses was 6 (2021: 4). Expenses were in relation to travel and subsistence to trustees' meetings.

#### 10. STAFF COSTS

	2022 £	2021 £
Wages and salaries	791,811	716,424
Social security costs	89,493	77,756
Other pension costs	<u>36,445</u>	<u>33,006</u>
	<u>917,749</u>	<u>827,186</u>

The average monthly number of employees during the year was as follows:

	2022	2021
Production and outreach	12	11
Administration	<u>4</u>	<u>4</u>
	<u>16</u>	<u>15</u>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST****Notes to the Financial Statements - continued  
for the Year Ended 31 December 2022****10. STAFF COSTS - continued**

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2022</b>	2021
£60,001 - £70,000	-	2
£70,001 - £80,000	1	2
£80,001 - £90,000	2	1
£90,001 - £100,000	<u>1</u>	<u>-</u>
	<u><b>4</b></u>	<u><b>5</b></u>

Remuneration (including employer's National Insurance and employer's pension costs) paid to senior management amounted to £309,742 (2021: £283,208).

**11. TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b> At 1 January 2022 and 31 December 2022	<u><b>1,666</b></u>
<b>DEPRECIATION</b> At 1 January 2022 and 31 December 2022	<u><b>1,666</b></u>
<b>NET BOOK VALUE</b> At 31 December 2022	<u><u>-</u></u>
At 31 December 2021	<u><u>-</u></u>

**12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2022</b>	2021
	£	£
Trade debtors	<b>3,473,303</b>	2,939,242
Other debtors	<b>94,765</b>	47,539
Prepayments and accrued income	<u><b>24,492</b></u>	<u>18,836</u>
	<u><b>3,592,560</b></u>	<u><b>3,005,617</b></u>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2022**

**13. CURRENT ASSET INVESTMENTS**

	2022 £	2021 £
Other	<u>1,000,000</u>	<u>-</u>

**14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2022 £	2021 £
Trade creditors	79,521	41,587
Social security and other taxes	25,293	23,193
VAT	548,544	629,054
Other creditors	552	1,679
Deferred income	3,977,506	4,068,062
Accrued expenses	<u>33,830</u>	<u>62,776</u>
	<u>4,665,246</u>	<u>4,826,351</u>

Deferred income represents channel contributions invoiced in advance for the subsequent year. Included in charitable income for the year to 31 December 2022 is deferred income of £4,068,062 included within creditors at 31 December 2021. Included in charitable income for the year to 31 December 2023 will be deferred income of £3,977,506 included within creditors at 31 December 2022.

**15. MOVEMENT IN FUNDS**

	At 1.1.22 £	Net movement in funds £	Transfers between funds £	At 31.12.22 £
<b>Unrestricted funds</b>				
General fund	1,708,172	(661,283)	417,735	1,464,624
Programme fund	<u>671,386</u>	<u>-</u>	<u>(417,735)</u>	<u>253,651</u>
	<u>2,379,558</u>	<u>(661,283)</u>	<u>-</u>	<u>1,718,275</u>
<b>TOTAL FUNDS</b>	<u>2,379,558</u>	<u>(661,283)</u>	<u>-</u>	<u>1,718,275</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	4,521,993	(5,183,276)	(661,283)
	<u>4,521,993</u>	<u>(5,183,276)</u>	<u>(661,283)</u>
<b>TOTAL FUNDS</b>	<u>4,521,993</u>	<u>(5,183,276)</u>	<u>(661,283)</u>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2022**

**15. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	At 1.1.21 £	Net movement in funds £	Transfers between funds £	At 31.12.21 £
<b>Unrestricted funds</b>				
General fund	1,590,864	338,574	(221,266)	1,708,172
Programme fund	<u>450,120</u>	<u>-</u>	<u>221,266</u>	<u>671,386</u>
	<u>2,040,984</u>	<u>338,574</u>	<u>-</u>	<u>2,379,558</u>
<b>TOTAL FUNDS</b>	<u><u>2,040,984</u></u>	<u><u>338,574</u></u>	<u><u>-</u></u>	<u><u>2,379,558</u></u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	3,773,224	(3,434,650)	338,574
	<u>3,773,224</u>	<u>(3,434,650)</u>	<u>338,574</u>
<b>TOTAL FUNDS</b>	<u><u>3,773,224</u></u>	<u><u>(3,434,650)</u></u>	<u><u>338,574</u></u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.21 £	Net movement in funds £	Transfers between funds £	At 31.12.22 £
<b>Unrestricted funds</b>				
General fund	1,590,864	(322,709)	196,469	1,464,624
Programme fund	<u>450,120</u>	<u>-</u>	<u>(196,469)</u>	<u>253,651</u>
	<u>2,040,984</u>	<u>(322,709)</u>	<u>-</u>	<u>1,718,275</u>
<b>TOTAL FUNDS</b>	<u><u>2,040,984</u></u>	<u><u>(322,709)</u></u>	<u><u>-</u></u>	<u><u>1,718,275</u></u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	8,295,217	(8,617,926)	(322,709)
	<u>8,295,217</u>	<u>(8,617,926)</u>	<u>(322,709)</u>
<b>TOTAL FUNDS</b>	<u><u>8,295,217</u></u>	<u><u>(8,617,926)</u></u>	<u><u>(322,709)</u></u>

**15. MOVEMENT IN FUNDS - continued**

**Designated funds**

Programme fund - represents funds assigned by the Trustees for the production of ongoing programmes.

**Transfers between funds**

Transfers between funds represent the movement in the year end level of funds assigned by the trustees for future programmes.

**16. RELATED PARTY DISCLOSURES**

There were no related party transactions for either the current or prior period, other than those disclosed in note 9 to these accounts.

**17. MEMBERS**

British Sign Language Broadcasting Trust is incorporated as a company limited by guarantee, having no share capital. Its members are the directors of the company. In accordance with the Memorandum and Articles of Association, every member is liable to contribute a sum of £1 in the event of the company being wound up.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

England & Wales - Charity number 1145249

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# Accounts

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**REGISTERED COMPANY NUMBER: 06632452 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1145249**

**Report of the Trustees and**  
**Financial Statements for the Year Ended 31 December 2021**  
**for**  
**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Contents of the Financial Statements  
for the Year Ended 31 December 2021**

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**Report of the Trustees  
for the Year Ended 31 December 2021**

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

The objects of the charity are "the promotion of social inclusion among the deaf community who are socially excluded from society, or parts of society, as a result of being deaf by encouraging, supporting and developing the provision of broadcasting of sign-presented content (in any media) for the members of the deaf community".

**Public benefit**

The audience for British Sign Language Broadcasting Trust (BSLBT) programmes is the Deaf community whose first and preferred language is British Sign Language (BSL). English is at best a second language, and indeed written and spoken language is not part of Deaf people's natural experience or culture. This means that subtitling on television is often a challenge - and real access to, and understanding of, many programmes may be limited.

BSLBT aims to address the social exclusion of Deaf people. It is the sole provider of television programmes made specifically for the Sign Language community. As well as providing vital information in their native language, here Deaf people can also see themselves and their lives reflected, and their experiences and culture shared and acknowledged through their preferred language. Deaf children and young deaf people at last have role models to identify with, while a geographically fragmented deaf population is brought together and validated as a community. In addition, the programmes provide visibility of the Deaf community to the mainstream world.

In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

**Aims of the charity**

The aims of the charity are:

- To engage with the Deaf community to find out their views on what programmes and other content they wish to see;
- To provide a wide range of television programmes made in British Sign Language; and
- To make it as easy as possible to find and watch BSL Zone content on television and online.

Report of the Trustees  
for the Year Ended 31 December 2021

**ACHIEVEMENT AND PERFORMANCE**

**Charitable activities**

**Main objectives for the year**

1. To provide more BSL Zone programmes in line with the Commissioning strategic plan
2. To grow more Deaf programme makers
3. To complete the three-year strategic plans for Communications and Distribution
4. To get a better understanding of our core Deaf audience
5. To plan for, and work with, whatever the post-Covid environment requires

**COMMISSIONING**

**1. To provide more BSL Zone programmes in line with the Commissioning strategic plan**

Excellent progress was made towards achieving the strategic plan of commissioning 90 programmes over three years, although the balance between drama and factual was altered somewhat to deal with the continuing challenges of Covid.

Thirty-three programmes were commissioned in 2021 compared to 16 in 2020, an increase of 100%. This included four newly developed series: a monthly magazine titled *This is Deaf*, two series to connect people with a return to life outside again, *You, Me, Garden* and *Wild Visitors to my Home* and the first-ever quiz show with BSL and Deaf Culture at its heart, *Sign to Win*. All are available to watch at [www.bslzone.co.uk](http://www.bslzone.co.uk) although some programmes commissioned in 2021 will not be published/broadcast until 2022.

PROGRAMME TITLE			PRODUCTION COMPANY
<i>Where is the Interpreter 2</i>	1	Factual	Drummer Television (Bristol)
<i>Four Deaf Yorkshiremen</i>	2	Drama	Mutt & Jeff Pictures (London)
<i>Getting Personal (Series 3)</i>	4	Factual	Drummer Television (Bristol)
<i>Sign To Win (Series 1)</i>	10	Factual	Drummer Television (Bristol)
<i>You, Me, Garden?</i>	4	Factual	Drummer Television (Bristol)
<i>Wild Visitors to my Home</i>	4	Factual	Mutt & Jeff Pictures (London)
<i>This is Deaf (Series 1)</i>	6	Factual	ITV Signpost (Gateshead)
<i>The Comedy List Show</i>	1	Factual	Flashing Lights Media (London)
<i>Diagnonsense</i>	1	Drama	Mutt & Jeff Pictures (London)
TOTAL	33		

Table 1: Programmes commissioned in 2021

Three 28-minute dramas were produced in 2021. Mutt & Jeff Pictures managed to film two episodes of *Four Deaf Yorkshiremen* under strict Covid protocols in the gaps between lockdowns in the late summer of 2021, and later in the year they produced *Diagnonsense*, one of scripts developed as part of the ScriptBank project in 2020.

The appointment of a BSLBT Executive Producer dedicated to drama, Charlie Swinbourne, towards the end of the year will enable a greater focus in 2022 on drama script development and taking scripts through to production and delivery.

**Report of the Trustees  
for the Year Ended 31 December 2021**

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It was also a very good year for winning awards for programming commissioned by BSLBT for BSL Zone. *I want to Change the World*, produced by Seb Cunliffe and Drummer Television, follows the campaign by Daniel Jillings, the only deaf child at his secondary school, to get the government to introduce an accredited GCSE in British Sign Language (BSL). This documentary saw off very stiff competition from Sky's *FYI Investigates - Brazil*; *Children Caught in the Crossfire*, CBBC's *Jamie Johnson: Outside the Box*, CBBC's *Operation Ouch! Virus Alert*, CBBC's *Our School* and CITV's *The Rubbish World of Dave Spud*.

*Summer in Lockdown*, produced by Cathy Heffernan and Drummer Television, won the award for Representation of Disability in a Non-scripted Programme category at the Television Diversity Excellence Awards at MIPCOM. [MIPCOM is held annually in Cannes, France, and is the world's leading entertainment content market event.] The other finalists in this category were: I'm Tourtette, from Korea, and Mission: Accessible, the very successful Channel 4 travel series.

Because of Covid-19 most film festivals remained online in 2021. BSL Zone programmes were selected to be shown at more than 36 film mainstream and Deaf/disability events from the UK and around the world.

Two other BSL Zone programmes won awards at the Together! 2021 Disability Film Festival. *Being Marcus*, an observational documentary which gives an honest insight into the experiences of a Deaf trans man, produced and directed by Cathy Heffernan with Drummer TV, won Best Documentary and *Deaflympics: Running out of time?*, a look at how the Deaflympics started and what may be in store for its future, directed and edited by Seb Cunliffe with SignPost Productions, won Best Film in a Language other than English.

Short films also fared well as film festivals. *Two Deaf Travellers*, by Raabia Hussain and William Horsefield, won seven awards at tourism-related festivals around the world, and *What if?* written and directed by Teresa Garratty won three awards at festivals with an LGBTQ+ focus.

## 2. To grow more Deaf programme-makers.

The Trust was very pleased that both Cathy Heffernan and Julian Peedle-Calloo accepted permanent employment contracts as factual BSLBT Executive Producers and so will continue to oversee the editorial aspects of external factual commissions, gain more experience in this senior role and provide editorial leadership across factual television programme development and commissions. A third Deaf BSLBT Executive Producer, Charlie Swinbourne, joined in late 2021 to focus on drama. The Executive Producers work closely with three Production Executives who have wide and deep experience of the production aspects of mainstream television programme-making.

Despite the continuing Covid restrictions, two more short films from emerging programme makers were shot and delivered in 2021: *Almost*, a second short film from Teresa Garratty (Flashing Lights Media) and Clarissa from Ruaridh Lever-Hogg and BSLBT. The Trust will consider commissioning a more substantial short-film scheme in 2022 targeted at people from underrepresented sections of the Deaf community.

Development opportunities and training for Deaf programme makers continued in 2021 but continued to be hit by the Covid pandemic.

BSLBT funded team members on factual productions both at SignPost Productions and Drummer Television. The Trust also supported Mutt & Jeff Pictures's wish to bring a Deaf team together from around the country for the *Four Deaf Yorkshiremen* shoot rather than hire local (hearing) crew. This will now be the intention on all future drama shoots.

The Trust continued to give a training allowance per 28-minute programme for specific skills building for Deaf members of the team.

**Report of the Trustees  
for the Year Ended 31 December 2021**

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In the autumn a commissioning round was published exclusively for a new Deaf director to make a 28-minute single factual television programme for the BSL Zone to be produced by Drummer Television. The objective here was to broaden significantly the pool of people who could apply to make a programme for BSL Zone. So rather than requiring an applicant to have been the director or producer of at least one programme for BSL Zone, a person with three years' experience of working in different capacities in the industry could apply. The successful candidate will work with an experienced factual producer in a professional, supportive environment at Drummer Television. After a period of development, where the idea will be worked up, the production will be filmed, edited and delivered in 2022/23.

**Communications and Distribution**

3. To complete the three-year strategic plans for Communications and Distribution

The Board discussed this area throughout 2021, in Board meetings and in two Communications and Distribution Advisory group meetings, and agreed on four key areas:

**Understanding our core target audience** - people who share the cultural and social experience of being Deaf and who use BSL. The Board also recognise that there are intersections with other groups within the broader BSLBT/BSL Zone audience:

- o family and friends of BSL users, professionals who work with Deaf people, teachers in Deaf schools, BSL interpreters, people who are learning BSL, people planning to make a programme submission to BSLBT etc
- o the wider media and policy world, which includes subscriber channels, media and film professionals, organisers of media industry events and festivals, regulators and policy makers.

To take this forward, BSLBT needs both quantitative data and qualitative research. In 2022 regular reports will be produced of quantitative data regarding programme viewing on television and online. For qualitative data on how Deaf people interact with television and specifically with BSL Zone, BSLBT circulated a brief for a major research project to about 10 research and academic agencies in autumn 2021 and expected to conclude discussions with the successful organisation in early 2022.

**Communicating with our key target audience**

In December 2021 the Board signed off the three-year strategic plan for improving communication with our key target audience, establishing an Audience Engagement team and increasing the budget for this area. The plan's objectives are:

- o To make sure that every Deaf BSL user knows about BSL Zone [programmes]
- o To get every Deaf BSL user to watch at least some of our programmes and keep coming back for more
- o To get every Deaf BSL user to spread the sign about BSL Zone and to recommend programmes to their friends and families

In 2021 the Trust continued to focus its communications on engaging with our core Deaf audience online. Social media followers continued to grow, notably gaining 14k more Facebook followers since 2019. See Table 2 below.

<b>Social media</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
Facebook Likes	40k	38k	31k
Facebook followers	45k	41k	31k
Twitter followers	9k	9k	8k
Mailchimp newsletter sign-ups	3k	3k	3k
Instagram followers	8k	7k	5k

Table 2: BSL Zone on Social media

**Report of the Trustees  
for the Year Ended 31 December 2021**

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The pool of freelance presenters on news and stories in BSL for the website and social media grew, keeping the outlook fresh and engaging for a wide range of the key target audience of Deaf BSL users.

In April 2021, the digital team held a remote live stream focussing on CODAs (Children of Deaf Adults) which unpacked some of the themes explored in ***Getting Personal with Pierce Starre***, with lots of questions from the audience.

On the BSL Zone Unofficial YouTube channel, younger filmmakers have started making BSL tutorials on media-related topics (popular on YouTube), as well as sharing their careers/study-based experiences. The channel continues to grow organically, with some new presenters joining in.

Over the year the team also focussed a lot on improving the aesthetics of the BSL Zone website, aiming to keep it on trend and on par with other platforms such as Netflix and iPlayer. This ongoing work has included several new features such as a streamlined home page, a New and Trending section and the addition of very eye-catching new thumbnails, including programme names and logos.

The continuing Covid situation meant that the Trust could not hold its annual face-to-face meetings with its broadcaster subscribers in 2021. This will be a priority in 2022 as the situation improves.

The two other areas, ***Distributing our programmes to our audience*** and ***Working with our Stakeholders*** will be developed fully in 2023 by the new Chair, Chief Executive and team. More details on distribution in 2021 follow below.

In 2021, the BSL Zone maintained its television transmission slots on Film4 on Monday mornings at 0800, and on the Together TV on Monday evenings. See Table 3 below.

<b>Channel</b>	<b>Day</b>	<b>Time slot</b>
Film4	Monday	0800
Together TV	Monday	1900
Together TV	Monday	2200

Table 3: Broadcast slots for BSL Zone

The main tools for measuring television audiences are not designed to provide accurate data for individual transmission slots such as BSL Zone on TV, and as stated in previous years' reports a small change in the sampling can make a very big difference to the data reported. While we recognise the inherent issues with the data, we still feel it is worth reporting. See Table 4 below.

<b>Channel</b>	<b>BSL Zone slots per week</b>	<b>Three-minute reach in 2021</b>	<b>Three-minute reach in 2020</b>	<b>Three-minute reach in 2019</b>
Together TV	2	369k	342k	181k
Film4	1	302k	317k	186k

Table 4: Viewing figures for programmes 2019-2020 (Source: BARB)

**Report of the Trustees  
for the Year Ended 31 December 2021**

BSL Zone on Sky video-on-demand carried 100 programmes, both recent and from our archive dating back more than 10 years. There are dramas, factual programmes, comedies as well as children's programmes. More programmes will be added regularly to this service in 2022.

BSLBT also makes its programmes available online through its website [www.bslzone.co.uk](http://www.bslzone.co.uk) and app.

The Trust receives analytics data on its website from two sources: Wistia, the video player which now hosts all video content on BSL Zone online, and Google Analytics. In 2021 Wistia reported more than 180k plays of BSL Zone content (2020: 202k). The two sets of data provide a somewhat contradictory picture as shown in Table 5 below.

<b>PROGRAMME</b>	<b>First published</b>	<b>Wistia Ranking</b>	<b>Google Analytics Ranking</b>
<i>The End (Zoom Focus 2011)</i>	2012	1	1
<i>History of Deaf Education 1</i>	2012	2	2
<i>Confession (Zoom Focus 2012)</i>	2012	3	3
<i>Deaf Rewind: Rights</i>	2021	4	11
<i>Deaflympics: Running out of time?</i>	2021	5	9
<i>Two Deaf Yorkshiremen In Lockdown</i>	2020	6	6
<i>History of Deaf Education 2</i>	2012	7	4
<i>Deaf Funny 1</i>	2017	8	5
<i>Deaf Rewind: Communications</i>	2021	9	14
<i>This is Deaf: Education</i>	2021	10	8
<i>Deaf Rewind: Culture</i>	2021	11	15
<i>This is Deaf: Black Lives Matter</i>	2021	12	12

Table 5: Most-watched programmes on the BSL Zone website in 2021

BSL Zone app for both iOS and Android, launched in 2017, offers on-demand streaming of programmes and a 28-day download feature so that people can watch BSL Zone without needing to be connected to the internet. During 2021, the app was downloaded a further 2.2k times, an increase of 13% which brought total app downloads to 18.8 (2020: 16.6k).

Overall in 2021 programmes were viewed and/or downloaded on the app more than 43k (2020: 53k) times. The top twelve programmes viewed on the app are shown in Table 6 below:

<b>Programme</b>	<b>Ranking</b>
<b><i>Two Deaf Yorkshiremen in Lockdown</i></b>	<b>1</b>
<b><i>Deaf Funny: 1</i></b>	<b>2</b>
<b><i>Deaf Rewind: Rights</i></b>	<b>3</b>
<b><i>Deaf Rewind: Culture</i></b>	<b>4</b>
<b><i>Deaf Funny: 3</i></b>	<b>5</b>
<b><i>Veneer</i></b>	<b>6</b>
<b><i>Deaf Rewind: Communications</i></b>	<b>7</b>
<b><i>Four Deaf Yorkshiremen go to Blackpool</i></b>	<b>8</b>
<b><i>History of Deaf Education 1</i></b>	<b>9</b>
<b><i>This is Deaf: Beautiful BSL</i></b>	<b>10</b>
<b><i>Summer in Lockdown</i></b>	<b>11</b>
<b><i>Still Here</i></b>	<b>12</b>

Table 6: Top 12 programmes viewed on the BSL Zone app in 2021

**Report of the Trustees  
for the Year Ended 31 December 2021**

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**Finance and resources:**

The senior management team is made up of three posts: Chief Executive, Head of Commissioning and Head of Operations. The Commissioning team now comprises three BSLBT Executive Producers, three Production Executives, a Production Coordinator and a Commissioning Coordinator.

The Head of Operations began to put flesh on to the skeleton of this area, first by recruiting a Finance Officer and later in the year an Operations Coordinator. At the end of 2021 the strategic plan for Audience Engagement, part of Communications and Distribution, was agreed by the Board and recruitment to this area will take place in early 2022.

Staff returned to working from home all the time during the lockdowns in the first half of 2021 and began to return to the office for some days in the summer. This was, however, stalled by another lockdown later in the year. BSLBT's requirements for office space will be kept under review as will the best configuration for hybrid working in the post Covid world.

BSLBT strengthened its internal cohesion and coordination by moving to the Microsoft Office 365 platform and contracting dedicated IT support. The migration was a challenge with everyone working from home, however at the end of the year the benefits were clearly evident and being felt.

**Governance:**

Ruth Griffiths, Chief Executive, informed the Board in autumn 2021 that she would be retiring in 2023. This would coincide with the end of the first term of the Chair, Tim Patterson, who reluctantly decided he would not be able to remain for a second term. The Board therefore considered how best to manage the transition to a new Chair and Chief Executive and concluded that they would begin the recruitment for the new Chair in early 2022 to allow for a good handover and for the recruitment of the new Chief Executive to get underway in mid 2022.

The Board also appointed an interim Vice Chair, Chris Higgs, whose term of office as a trustee runs until 2024, to provide continuity and support to Board through the transition. This role will be reviewed by the Board in 2023.

And finally, the Board decided to establish an Executive Group made up of the Board Chair, Board interim Vice Chair, the chairs of the Finance & Audit and Nominations Committees, and the Chief Executive. The task of the group would be to meet at the start of each planning year to map out a broad plan of work for each sub-committee and for the Board. The Chair of each committee would have an annual workplan and a set of tasks that they would take responsibility for achieving, consulting with the Board when necessary. They would remain accountable to the Board for the work of their committee. By creating a work plan for the Board, Finance & Audit and Nominations Committees, it will ensure that issues are dealt with in a timely way throughout the year, and that the sub-committees support the wider Board and its work.

The Nominations Committee, supported by the Chief Executive, will run a recruit campaign in early 2022 for trustees to replace those who either resigned in 2021 or who will complete their terms of office in 2022.

**Finally, the Board would like to thank the programme-makers, participants in programmes and all BSL Zone viewers - as well as the dedicated staff team -- for their engagement and involvement. And they also wish to thank the broadcaster subscribers, who created BSLBT in partnership with the Deaf Community, for their continuing support.**

**Report of the Trustees  
for the Year Ended 31 December 2021**

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**FINANCIAL REVIEW**

**Principal funding sources**

BSLBT was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language (BSL). Independent broadcasters with between 0.05% and 1% of audience share can choose either to source and broadcast programmes presented in sign language themselves or to contribute to BSLBT to make programmes in sign language for the Deaf audience.

In May 2015 Ofcom published the outcome of its Review of Signing Arrangements for Relevant TV channels, asking whether the amount of signed programming on low audience channels should be increased, and if channels that choose to pay alternative contributions should increase the amount they pay over time. They concluded that the amount of signing on low audience channels should increase over time and that channels choosing to pay alternative contributions should increase the amount they pay over time. Ofcom's full statement can be found at:

<https://www.ofcom.org.uk/consultations-and-statements/category-2/review-signing-arrangements-tv>. This meant that the BSLBT subscription level for 2016 rose to £24,500 per channel to take account of inflation since 2009, and since 2017 there have been further increases to match the equivalent rises in the amount of signed programming per channel.

Sixty-eight channels contributed to BSLBT in 2021 (2020:74), providing an income of £3.6m (2020: £3.5m). The subscription payable by each channel ranged from £26k to £57k depending on the minutes of sign-presented programming that a channel would need to show were they to meet their regulatory requirements with their own broadcasts.

The Board set a budget for 2021 which allocated 70% of total income to Commissioning and Programmes, 11% to Communications and Distribution, 14% to Management and Governance, and 5% to the strategic initiative to focus on the training and development of Deaf programme makers. The Covid pandemic hit all areas hard and the year ended with a surplus of £340k.

Expenditure in 2021 was £3.43m, almost one million higher than in 2020 when it was £2.47m. Commissioning and Programmes accounted for 73% (2020: 67%), management and governance spend was 10% (2020: 16%), Communications and Distribution was 10% (2020: 7%) and finally 3% of spend went on programme-making training and development.

**Overview of the financial results**

The statement of financial activities shows income of £3.77m (2020: £3.6m) and expenditure on charitable activities of £3.43m (2020: £2.47m), giving a net surplus of £338k. (2020: £1.13m). All funds are unrestricted and at the balance sheet date these stood at £2.38m. (2020: £2.04m) These funds are in the form of net current assets.

**Investment policy and objectives**

The Finance & Audit committee seeks to maximise the return on cash held during the year with the need to protect absolutely the capital. The current policy is that the reserve, and any cash sums available for shorter terms due to high balances at certain times of year, will be invested with the best interest rates available from the charity's bank. Interest rates, however, have been so low in the last year that the effort and administration costs would outweigh any interest earned and so no cash has been put on deposit. In 2022 cash will definitely be put into a range of term deposit accounts.

**Report of the Trustees  
for the Year Ended 31 December 2021**

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**FINANCIAL REVIEW**

**Reserves policy**

The trustees have examined the charity's requirements for unrestricted reserves in the light of the main risks to the organisation. As at 1st January 2021 the total reserves were £2m, of which £450k as held in a programme fund representing funds assigned by the Trustees for the completion of ongoing programmes. In early 2021 the Board again took professional advice when reviewing its reserve levels and decided that BSLBT should hold a reserve of £1m which would represent approximately three months of operating expenditure. The Board was mindful that the reserve level was higher than this largely due to Covid restrictions delaying productions. Unfortunately Covid restrictions caused further delays in 2021. The charity will continue to seek to commission more programmes to reduce the reserve down to the level set by the Board.

**Fundraising policy**

BSLBT does not engage in any direct fundraising from members of the public and does not employ fundraisers. The trustees are however aware of the new fundraising requirements and the code of fundraising practice and ensure that the charity is compliant with the code in all its fundraising activities.

**Principal risks and uncertainties**

The organisational Risk Register is reviewed regularly by the Finance & Audit Committee and reported at Board meetings. In 2021 risk management focussed on the operational implications of the continuing Covid pandemic and working out how best to plan for whatever 2022 would bring, including the potentially destabilising effects of the imminent changes in leadership.

**FUTURE PLANS**

- To provide more BSL programmes in line with the Commissioning strategic plan
- To grow more Deaf programme makers
- To get a better understanding of our core Deaf audience, notably through a major qualitative research project
- To begin to deliver on the Audience Engagement plan
- To recruit a new Chair and to replace trustees whose terms of office are coming to an end
- To recruit a new Chief Executive, and to support the staff team through the transition

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity constitutes a company limited by guarantee as defined by the Companies Act 2006 and is governed by its Memorandum and Articles of Association.

The British Sign Language Broadcasting Trust was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language. For more information: <http://stakeholders.ofcom.org.uk/consultations/signing/statement/plain/>

BSLBT was initially established as a private company, with a Board of Directors drawn in equal numbers from the broadcasting world and from the Deaf community. In January 2012 it achieved charitable status, retaining the commitment to an equal mix of Deaf and hearing trustees.

**Recruitment and appointment of new trustees**

The Nominations Committee, a sub-committee of the Trustee Board of BSLBT, ensures that the Board and its sub-committees have the right balance of skills and ability to enable BSLBT to carry out its work effectively. It takes delegated responsibility for recommending all new trustees to the Board and re-appointment of Trustees retiring by rotation and eligible for re-appointment.

**Report of the Trustees  
for the Year Ended 31 December 2021**

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**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Organisational structure and how decisions are made**

The Board consists of four Deaf and four hearing people, plus the Chair. The Trustees have four Board meetings per year plus an annual Strategic Awayday. The Board delegates the day-to-day running of the charity to the Chief Executive and staff. At its annual Awayday it reviews aspects of the strategic business plan and considers annual objectives, and then monitors progress through quarterly reports at Board meetings. [In 2021 only one Board meeting, in September, took place in person while the others in February, June and December were held over Zoom. The annual Awayday did not take place.]

The Board maintains closer scrutiny of four key areas through its committees:

- Finance & Audit Committee, currently incorporating the Remuneration Committee
- Nominations Committee

The Chair leads the organisation, working with the Chief Executive. At the end of 2021 there were 15 permanent members of staff (13.4 EFT).

**Induction and training of new trustees**

It is the charity's policy to provide appropriate induction and training for all trustees to enable them to contribute effectively to the governance of the organisation. They are also made aware of their statutory obligations as trustees and provided with opportunities for further training as they deem necessary.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

06632452 (England and Wales)

**Registered Charity number**

1145249

**Registered office**

153 -155 London Road  
Hemel Hempstead  
Hertfordshire  
HP3 9SQ

**Trustees**

K Kent Trustee  
J Wilson Trustee  
Ms M Matthews Trustee  
Ms R Aurangzeb-Tariq Trustee  
P Johnston Trustee (Resigned 5<sup>th</sup> November 2021)  
C Higgs Trustee  
Ms B Robinson Trustee  
Ms C Ingham Trustee (Resigned 8<sup>th</sup> July 2021)  
T Patterson Trustee

**Auditors**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**Report of the Trustees  
for the Year Ended 31 December 2021**

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**REFERENCE AND ADMINISTRATIVE DETAILS**

**Advisers**

Knox Cropper LLP  
Chartered Accountants  
153-155 London Road  
Hemel Hempstead  
Herts.  
HP3 9SQ

**EVENTS SINCE THE END OF THE YEAR**

Information relating to events since the end of the year is given in the notes to the financial statements.

**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees (who are also the directors of British Sign Language Broadcasting Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

**AUDITORS**

The auditors, Godfrey Wilson Ltd, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Approved by order of the board of trustees on 19 July 2022 and signed on its behalf by:

*Tim Patterson*

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T Patterson - Trustee

## **Report of the Independent Auditors to the Members of British Sign Language Broadcasting Trust**

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### **Opinion**

We have audited the financial statements of British Sign Language Broadcasting Trust (the 'charitable company') for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

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

### **Conclusions relating to going concern**

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

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

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

### **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

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

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

**Responsibilities of trustees**

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**Our responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- (1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.
- (2) We reviewed the charity's policies and procedures in relation to:
  - Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
  - Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.
- (3) We inspected the minutes of trustee meetings.
- (4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.
- (5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.
- (6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.
- (7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:
  - Testing the appropriateness of journal entries;
  - Assessing judgements and accounting estimates for potential bias;
  - Reviewing related party transactions; and
  - Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

## Report of the Independent Auditors to the Members of British Sign Language Broadcasting Trust

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### Use of our report

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

*Alison Godfrey*

Alison Godfrey FCA (Senior Statutory Auditor)  
for and on behalf of Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

Date: 20 July 2022

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Statement of Financial Activities (Incorporating an Income and Expenditure Account) for the Year Ended 31 December 2021

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		<b>2021</b>	2020
		<b>Unrestricted</b>	Unrestricted
		<b>funds</b>	funds
		<b>£</b>	£
<b>INCOME AND ENDOWMENTS FROM</b>	Notes		
Donations and legacies	2	5	-
<b>Charitable activities</b>	3		
Broadcasting of sign-presented media		<b>3,773,219</b>	3,595,596
		<hr/>	<hr/>
<b>Total</b>		<b>3,773,224</b>	3,595,596
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>	4		
Broadcasting of sign-presented media		<b>3,434,650</b>	2,465,374
		<hr/>	<hr/>
<b>NET INCOME</b>		<b>338,574</b>	1,130,222
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		<b>2,040,984</b>	910,762
		<hr/>	<hr/>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b><u>2,379,558</u></b>	<b><u>2,040,984</u></b>

#### CONTINUING OPERATIONS

All income and expenditure of the charity for the above financial years relates to continuing operations and unrestricted funds.

**Balance Sheet**  
**31 December 2021**

	Notes	2021 Unrestricted funds £	2020 Unrestricted funds £
<b>CURRENT ASSETS</b>			
Debtors	11	<b>3,005,617</b>	2,317,732
Cash at bank		<b><u>4,200,292</u></b>	<u>3,246,149</u>
		<b>7,205,909</b>	5,563,881
<b>CREDITORS</b>			
Amounts falling due within one year	12	<b>(4,826,351)</b>	(3,522,897)
<b>NET CURRENT ASSETS</b>		<b><u>2,379,558</u></b>	<u>2,040,984</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b><u>2,379,558</u></b>	2,040,984
<b>NET ASSETS/(LIABILITIES)</b>		<b><u>2,379,558</u></b>	<u>2,040,984</u>
<b>FUNDS</b>	13		
Unrestricted funds		<b><u>2,379,558</u></b>	<u>2,040,984</u>
<b>TOTAL FUNDS</b>		<b><u>2,379,558</u></b>	<u>2,040,984</u>

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 19 July 2022 and were signed on its behalf by:

*Tim Patterson*

.....  
T Patterson - Trustee

**BRITISH SIGN LANGUAGE BROADCASTING TRUST****Cash Flow Statement  
for the Year Ended 31 December 2021**

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	Notes	2021 £	2020 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>954,143</u>	<u>857,991</u>
Net cash provided by operating activities		<u>954,143</u>	<u>857,991</u>
		<hr/>	<hr/>
<b>Change in cash and cash equivalents in the reporting period</b>		954,143	857,991
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>3,246,149</u>	<u>2,388,158</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u>4,200,292</u>	<u>3,246,149</u>

BRITISH SIGN LANGUAGE BROADCASTING TRUST

Notes to the Cash Flow Statement  
for the Year Ended 31 December 2021

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1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021	2020
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	338,574	1,130,222
Adjustments for:		
(Increase)/decrease in debtors	(687,885)	348,784
Increase/(decrease) in creditors	<u>1,303,454</u>	<u>(621,015)</u>
Net cash provided by operations	<u>954,143</u>	<u>857,991</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.1.21	Cash flow	At 31.12.21
	£	£	£
Net cash			
Cash at bank	<u>3,246,149</u>	<u>954,143</u>	<u>4,200,292</u>
	<u>3,246,149</u>	<u>954,143</u>	<u>4,200,292</u>
Total	<u>3,246,149</u>	<u>954,143</u>	<u>4,200,292</u>

## 1. ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Following a review of forecasts and projections, the trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis. There are no material uncertainties about the charity's ability to continue as a going concern.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

In relation to commissioned programmes, expenditure is recognised in the accounts over the contractual period in accordance with the terms of the agreement. Where commissioned programmes are incomplete at the end of the financial year, appropriate adjustments are made for material timing differences between contractual payments made and the value of work undertaken on the commissioned programme at the balance sheet date.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on cost

Assets that amount to less than £5,000, either individually or for groups of related assets, are charged to the statement of financial activities in the year of acquisition.

### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are those set aside by the Trustees from unrestricted funds to meet future projects.

### **Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Notes to the Financial Statements - continued for the Year Ended 31 December 2021

#### 1. ACCOUNTING POLICIES - continued

##### Financial instruments

The charity only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

#### 2. DONATIONS AND LEGACIES

	2021 £	2020 £
Donations	<u>5</u>	<u>-</u>

#### 3. INCOME FROM CHARITABLE ACTIVITIES

	Activity	2021 £	2020 £
Channel contributions	Broadcasting of sign-presented media	3,616,174	3,514,377
Access to Work income	Broadcasting of sign-presented media	151,530	77,119
Other income	Broadcasting of sign-presented media	<u>5,515</u>	<u>4,100</u>
		<u><b>3,773,219</b></u>	<u><b>3,595,596</b></u>

#### 4. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 5) £	Support costs (see note 6) £	Totals £
Broadcasting of sign-presented media	<u>3,090,627</u>	<u>344,023</u>	<u><b>3,434,650</b></u>

#### 5. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2021 £	2020 £
Staff costs	827,186	585,285
Content	1,758,093	1,202,748
Distribution costs	92,526	87,048
Programming asset management	13,251	16,855
Legal fees (Programming)	162,042	155,329
Website	26,240	33,626
Promotion and marketing	58,884	71,543
Interpreters	151,530	77,119
Travel & subsistence	460	677
Exchange rate variance	14	14
Research	<u>401</u>	<u>-</u>
	<u><b>3,090,627</b></u>	<u><b>2,230,244</b></u>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2021**

**6. SUPPORT COSTS**

	Management £	Governance costs £	Totals £
Broadcasting of sign-presented media	<u>336,066</u>	<u>7,957</u>	<u>344,023</u>

Support costs, included in the above, are as follows:

**Management**

	2021 Broadcasting of sign-presented media £	2020 Broadcasting of sign-presented media £
Insurance	1,515	1,150
Telephone	8,746	4,839
Postage and stationery	2,171	2,192
Sundries	3,175	3,529
Travelling and subsistence	2,537	668
Computer and IT support costs	50,940	22,154
Room hire and rental costs	82,992	72,535
Staff training	96,025	53,345
Interpreters	53,619	18,137
Legal and professional fees	6,715	11,302
Accountancy	24,650	23,940
Bank charges	484	366
Recruitment	<u>2,497</u>	<u>13,309</u>
	<u>336,066</u>	<u>227,466</u>

**Governance costs**

	2021 Broadcasting of sign-presented media £	2020 Broadcasting of sign-presented media £
Trustees' expenses	307	564
Auditors' remuneration	5,450	5,100
Accountancy and legal fees	<u>2,200</u>	<u>2,000</u>
	<u>7,957</u>	<u>7,664</u>

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Notes to the Financial Statements - continued for the Year Ended 31 December 2021

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#### 7. NET INCOME

Net income is stated after charging:

	2021	2020
	£	£
Auditors' remuneration	<u>5,450</u>	<u>5,100</u>

#### 8. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the year ended 31 December 2020.

##### Trustees' expenses

	2021	2020
	£	£
Trustees' expenses	<u>307</u>	<u>564</u>

The number of trustees in receipt of expenses was 4 (2020: 4). Expenses were in relation to travel and subsistence to trustees' meetings.

#### 9. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	716,424	509,602
Social security costs	77,756	51,985
Other pension costs	<u>33,006</u>	<u>23,698</u>
	<u>827,186</u>	<u>585,285</u>

The average monthly number of employees during the year was as follows:

	2021	2020
Production and outreach	11	6
Administration	<u>4</u>	<u>3</u>
	<u>15</u>	<u>9</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021	2020
£60,001 - £70,000	2	1
£70,001 - £80,000	2	1
£80,001 - £90,000	<u>1</u>	<u>1</u>
	<u>5</u>	<u>3</u>

Remuneration (including employer's National Insurance and employer's pension costs) paid to senior management amounted to £283,208 (2020: £268,271).

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**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2021**

**10. TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b>	
At 1 January 2021 and 31 December 2021	<u><b>1,666</b></u>
<b>DEPRECIATION</b>	
At 1 January 2021 and 31 December 2021	<u><b>1,666</b></u>
<b>NET BOOK VALUE</b>	
At 31 December 2021	<u><u>-</u></u>
At 31 December 2020	<u><u>-</u></u>

**11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2021 £	2020 £
Trade debtors	<b>2,939,242</b>	2,278,284
Other debtors	<b>47,539</b>	21,680
Prepayments	<b>18,836</b>	17,768
	<u><b>3,005,617</b></u>	<u>2,317,732</u>

**12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2021 £	2020 £
Trade creditors	<b>41,587</b>	40,449
Social security and other taxes	<b>23,193</b>	22,413
VAT	<b>629,054</b>	509,731
Other creditors	<b>1,679</b>	7,633
Deferred income	<b>4,068,062</b>	2,931,810
Accrued expenses	<b>62,776</b>	10,861
	<u><b>4,826,351</b></u>	<u>3,522,897</u>

Deferred income represents channel contributions invoiced in advance for the subsequent year. Included in charitable income for the year to 31 December 2021 is deferred income of £2,931,810 included within creditors at 31 December 2020. Included in charitable income for the year to 31 December 2022 will be deferred income of £4,068,062 included within creditors at 31 December 2021.

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2021

## 13. MOVEMENT IN FUNDS

	At 1.1.21 £	Net movement in funds £	Transfers between funds £	At 31.12.21 £
<b>Unrestricted funds</b>				
General fund	1,590,864	338,574	(221,266)	1,708,172
Programme fund	450,120	-	221,266	671,386
	<u>2,040,984</u>	<u>338,574</u>	<u>-</u>	<u>2,379,558</u>
<b>TOTAL FUNDS</b>	<u>2,040,984</u>	<u>338,574</u>	<u>-</u>	<u>2,379,558</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	3,773,224	(3,434,650)	338,574
	<u>3,773,224</u>	<u>(3,434,650)</u>	<u>338,574</u>
<b>TOTAL FUNDS</b>	<u>3,773,224</u>	<u>(3,434,650)</u>	<u>338,574</u>

## Comparatives for movement in funds

	At 1.1.20 £	Net movement in funds £	Transfers between funds £	At 31.12.20 £
<b>Unrestricted funds</b>				
General fund	308,211	1,130,222	152,431	1,590,864
Programme fund	602,551	-	(152,431)	450,120
	<u>910,762</u>	<u>1,130,222</u>	<u>-</u>	<u>2,040,984</u>
<b>TOTAL FUNDS</b>	<u>910,762</u>	<u>1,130,222</u>	<u>-</u>	<u>2,040,984</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	3,595,596	(2,465,374)	1,130,222
	<u>3,595,596</u>	<u>(2,465,374)</u>	<u>1,130,222</u>
<b>TOTAL FUNDS</b>	<u>3,595,596</u>	<u>(2,465,374)</u>	<u>1,130,222</u>

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Notes to the Financial Statements - continued for the Year Ended 31 December 2021

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#### 13. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.20 £	Net movement in funds £	Transfers between funds £	At 31.12.21 £
<b>Unrestricted funds</b>				
General fund	308,211	1,468,796	(68,835)	1,708,172
Programme fund	<u>602,551</u>	<u>-</u>	<u>68,835</u>	<u>671,386</u>
	<u>910,762</u>	<u>1,468,796</u>	<u>-</u>	<u>2,379,558</u>
<b>TOTAL FUNDS</b>	<u><u>910,762</u></u>	<u><u>1,468,796</u></u>	<u><u>-</u></u>	<u><u>2,379,558</u></u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	7,368,820	(5,900,024)	1,468,796
	<u>7,368,820</u>	<u>(5,900,024)</u>	<u>1,468,796</u>
<b>TOTAL FUNDS</b>	<u><u>7,368,820</u></u>	<u><u>(5,900,024)</u></u>	<u><u>1,468,796</u></u>

#### Designated funds

Programme fund - represents funds assigned by the Trustees for the production of ongoing programmes.

#### Transfers between funds

Transfers between funds represent the movement in the year end level of funds assigned by the trustees for future programmes.

#### 14. RELATED PARTY DISCLOSURES

There were no related party transactions for either the current or prior period, other than those disclosed in note 8 to these accounts.

**15. POST BALANCE SHEET EVENTS**

The trustees have considered the risks and potential impact of the recent Covid-19 pandemic which occurred before the balance sheet date. The impact has had no affect on the balance sheet position at the year end and has not affected the income for the year ended 31st December 2022, which has been invoiced in advance, and, at the date of signing this accounts, has been received by the charity.

The lockdown periods, arising from the pandemic, have continued to affect the charity's ability to complete the programmes budgeted for at the start of the financial year and has resulted in higher than budgeted level of reserves at the end of the financial year ending 31st December 2021. It is anticipated that with covid restrictions becoming relaxed, the charity will increase the number of programmes made and reduce its level of reserves.

**16. MEMBERS**

British Sign Language Broadcasting Trust is incorporated as a company limited by guarantee, having no share capital. Its members are the directors of the company. In accordance with the Memorandum and Articles of Association, every member is liable to contribute a sum of £1 in the event of the company being wound up.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

England & Wales - Charity number 1145249

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# Accounts

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**REGISTERED COMPANY NUMBER: 06632452 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1145249**

**Report of the Trustees and  
Financial Statements for the Year Ended 31 December 2020  
for  
BRITISH SIGN LANGUAGE BROADCASTING TRUST**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Contents of the Financial Statements  
for the Year Ended 31 December 2020**

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**Report of the Trustees  
for the Year Ended 31 December 2020**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2020. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

The objects of the charity are "the promotion of social inclusion among the deaf community who are socially excluded from society, or parts of society, as a result of being deaf by encouraging, supporting and developing the provision of broadcasting of sign-presented content (in any media) for the members of the deaf community".

**Public benefit**

The audience for British Sign Language Broadcasting Trust (BSLBT) programmes is the Deaf community whose first and preferred language is British Sign Language (BSL). English is at best a second language, and indeed written and spoken language is not part of Deaf people's natural experience or culture. This means that subtitling on television is often a challenge - and real access to, and understanding of, many programmes may be limited.

BSLBT aims to address the social exclusion of Deaf people. It is the sole provider of television programmes made specifically for the Sign Language community. As well as providing vital information in their native language, here Deaf people can also see themselves and their lives reflected, and their experiences and culture shared and acknowledged through their preferred language. Deaf children and young deaf people at last have role models to identify with, while a geographically fragmented deaf population is brought together and validated as a community. In addition, the programmes provide visibility of the Deaf community to the mainstream world.

In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

**Aims of the charity**

The aims of the charity are:

- To engage with the Deaf community to find out their views on what programmes and other content they wish to see;
- To provide a wide range of television programmes made in British Sign Language; and
- To make it as easy as possible to find and watch BSL Zone content on television and online.

Report of the Trustees  
for the Year Ended 31 December 2020

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**ACHIEVEMENT AND PERFORMANCE**

**Charitable activities**

**Main objectives for the year**

To work towards the charity's Vision: Reaching every BSL user with more BSL programmes that they love to watch by developing the Business Plan for 2021-2024:

- To create a strategic plan for Commissioning programmes to meet the Mission for this area
- To commission and produce programmes in BSL that our core audience of Deaf BSL users want to watch
- To grow more Deaf programme-makers. This will be a long journey. Some of this may be in-house; some may be with external partners.
- To consider how best to translate the Mission for Communications and Distribution into a strategic plan
- Alongside a new Distribution strategy, to increase our marketing, communication and awareness-raising within the Deaf community
- To develop a feedback loop with the BSL audience - engaging with them to find out what content they want and getting feedback on what they watch
- To explain a new vision and strategy to subscriber broadcasters and to bring them along on the journey
- To review its Distribution strategy so that it is as easy as possible for Deaf BSL users to find and enjoy BSLBT content
- To finalise the senior management structure and complete the senior team.

**COMMISSIONING**

• To create a strategic plan for commissioning programmes to meet the mission for this area  
The Board approved an ambitious strategic plan to commission 90 programmes over three years, covering a wide range of dramas and factual programmes and with a renewed commitment to greater diversity onscreen and behind the camera. The plan will obviously be subject to review because of the impact of the Covid crisis. A new staffing structure was put in place to support these productions and the people making the programmes.

• To commission and produce programmes in BSL that our core audience of Deaf BSL users want to watch  
Production was hit severely by the Covid-19 pandemic: many programmes had to be cancelled or postponed. Production companies, however, worked unstintingly to come up with workable alternatives and a total of 16 programmes were produced by the end of the year as shown in Table 1 below.

<b>Programme title</b>	<b>No. of Progs</b>	<b>Genre</b>	<b>Production company</b>	<b>Company location</b>
<i>Deaf Rewind</i>	3	Factual	Drummer TV	Bristol
<i>Summer of Lockdown</i>	1	Factual	Drummer TV	Bristol
<i>Getting Personal</i>	2	Factual	Drummer TV	Bristol
<i>Where is the Interpreter?</i>	1	Factual	Drummer TV	Bristol
<i>Team Tackle</i>	1	Factual	Drummer TV	Bristol
<i>Two Deaf Yorkshiremen in Lockdown</i>	1	Drama	Mutt & Jeff Pictures	London
<i>Veneer</i>	1	Drama	Mutt & Jeff Pictures	London
<i>Living in Lockdown</i>	1	Factual	ITV SignPost	Gateshead
<i>The Muddy Boot Room</i>	4	Sport	ITV SignPost	Gateshead
<i>This is Deaf</i>	1	Magazine	ITV Signpost	Gateshead
<b>TOTAL</b>	<b>16</b>			

Table 1: Programmes commissioned in 2020

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**Report of the Trustees  
for the Year Ended 31 December 2020**

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The 16 programmes in 2020 included drama, sport as well as programmes reflecting different Deaf people's experience of the pandemic. All are available to watch at [www.bslzone.co.uk](http://www.bslzone.co.uk) although some programmes commissioned in 2020 will not be published/broadcast until 2021.

Two 28-minute dramas were produced in 2020. Veneer had been on the slate for some time and was filmed in autumn 2021 under strict Covid protocols, and Two Deaf Yorkshiremen in Lockdown was written and filmed remotely in summer 2020 to replace production of two episodes of Four Deaf Yorkshiremen written in 2019. Plans are in hand to produce dramas in 2021 postponed by the pandemic in 2020.

During the first lockdown there was also some content made exclusively for online publication: from March-June 2020 itv Signpost produced a daily clip of Covid headlines which were published on BSLBT's social media as well as BSL Zone website. Two other online-only clips were produced for children - a story called Dave the Dog is worried about Coronavirus, from Becky Bailey and a retelling of The Three Little Pigs complete with a glossary of signs for young children learning BSL from Louis Neethling at Mutt & Jeff Pictures.

Despite the restrictions, two short films from emerging programme makers were shot and delivered in 2020: My last Munro from Samuel Ash (Drummer TV) and Only If from Teresa Garratty (Flashing Lights Media).

Although many productions were cancelled or delayed, it was possible to work with production companies on the development of six factual projects (including five series) and two dramas as a result of drama and factual commissioning rounds.

Because of Covid-19 most film festivals moved online in 2020. BSL Zone programmes were selected to be shown at more than 40 film mainstream and Deaf/disability events from the UK and around the world. Awards won at film festivals are given In Table 2 below.

<b>Programme</b>	<b>Award</b>	<b>Festival</b>
<b>Almost</b>	Favourite Alternate Abilities Film	Film Only Film Festival 2020
	Best Performance (Vilma Jackson)	OutlantaCon Short Film Festival
<b>Hope</b>	Best Deaf Cinema Short	Madrid Film Festival, Sprain
	Grand Jury Award	Deaf Rochester Film Festival, USA
<b>I Want To Change The World</b>	Best Documentary	Seattle Deaf Film Festival
	Children's	RTS West of England
	Best Documentary	Deaf Rochester Film Festival
<b>The Muddy Boot Room</b>	Visual Sports Media of the Year	Deaf Sports Personality of the Year (DSPY)
<b>To Know Him</b>	Best Drama	Seattle Deaf Film Festival
<b>Two Deaf Travellers</b>	Independent Travel Video up to 10" - Silver	Amorgos Tourism Film Festival

Table 2: Awards for BSL Zone programmes in 2020

- To grow more Deaf programme-makers. This will be a long journey. Some of this may be in-house; some may be with external partners

Training and development of Deaf programme makers continued in 2020 but was hit by the Covid pandemic.

A key initiative in 2020 was the recruitment of two Deaf Executive Producers to oversee external factual commissions for a year. This provided an opportunity for two Producers to gain experience of this senior role and provide editorial leadership across factual television programme development and commission.

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**Report of the Trustees  
for the Year Ended 31 December 2020**

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As football was suspended in March 2020 The Muddy Boot Rooms series ended. This meant that the year-long training scheme for two Deaf people to learn about programme-making and gain skills across production was not able to proceed as planned. Later in the year, however, Signpost and BSLBT worked together to develop the format for a new magazine programme called This is Deaf and training for a Deaf Assistant Producer and two researchers has been attached to that for 2021.

Script Bank, the initiative for five emerging writers to develop their skills and create a 30-minute script, went ahead despite Covid restrictions and all scripts were delivered on schedule before the end of the year. One of the scripts has so far been selected to go into production in 2021: Diagnonsense from Samuel Dore.

The first films from the Short Film scheme, launched in 2018, were delivered in 2019. This entry-level scheme for emerging film-makers to make a 10-minute short for the BSL Zone is being run again in 2021. In 2020 two films were produced, for online-only publication.

Each 28-minute television programme commissioned continued to have a budget allocated for the development of skills for Deaf people on the project. In 2020 this was primarily used to develop research skills on factual programmes.

**COMMUNICATIONS AND DISTRIBUTION**

• To consider how best to translate the mission for Communications and Distribution into a strategic plan Progress here was hit by the pandemic as effort was concentrated on moving forward with the strategic planning for commissioning. This is a focus for 2021. During the Covid crisis, supporting our target audience of Deaf BSL users and engaging them with our programmes remained a key priority as the update below shows.

Distribution:

In 2020, the BSL Zone maintained its television transmission slots on Film4 on Monday mornings at 0800, and on the Together TV on Monday evenings. See Table 3 below.

Channel	Day	Time slot
Film4	Monday	0800
Together TV	Monday	1900
Together TV	Monday	2200

Table 3: Broadcast slots for BSL Zone

The main tools for measuring television audiences are not designed to provide accurate data for individual transmission slots such as BSL Zone on TV, and as stated in previous years' reports a small change in the sampling can make a very big difference to the data reported. While we recognise the inherent issues with the data, we still feel it is worth reporting. See Table 4 below.

Channel	BSL Zone slots per week	Three-minute reach in 2020	Three-minute reach in 2019
Together TV	2	342k	181k
Film4	1	317k	186k

Table 4: Viewing figures for programmes 2019-2020 (Source: BARB)

BSL Zone on Sky video-on-demand carries 100 programmes, both recent and from our archive dating back 10 years. There are dramas, factual programmes, comedies as well as children's programmes. More programmes will be added in 2021.

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**Report of the Trustees  
for the Year Ended 31 December 2020**

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BSLBT also makes its programmes available online through its website [www.bslzone.co.uk](http://www.bslzone.co.uk) and app.

The Trust receives analytics data on its website from two sources: Wistia, the video player which now hosts all video content on BSL Zone online, and Google Analytics. In 2020 Wistia reported 202k plays of BSL Zone content (2019: 177k). The two sets of data provide a somewhat contradictory picture as shown in Table 5 below.

<b>PROGRAMME</b>	<b>First published</b>	<b>Wistia Ranking</b>	<b>Google Analytics Ranking</b>
The End (Zoom Focus 2011)	2012	1	1
History of Deaf Education 1	2012	2	2
Confession (Zoom Focus 2012)	2012	3	7
Deaf Funny 1	2017	4	4
Evolution of BSL	2012	5	5
Two Deaf Yorkshiremen In Lockdown	2020	6	8
Life in Lockdown	2020	7	6
Getting Personal: Hamza Shaikh	2020	8	10
HERE/NOT HERE	2019	9	3
Four Deaf Yorkshiremen go to Blackpool	2014	10	11
Deaf Funny 3	2018	11	9
Getting Personal: Sophie Stone	2020	12	12

Table 5: Most-watched programmes on the BSL Zone website in 2020

BSL Zone app for both iOS and Android, launched in 2017, offers on-demand streaming of programmes and a 28-day download feature so that people can watch BSL Zone without needing to be connected to the internet. During 2019, the app had been downloaded a further 4.2k times, an increase of 33% which brought total app downloads to 16.6k (2019: 12.4k).

Overall in 2020 programmes were viewed and/or downloaded on the app more than 53,000 times. [Figures for 2019 were overstated in the 2019 Trustees Report due to an error in the reporting algorithm.]

The top ten programmes viewed on the app are shown in Table 6 below:

<b>Programme</b>	<b>Ranking</b>
Deaf Funny: 1	1
Two Deaf Yorkshiremen in Lockdown	2
Life in Lockdown	3
Deaf Funny: 2	4
Deaf Funny: 3	5
Getting Personal with Sophie Stone	6
Getting Personal with Hamza Shaikh	7
Four Deaf Yorkshiremen go to Blackpool	8
Being Marcus	9
Getting Personal with Pierce Starre	10

Table 6: App top 10 programmes viewed in 2020

**Report of the Trustees  
for the Year Ended 31 December 2020**

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**Communication**

The Trust continues to focus its communications on engaging with our core Deaf audience through online channels as shown in Table 7 below.

<b>Social Media</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
Facebook 'Likes'	38k	31k	24k
Twitter followers	9k	8k	7k
Mailchimp newsletter sign-ups	3k	3k	3k
Instagram followers	7k	5k	2k

Table 7: Social media 2018-2020

The number of 'Likes' of the BSL Zone Facebook saw an increase of 23%, and Facebook followers passed 40,000. Twitter followers grew organically by 14%, and Instagram began to take off as followers increased by 150%. See Table 7 above.

Between mid-March and July 2020, the Digital team ran 11 live streams to share coronavirus-related information in BSL, and the final stream related to Black Lives Matter. Over this time BSL Zone's Facebook page attracted 5,000 new follows, more than double the number of new follows of previous trends.

The YouTube channel, BSL Zone Unofficial, also launched in December 2019. Designed to give younger Deaf people a platform to share their media-related knowledge and views, the channel continued to showcase clips from young Deaf people sharing their experience of working in the media.

The Trust could not hold its annual meetings with its broadcaster subscribers in 2020 because of the pandemic. These will be picked up as soon as possible in 2021.

**Finance and resources:**

The senior management team now consists of three posts: Chief Executive, Head of Commissioning and Head of Operations.

In June 2020 the Board decided to create a post of Head of Operations which would combine Finance and Administration with Communications and Distribution. Caroline Fearon was appointed to this role later in the summer.

A new structure for the Commissioning team was agreed by the Board in March 2020 and recruitment then got underway remotely. The eight-strong team working to Maggie Swinfen, Head of Commissioning, now consists of two BSLBT Executive Producers, three Production Executives, one Production Coordinator and a Commissioning Coordinator.

In March 2020 all staff moved to home-working when the first lockdown was put in place and this arrangement will continue until government guidelines change. BSLBT has reduced the office space it rents and will keep this under review.

**Report of the Trustees  
for the Year Ended 31 December 2020**

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**Governance:**

After a very thorough recruitment campaign, Tim Patterson was appointed Chair of the Board of Trustees in April 2020. As well as being a Trustee of BSLBT from 2010 to 2014, Tim has extensive experience in the TV content, broadcasting and business world and has held a number of senior positions in commercial and public companies, including Nickelodeon/Viacom, BBC, UKTV, ITV and Disney. Tim presently runs his media consultancy, T1M Consult.

Since June 2020 Tim has chaired all Board meetings over Zoom. He looks forward to the day when he can meet in person with our broadcast subscribers, our programme-makers and our audience.

**Finally, the Board would like to thank the programme-makers, participants in programmes and all BSL Zone viewers - as well as the dedicated staff team -- for their engagement and involvement. And they also wish to thank the broadcaster subscribers, who created BSLBT in partnership with the Deaf Community, for their continuing support.**

**Report of the Trustees  
for the Year Ended 31 December 2020**

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**FINANCIAL REVIEW**

**Principal funding sources**

BSLBT was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language (BSL). Independent broadcasters with between 0.05% and 1% of audience share can choose either to source and broadcast programmes presented in sign language themselves or to contribute to BSLBT to make programmes in sign language for the Deaf audience.

In May 2015 Ofcom published the outcome of its Review of Signing Arrangements for Relevant TV channels, asking whether the amount of signed programming on low audience channels should be increased, and if channels that choose to pay alternative contributions should increase the amount they pay over time. They concluded that the amount of signing on low audience channels should increase over time and that channels choosing to pay alternative contributions should increase the amount they pay over time. Ofcom's full statement can be found at:

<https://www.ofcom.org.uk/consultations-and-statements/category-2/review-signing-arrangements-tv>. This meant that the BSLBT subscription level for 2016 rose to £24,500 per channel to take account of inflation since 2009, and since 2017 there have been further increases to match the equivalent rises in the amount of signed programming per channel.

Seventy four channels contributed to BSLBT in 2020 (2019:70), providing an income of £3.6m (2019: £2.9m). The subscription payable by each channel ranged from £26k to £52k depending on the minutes of sign-presented programming that a channel would need to show were they to meet their regulatory requirements with their own broadcasts.

The Board set a budget for 2020 which allocated 65% of total income to Commissioning and Programmes, 15% to Communications and Distribution, 13% to Management and Governance, and 7% to a new strategic initiative to focus on the training and development of Deaf programme makers. The Covid crisis hit all areas hard and the year ended with a surplus of £1.13m. Of the £2.47m spent, Commissioning and Programmes accounted for 67% (2019: 59%), management and governance spend was 16% (2019: 12%), Communications and Distribution was 12% (2019: 7%) and finally 5% of spend went on programme-making training and development.

**Overview of the financial results**

The statement of financial activities shows income of £3.6m (2019: 2.92m) and expenditure on charitable activities of £2.47m (2019: 3.34), giving a net surplus of £1.13m (2019: deficit of £420k). All funds are unrestricted and at the balance sheet date these stood at £2.04m. (2019: £911k). These funds are in the form of net current assets.

**Investment policy and objectives**

The Finance & Audit committee seeks to maximise the return on cash held during the year with the need to protect absolutely the capital. The current policy is that the reserve, and any cash sums available for shorter terms due to high balances at certain times of year, will be invested with the best interest rates available from the charity's bank.

**Reserves policy**

The trustees have examined the charity's requirements for unrestricted reserves in the light of the main risks to the organisation. In late 2019, the Board took further professional advice when reviewing its reserve levels. As BSLBT has longer-term financial commitments to programme production and also to maintaining its office base, the Board set a range of £500-900k, and in 2020 the reserve was set at the higher end to take account of the uncertainties surrounding Brexit and the acknowledgement that the charity would not be able to complete programmes according to the budget (see note 14).

**Fundraising policy**

BSLBT does not engage in any direct fundraising from members of the public and does not employ fundraisers. The trustees are however aware of the new fundraising requirements and the code of fundraising practice and ensure that the charity is compliant with the code in all its fundraising activities.

**Report of the Trustees  
for the Year Ended 31 December 2020**

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**FINANCIAL REVIEW**

**Principal risks and uncertainties**

The Risk Register is reviewed regularly by the Finance & Audit Committee. In 2020 because of the Covid pandemic risk management focussed on the operational implications of the health crisis in 2020 and working out how best to plan for whatever 2021 might bring.

**EVENTS SINCE THE END OF THE YEAR**

Information relating to events since the end of the year is given in the notes to the financial statements.

**FUTURE PLANS**

- To provide more BSL programmes in line with the Commissioning strategic plan
- To grow more Deaf programme makers
- To complete the three-year strategic plans for Communications and Distribution
- To get a better understanding of our core Deaf audience
- To plan for, and work with, whatever the post-Covid environment requires.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity constitutes a company limited by guarantee as defined by the Companies Act 2006 and is governed by its Memorandum and Articles of Association.

The British Sign Language Broadcasting Trust was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language. For more information: <http://stakeholders.ofcom.org.uk/consultations/signing/statement/plain/>

BSLBT was initially established as a private company, with a Board of Directors drawn in equal numbers from the broadcasting world and from the Deaf community. In January 2012 it achieved charitable status, retaining the commitment to an equal mix of Deaf and hearing trustees.

**Recruitment and appointment of new trustees**

The Nominations Committee, a sub-committee of the Trustee Board of BSLBT, ensures that the Board and its sub-committees have the right balance of skills and ability to enable BSLBT to carry out its work effectively. It takes delegated responsibility for recommending all new trustees to the Board and re-appointment of Trustees retiring by rotation and eligible for re-appointment.

**Organisational structure and how decisions are made**

The Board consists of four Deaf and four hearing people, plus the Chair. The Trustees have four Board meetings per year plus an annual Strategic Awayday. The Board delegates the day-to-day running of the charity to the Chief Executive and staff. At its annual Awayday it reviews aspects of the strategic business plan and considers annual objectives, and then monitors progress through quarterly reports at Board meetings. [In 2020 Board meetings in June, September and December were held over Zoom, and the annual Awayday did not take place.]

The Board maintains closer scrutiny of four key areas through its committees:

- Finance & Audit Committee, currently incorporating the Remuneration Committee
- Nominations Committee

The Chair leads the organisation, working with the Chief Executive. At the end of 2020 there were 10 permanent members of staff (9.6 EFT), and three people on fixed-term contracts.

**Induction and training of new trustees**

It is the charity's policy to provide appropriate induction and training for all trustees to enable them to contribute effectively to the governance of the organisation. They are also made aware of their statutory obligations as trustees and provided with opportunities for further training as they deem necessary.

# BRITISH SIGN LANGUAGE BROADCASTING TRUST

## Report of the Trustees for the Year Ended 31 December 2020

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### REFERENCE AND ADMINISTRATIVE DETAILS

**Registered Company number**

06632452 (England and Wales)

**Registered Charity number**

1145249

**Registered office**

153 -155 London Road  
Hemel Hempstead  
Hertfordshire  
HP3 9SQ

**Trustees**

Ms L Cutress  
K Kent  
J Wilson  
Ms M Matthews  
Ms R Aurangzeb-Tariq  
P Johnston  
C Higgs  
Ms B Robinson  
Ms C Ingham  
T Patterson (appointed 02.04.20)

**Auditors**

Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

**Advisers**

Knox Cropper LLP  
Chartered Accountants  
153-155 London Road  
Hemel Hempstead  
Herts.  
HP3 9SQ

**Report of the Trustees  
for the Year Ended 31 December 2020**

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**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees (who are also the directors of British Sign Language Broadcasting Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

**AUDITORS**

The auditors, Godfrey Wilson Ltd, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Approved by order of the board of trustees on 22<sup>nd</sup> June 2021 and signed on its behalf by:

*Tim Patterson*

.....  
T Patterson - Chair

## **Report of the Independent Auditors to the Members of British Sign Language Broadcasting Trust**

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### **Opinion**

We have audited the financial statements of British Sign Language Broadcasting Trust (the 'charitable company') for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2020 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

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

### **Conclusions relating to going concern**

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

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

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

### **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

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

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

## **Report of the Independent Auditors to the Members of British Sign Language Broadcasting Trust**

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### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

### **Responsibilities of trustees**

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

### **Our responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- 1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.
- 2) We reviewed the charity's policies and procedures in relation to:
  - Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
  - Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.
- 3) We inspected the minutes of trustee meetings.
- 4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.
- 5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.
- 6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

## Report of the Independent Auditors to the Members of British Sign Language Broadcasting Trust

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- 7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:
- Testing the appropriateness of journal entries;
  - Assessing judgements and accounting estimates for potential bias;
  - Reviewing related party transactions; and
  - Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

### **Use of our report**

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

*Alison Godfrey*

Alison Godfrey FCA (Senior Statutory Auditor)  
for and on behalf of Godfrey Wilson Ltd  
5th Floor Mariner House  
62 Prince St  
Bristol  
BS1 4QD

Date: 22<sup>nd</sup> June 2021

# BRITISH SIGN LANGUAGE BROADCASTING TRUST

## Statement of Financial Activities (Incorporating an Income and Expenditure Account) for the Year Ended 31 December 2020

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		<b>2020</b>	2019
		<b>Unrestricted</b>	Unrestricted
		<b>funds</b>	funds
		<b>£</b>	£
<b>INCOME AND ENDOWMENTS FROM</b>	Notes		
<b>Charitable activities</b>	2		
Broadcasting of sign-presented media		<b>3,595,596</b>	2,922,489
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>	3		
Broadcasting of sign-presented media		<b>2,465,374</b>	3,342,059
		<hr/>	<hr/>
<b>NET INCOME/(EXPENDITURE)</b>		<b>1,130,222</b>	(419,570)
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		<b>910,762</b>	1,330,332
		<hr/>	<hr/>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b><u>2,040,984</u></b>	<u>910,762</u>

### CONTINUING OPERATIONS

All income and expenditure of the charity for the above financial years relates to continuing operations and unrestricted funds.

The notes form part of these financial statements

# BRITISH SIGN LANGUAGE BROADCASTING TRUST

## Balance Sheet 31 December 2020

	Notes	2020 Unrestricted funds £	2019 Unrestricted funds £
<b>CURRENT ASSETS</b>			
Debtors	10	<b>2,317,732</b>	2,666,516
Cash at bank		<b><u>3,246,149</u></b>	<u>2,388,158</u>
		<b>5,563,881</b>	5,054,674
<b>CREDITORS</b>			
Amounts falling due within one year	11	<b>(3,522,897)</b>	(4,143,912)
<b>NET CURRENT ASSETS</b>		<b><u>2,040,984</u></b>	<u>910,762</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b><u>2,040,984</u></b>	<u>910,762</u>
<b>NET ASSETS/(LIABILITIES)</b>		<b><u>2,040,984</u></b>	<u>910,762</u>
<b>FUNDS</b>	12		
Unrestricted funds		<b><u>2,040,984</u></b>	<u>910,762</u>
<b>TOTAL FUNDS</b>		<b><u>2,040,984</u></b>	<u>910,762</u>

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 22<sup>nd</sup> June 2021 and were signed on its behalf by:

*Tim Patterson*

.....  
T Patterson - Chair

The notes form part of these financial statements

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Cash Flow Statement  
for the Year Ended 31 December 2020**

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	Notes	2020 £	2019 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>857,991</u>	<u>(375,180)</u>
Net cash provided by/(used in) operating activities		<u>857,991</u>	<u>(375,180)</u>
		<hr/>	<hr/>
<b>Change in cash and cash equivalents in the reporting period</b>		<b>857,991</b>	<b>(375,180)</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>2,388,158</u>	<u>2,763,338</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u>3,246,149</u>	<u>2,388,158</u>

The notes form part of these financial statements

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Notes to the Cash Flow Statement for the Year Ended 31 December 2020

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#### 1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2020 £	2019 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	1,130,222	(419,570)
Adjustments for:		
Decrease/(increase) in debtors	348,784	(778,656)
(Decrease)/increase in creditors	<u>(621,015)</u>	<u>823,046</u>
<b>Net cash provided by/(used in) operations</b>	<b><u>857,991</u></b>	<b><u>(375,180)</u></b>

#### 2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.1.20 £	Cash flow £	At 31.12.20 £
<b>Net cash</b>			
Cash at bank	<u>2,388,158</u>	<u>857,991</u>	<u>3,246,149</u>
	<u>2,388,158</u>	<u>857,991</u>	<u>3,246,149</u>
<b>Total</b>	<b><u>2,388,158</u></b>	<b><u>857,991</u></b>	<b><u>3,246,149</u></b>

The notes form part of these financial statements

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Notes to the Financial Statements  
for the Year Ended 31 December 2020

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1. ACCOUNTING POLICIES

**Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Following a review of forecasts and projections, the trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis. There are no material uncertainties about the charity's ability to continue as a going concern.

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

In relation to commissioned programmes, expenditure is recognised in the accounts over the contractual period in accordance with the terms of the agreement. Where commissioned programmes are incomplete at the end of the financial year, appropriate adjustments are made for material timing differences between contractual payments made and the value of work undertaken on the commissioned programme at the balance sheet date.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on cost

Assets that amount to less than £5,000, either individually or for groups of related assets, are charged to the statement of financial activities in the year of acquisition.

**Taxation**

The charity is exempt from corporation tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are those set aside by the Trustees from unrestricted funds to meet future projects.

**Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2020**

**1. ACCOUNTING POLICIES - continued**

**Financial instruments**

The charity only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

**2. INCOME FROM CHARITABLE ACTIVITIES**

	Activity	<b>2020</b>	2019
		£	£
Channel contributions	Broadcasting of sign-presented media	<b>3,514,377</b>	2,820,945
Access to Work income	Broadcasting of sign-presented media	<b>77,119</b>	89,491
Other income	Broadcasting of sign-presented media	<b>4,100</b>	12,053
		<u><b>3,595,596</b></u>	<u>2,922,489</u>

**3. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 4) £	Support costs (see note 5) £	Totals £
Broadcasting of sign-presented media	<u><b>2,230,244</b></u>	<u><b>235,130</b></u>	<u><b>2,465,374</b></u>

**4. DIRECT COSTS OF CHARITABLE ACTIVITIES**

	<b>2020</b>	2019
	£	£
Staff costs	<b>585,285</b>	334,713
Content	<b>1,202,748</b>	2,254,982
Distribution costs	<b>87,048</b>	82,758
Programming asset management	<b>16,855</b>	13,638
Music library	-	7,053
Legal fees (Programming)	<b>155,329</b>	108,588
Website	<b>33,626</b>	48,261
Promotion and marketing	<b>71,543</b>	118,097
Interpreters	<b>77,119</b>	89,491
Travel & subsistence	<b>677</b>	11,087
Exchange rate variance	<b>14</b>	38
Research	-	12,591
	<u><b>2,230,244</b></u>	<u>3,081,297</u>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2020**

**5. SUPPORT COSTS**

	Management £	Governance costs £	Totals £
Broadcasting of sign-presented media	<u>227,466</u>	<u>7,664</u>	<u>235,130</u>

Support costs, included in the above, are as follows:

**Management**

	2020 Broadcasting of sign-presented media £	2019 Broadcasting of sign-presented media £
Trustees' salaries	-	30,571
Trustees' social security	-	3,630
Trustees' pension contributions	-	1,052
Insurance	1,150	1,317
Telephone	4,839	3,353
Postage and stationery	2,192	2,556
Sundries	3,529	579
Travelling and subsistence	668	4,538
Computer and IT support costs	22,154	16,913
Room hire and rental costs	72,535	98,815
Staff training	53,345	8,355
Interpreters	18,137	19,691
Legal and professional fees	11,302	13,034
Accountancy	23,940	22,541
Bank charges	366	478
Recruitment	<u>13,309</u>	<u>20,888</u>
	<u>227,466</u>	<u>248,311</u>

**Governance costs**

	2020 Broadcasting of sign-presented media £	2019 Broadcasting of sign-presented media £
Trustees' expenses	564	2,301
Auditors' remuneration	5,100	4,900
Accountancy and legal fees	<u>2,000</u>	<u>5,250</u>
	<u>7,664</u>	<u>12,451</u>

# BRITISH SIGN LANGUAGE BROADCASTING TRUST

## Notes to the Financial Statements - continued for the Year Ended 31 December 2020

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### 6. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2020	2019
	£	£
Auditors' remuneration	<u>5,100</u>	<u>4,900</u>

### 7. TRUSTEES' REMUNERATION AND BENEFITS

	2020	2019
	£	£
Trustees' salaries	-	30,571
Trustees' social security	-	3,630
Trustees' pension contributions	<u>-</u>	<u>1,052</u>
	<u>-</u>	<u>35,253</u>

Trustee remuneration relates to administration services provided by R. Griffiths, as permitted by the charity's Articles of Association. None of the trustees receive remuneration in respect of the performance of their duties as trustees.

#### Trustees' expenses

	2020	2019
	£	£
Trustees' expenses	<u>564</u>	<u>2,301</u>

The number of trustees in receipt of expenses was 4 (2019: 6). Expenses were in relation to travel and subsistence to trustees' meetings.

### 8. STAFF COSTS

	2020	2019
	£	£
Wages and salaries	509,602	317,285
Social security costs	51,985	32,518
Other pension costs	<u>23,698</u>	<u>20,163</u>
	<u>585,285</u>	<u>369,966</u>

The average monthly number of employees during the year was as follows:

	2020	2019
Production and outreach	6	5
Administration	<u>3</u>	<u>3</u>
	<u>9</u>	<u>8</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2020

8. STAFF COSTS - continued

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2020	2019
£60,001 - £70,000	1	-
£70,001 - £80,000	1	2
£80,001 - £90,000	<u>1</u>	<u>-</u>
	<u><u>3</u></u>	<u><u>2</u></u>

Remuneration (including employer's National Insurance and employer's pension costs) paid to senior management amounted to £268,271 (2019: £175,318).

9. TANGIBLE FIXED ASSETS

	Computer equipment £
<b>COST</b>	
At 1 January 2020 and 31 December 2020	<u><u>1,666</u></u>
<b>DEPRECIATION</b>	
At 1 January 2020 and 31 December 2020	<u><u>1,666</u></u>
<b>NET BOOK VALUE</b>	
At 31 December 2020	<u><u>-</u></u>
At 31 December 2019	<u><u>-</u></u>

10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade debtors	2,278,284	2,638,634
Other debtors	21,680	14,525
Prepayments	<u>17,768</u>	<u>13,357</u>
	<u><u>2,317,732</u></u>	<u><u>2,666,516</u></u>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2020**

**11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2020</b>	2019
	£	£
Trade creditors	<b>40,449</b>	120,961
Social security and other taxes	<b>22,413</b>	-
VAT	<b>509,731</b>	493,956
Other creditors	<b>7,633</b>	11,136
Deferred income	<b>2,931,810</b>	3,512,634
Accrued expenses	<b>10,861</b>	5,225
	<b><u>3,522,897</u></b>	<b><u>4,143,912</u></b>

Deferred income represents channel contributions invoiced in advance for the subsequent year. Included in charitable income for the year to 31 December 2020 is deferred income of £3,512,634 included within creditors at 31 December 2019. Included in creditors at 31 December 2020 is deferred income of £2,931,810 relating to income for the year ended 31 December 2021.

**12. MOVEMENT IN FUNDS**

	At 1.1.20	Net	Transfers	At
	£	movement	between	31.12.20
		in funds	funds	£
		£	£	
<b>Unrestricted funds</b>				
General fund	<b>308,211</b>	<b>1,130,222</b>	<b>152,431</b>	<b>1,590,864</b>
Programme fund	<b>602,551</b>	-	<b>(152,431)</b>	<b>450,120</b>
	<b><u>910,762</u></b>	<b><u>1,130,222</u></b>	<b><u>-</u></b>	<b><u>2,040,984</u></b>
<b>TOTAL FUNDS</b>	<b><u>910,762</u></b>	<b><u>1,130,222</u></b>	<b><u>-</u></b>	<b><u>2,040,984</u></b>

Net movement in funds, included in the above are as follows:

	Incoming	Resources	Movement
	resources	expended	in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	<b>3,595,596</b>	<b>(2,465,374)</b>	<b>1,130,222</b>
	<b><u>3,595,596</u></b>	<b><u>(2,465,374)</u></b>	<b><u>1,130,222</u></b>
<b>TOTAL FUNDS</b>	<b><u>3,595,596</u></b>	<b><u>(2,465,374)</u></b>	<b><u>1,130,222</u></b>

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2020

## 12. MOVEMENT IN FUNDS - continued

## Comparatives for movement in funds

	At 1.1.19 £	Net movement in funds £	Transfers between funds £	At 31.12.19 £
<b>Unrestricted funds</b>				
General fund	917,725	(419,570)	(189,944)	308,211
Programme fund	412,607	-	189,944	602,551
	<u>1,330,332</u>	<u>(419,570)</u>	<u>-</u>	<u>910,762</u>
<b>TOTAL FUNDS</b>	<u>1,330,332</u>	<u>(419,570)</u>	<u>-</u>	<u>910,762</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	2,922,489	(3,342,059)	(419,570)
	<u>2,922,489</u>	<u>(3,342,059)</u>	<u>(419,570)</u>
<b>TOTAL FUNDS</b>	<u>2,922,489</u>	<u>(3,342,059)</u>	<u>(419,570)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.19 £	Net movement in funds £	Transfers between funds £	At 31.12.20 £
<b>Unrestricted funds</b>				
General fund	917,725	710,652	(37,513)	1,590,864
Programme fund	412,607	-	37,513	450,120
	<u>1,330,332</u>	<u>710,652</u>	<u>-</u>	<u>2,040,984</u>
<b>TOTAL FUNDS</b>	<u>1,330,332</u>	<u>710,652</u>	<u>-</u>	<u>2,040,984</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	6,518,085	(5,807,433)	710,652
	<u>6,518,085</u>	<u>(5,807,433)</u>	<u>710,652</u>
<b>TOTAL FUNDS</b>	<u>6,518,085</u>	<u>(5,807,433)</u>	<u>710,652</u>

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2020**

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**12. MOVEMENT IN FUNDS - continued**

**Designated funds**

Programme fund - represents funds assigned by the Trustees for the production of ongoing programmes.

**Transfers between funds**

Transfers between funds represent the movement in the year end level of funds assigned by the trustees for future programmes.

**13. RELATED PARTY DISCLOSURES**

There were no related party transactions for either the current or prior period, other than those disclosed in note 8 to these accounts.

**14. POST BALANCE SHEET EVENTS**

The trustees have considered the risks and potential impact of the recent Covid-19 pandemic which occurred before the balance sheet date. The impact has had no affect on the balance sheet position at the year end and has not affected the income for the year ended 31st December 2021, which has been invoiced in advance, and, at the date of signing these accounts, has been received by the charity.

The lockdown periods, arising from the pandemic, have continued to affect the charity's ability to complete the programmes budgeted for at the start of the financial year and has resulted in higher than budgeted level of reserves at the end of the financial year ending 31st December 2020. With the continued lockdown, this is anticipated to further increase reserves in the year ending 31st December 2021.

**15. MEMBERS**

British Sign Language Broadcasting Trust is incorporated as a company limited by guarantee, having no share capital. Its members are the directors of the company. In accordance with the Memorandum and Articles of Association, every member is liable to contribute a sum of £1 in the event of the company being wound up.