

REGISTERED CHARITY NUMBER: 1192516

**Report of the Trustees and
Unaudited Financial Statements
for the Year Ended 31 January 2023
for
Sounddelivery Media**

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

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

	Page
Report of the Trustees	1 to 13
Independent Examiner's Report	14
Statement of Financial Activities	15
Balance Sheet	16
Notes to the Financial Statements	17 to 23

Sounddelivery Media
Report of the Trustees
for the Year Ended 31 January 2023

The trustees present their report with the financial statements of the charity for the year ended 31 January 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).

Chair's report

Sounddelivery Media continues to amplify lived experience stories and expertise to address social inequalities. We are proud to work alongside people and organisations to develop their confidence, skills and platforms to use their expertise to influence social change.

The Board has strengthened its governance procedures and processes, enabling greater oversight and accountability. We welcomed three new trustees this year which brought a greater range of experience to support the work of Sounddelivery Media: both Darren Murinas, CEO of Expert Citizens and Craig Jones MBE, Executive Chair, Fighting with Pride were participants in Sounddelivery Media's spokesperson network training, with Sylvie Carlos bringing media expertise.

Our team increased in size over the year, with three new appointments, crucially going on to deliver yet another successful Spokesperson Network – 14 additional community leaders were supported via our eight-month training programme, enabling them to be confident in amplifying their own experiences, using their expertise directly to influence policy and practice. This new cohort of Spokespersons were able to broaden their own network of contacts by working alongside the alumni of our previous programmes.

In support of the Spokesperson Network, we have extended our substantial cohort of media contacts, who we have worked with to ensure media stories are more representative of the society we live in. We developed a community of practice, supporting knowledge exchange across community leaders across the sector, further amplifying good practice and greater representation.

Alongside the Spokesperson Network, we have also provided other workshops and events - in total, we have trained 160 individuals from almost 100 civil society organisations.

We worked alongside our funders to ensure that the work meets their expectations and, critically, we have formally appraised the impact of our work with the support of an external evaluator.

Looking Ahead

At the start of our third year, we were awarded Backbone Funding from Paul Hamlyn Foundation. This long-term, core funding will allow us to focus completely on our longer term aims – fundamentally, to ensure we become a financially sustainable organisation.

We continue to have more demand than we can presently cater for – to this end, it will be vital for us to increase our capacity for programme delivery and the Backbone funding will give us the flexibility to deliver this, whilst also broadening our range of funding sources. Over the course of this next year, we will look to formalise our reserves policy and associated funding, as part of our overall sustainability.

Emma Harrison, Chair
Sounddelivery Media

Sounddelivery Media
Report of the Trustees
for the Year Ended 31 January 2023

Director's Report

"I don't think people realise that the thing that makes us vulnerable is the fact that no one listens to us. As soon as someone starts to listen, you gain strength in your own voice." Jan Cunliffe, Co-founder, JENGBA

When the world around us seems chaotic and unjust, what gives me hope is the unwavering commitment and dedication of the people we work with who are using their personal experiences, often rooted in trauma and social injustice to create a fairer, more equitable society for their communities. They show strength in the face of challenges that may seem insurmountable, where systems have failed them.

As allies we have an important role to step up to provide the training and support they need to be listened to and to be able to take action. It's not a role I take for granted or lightly. It comes with a huge responsibility. Being able to lead this incredible charity is a privilege. I am guided by and learn from the leaders I work with, from the participants on our Spokesperson Programme to our new network of migrant domestic workers taking part in our Future Voices training initiative. This work is a true partnership built on trust and empathy. Our work to nurture cohorts of media confident leaders has become so much more than media confidence as, with increased confidence, skills and, importantly, visibility, they find themselves in places where they are influencing policy and practice from the Care Review to speaking at All-Party Parliamentary Groups (APPGs) on Poverty, Human Trafficking and Modern Slavery and Penal Affairs.

"Good journalism is built on powerful human stories but it's too often divorced from reality – over the years Sounddelivery has connected me with a dozen powerful human stories illuminating wider but often underreported social issues. It's an invaluable role." Giles Edwards, BBC

We continue to develop our relationships with journalists who want to work with our networks to tell stories with nuance and empathy. We work with them as media mentors to share learning with our network, we work with them to help develop and shape stories and we work with them to develop better practice. When one community leader told us about a serious injustice his community were experiencing - when it seemed that records of military veterans who had been dishonourably discharged from service for being gay before this ban was lifted - were being destroyed - we were able to work with a journalist to ensure that this story got the attention that was needed.

The positive support from our funders and active, supportive and forward-thinking board has enabled us to develop the charity into one that is growing and thriving. Recently one Chief Executive told me that working with us has transformed their work involving lived experience insights into their charity. I end the year working as one of five team members.

I am extremely proud to present our February 2022 to January 2023 Annual Report.

Thank you for all your support.

Jude Habib, Director
Sounddelivery Media

Sounddelivery Media

Report of the Trustees for the Year Ended 31 January 2023

OBJECTIVES AND ACTIVITIES

Objectives and aims

The charity's objects are, for the public benefit, the relief of poverty and need and the promotion of equality and diversity by:

- Advancing education and raising awareness regarding poverty, equality and diversity, particularly in respect of communities which are under-represented in the media and in other public arenas - in particular, by improving media and public representation of such communities;
- Promoting and providing activities and advice to foster understanding between people from diverse backgrounds by enabling access to training and support;
- Cultivating a sentiment in favour of equality and diversity by developing the capacity and skills of members of socially and economically disadvantaged communities so they are better able to identify and help meet their needs, plus participate more fully in society.

Vision

Our vision is a world where lived experience voices are at the forefront of public conversation, policy and social change.

Mission

- We collaborate with community leaders and their networks to amplify their stories and expertise to purposefully influence policy and practice to ultimately create systemic change.
- We work towards greater representation and diversity in the voices heard in the media by building connections between the media and communities.
- We support civil society to develop lived experience insight to change perceptions and influence policy and practice.

Values

Trust - We listen, we learn and, together, we take action

Collaboration - We work alongside people to reach their full potential

Connection - Connected with which stories that need to be told, and where and how they can be told to have a lasting impact

Commitment - To those we work with and the challenges they face in getting their voices heard. Our work is long term

Public benefit

Our focus is to advance the education and awareness of the public regarding poverty, equality and diversity, particularly in respect of communities which are under-represented in the media and other public arenas, specifically by improving media and public representation of such communities. We also want these communities to be confident to share their experience and expertise in rooms with policy makers, practitioners and people who can influence change. We do this by providing training, mentoring and media engagement to grassroots leaders as well as charities where we work directly with the people the organisation advocates for.

When planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. Trustees are clear that there are identifiable benefits to the work that we do - some of these are identified below:

- Trustees are clear that these benefits are for a wide cross-section of the public;
- Trustees are clear that those benefits relate to our aims;
- Trustees are clear that those benefits outweigh any potential risks.

Sounddelivery Media
Report of the Trustees
for the Year Ended 31 January 2023

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Our second year as a charity brought growth at Sounddelivery Media. We had the foundations to be able to develop and grow our governance, team, programmes, and impact as an organisation. 2022-2023 presented a context of national discontent, public sector strikes, stretched services, and a cost of living crisis, much of which has had a huge impact on grassroots organisations in the charity sector we support. But this has fundamentally highlighted how vital it is to hear their voices in public discourse, and why more than ever these organisations and their leaders need support to be able to amplify the impact of what they do.

During our second year of operation, we have achieved the following which includes all activities from the Spokesperson Network as well as our other training and events:

- 94 civil society organisations have directly benefited from Sounddelivery Media's training and expertise, not including advisory calls and meetings.
- 52 workshops and events delivered for people with lived experience of social injustice, civil society organisations and members of the public in campaigning, advocacy and influencing.
- 160 individuals trained, giving them the skills and confidence to be able to advocate for themselves and their communities.
- 180 individuals attended events curated by / involving Sounddelivery Media
- 61 media professionals connected with Sounddelivery Media and the organisations we work with to influence media narratives and practice.
- 60 media appearances by our networks, amplifying their messages and diversifying the voices we hear in the media.
- 31 blogs published, and over 20 vlogs (video blogs) recorded and shared.

Sounddelivery Media
Report of the Trustees
for the Year Ended 31 January 2023

ACHIEVEMENT AND PERFORMANCE

The Spokesperson Network

Sounddelivery Media's practical training programme returned for its second year. Developed collaboratively with a network of leaders with lived experience, this eight month training programme is for community leaders to amplify their experiences and expertise with purpose and power. It aims to diversify the voices we hear in the media to make it more representative of the society we live in. This programme tackles the barriers that prevent these experts from engaging with journalists who have the power to influence coverage. It aims to build the confidence of our network to influence policy and practice.

The 2022 programme includes:

- Practical workshops, a three-day residential, media and peer matches, regular online group check-ins, speaking and media opportunities and one-to-one support.
- Platforms for our network to have their voices heard in the media including print, radio, podcasting, TV, and supported them with speaking opportunities in event and conference settings.
- Tailored support every step of the way, from shaping their ideas, to connecting them with journalists or producers, working with them to prepare and providing feedback.
- Peer support and advice, collaborating on ideas and given professional advice.

As a result of the skills learnt, the network produced their first video blogs (vlogs), blogs and appeared in the national press, trade press and in broadcast media, many for the first time. This coverage includes pieces in BBC national and local radio, BBC local TV, The Guardian, Metro UK, i News, Yorkshire Post, Portsmouth News, Children and Young People Now, Drink and Drug News and Tortoise Media. They were also featured on podcasts, won awards for their work, and wrote and featured in books.

"I've worked with Sounddelivery Media for two years now and in that time they have put me in touch with some wonderful experts; people I wouldn't normally have become acquainted with. My passion, like theirs, is getting underheard and unrepresented voices into the media and Sounddelivery is an invaluable operation."

Jess Austin, First-Person and Opinion Editor, Metro UK

Our 2022 evaluation strongly suggests that the spokespeople have greater confidence to engage with the media and the confidence to lead these relationships. Several described the programme as transformational for themselves and their work.

The Spokesperson Network Alumni:

The Spokesperson Network is not just an eight month experience as Sounddelivery Media continues to work with and support previous cohorts of leaders as alumni. This year our alumni (from both the 2019 pilot and 2021 programme) received:

- Platforms to share their experiences and expertise in the media including print, TV, radio, podcasting
- Peer support through online group check-ins and participation in a WhatsApp group
- Access to Sounddelivery Media training opportunities and events
- Access to external paid opportunities in training and advisory roles for other civil society organisations.
- The connections built throughout the programmes have led to working collaborations

It is also important that Sounddelivery Media's work is informed, shaped by and involves members of the Spokesperson Network. Alumni have been paid to be involved in the shaping of the 2022 programme, the recruitment, have co-facilitated our workshops, and spoken at workshops with partner charities.

Influencing Policy and Practice

Both during and after completion of the Spokesperson Network programme as alumni, the leaders use their skills and confidence in other places where they can influence systemic change:

- Speaking on panels for funding, select committees, think tanks, on advisory panels, in front of policy makers and practitioners, at universities

Sounddelivery Media

Report of the Trustees for the Year Ended 31 January 2023

ACHIEVEMENT AND PERFORMANCE

- As members of All-Party Parliamentary Groups (APPGs), as charity trustees, members of local government or health (policy/practice) working groups
- We connected our network with opportunities to influence wider civil society. Members have been part of a Joseph Rowntree Foundation Poverty Working Group, were on an Open Philanthropy panel for New Philanthropy Capital, contributing essays on lived experience.

“When you think about the impact you're having on so many levels. On the media itself and the way the media views lived experience and values our voices. The way funders value lived experience. On wider society and all these issues that don't get spoken about. And then individuals - how life changing it is for individuals. It's proper life-changing work.”

Anna Wardley, Luna Foundation, 2022 Spokesperson Programme

Our work developing the capacity of other Civil Society organisations:

Knowledge Exchange with other charities

In 2022 we grew the way in which we disseminate our learning from our work with other charities. We convened a group of 18 people across 12 charities that wanted to exchange knowledge, share learning and best practice around how we work with people with direct, lived experience of social injustice to be more public spokespeople.

Aims:

- To provide a learning space to share ideas, connect people and look at some of the challenges and solutions of doing this work.
- To share learning about media work, communication, processes (including payment for people's expertise), trauma-informed practices, safeguarding and ethics.

All agreed the sessions helped them develop their own networks, build their confidence incorporating lived experience expertise within their organisations and they all felt less isolated doing this work. We aimed to create a collective strength around this work which we hope, in turn, will be able to influence the wider sector.

“This will be such a valuable resource for the sector as a whole. I found it really helpful to share learning with other organisations about the benefits and risks of supporting people to share their experiences publicly. It's definitely important to have a space to do this so that we can reflect and learn how to do this in a safe way, that is meaningful in creating change, ethical, and where people feel supported. This is very complex and nuanced work and having a reflective space to learn from each other is great.”

Phoebe Green, Women's Involvement Officer, Pause

The Voice of Domestic Workers - Future Voices Programme

In 2022 we were also able to apply our learning from our Spokesperson Programme to develop a smaller-scale pilot programme in partnership with the charity The Voice of Domestic Workers. The Voice of Domestic Workers provides educational and community activities for domestic workers and campaigns for better rights for migrant domestic workers, and the restoration of the rights removed as part of the Hostile Environment Policy in 2012. Marissa Begonia, the Founder of Voice of Domestic Workers participated in our pilot Spokesperson Network Programme in 2019.

This programme was designed for a specific community; migrant domestic workers. 12 Migrant domestic workers with lived experience of social injustice were equipped with the skills and confidence to share their stories and advocate for themselves and their community to create positive change. As a result of the programme, participants took part in seven workshops and a learning event attended by around 100 external stakeholders, produced 30 pieces of content; blogs, vlogs, audio, and two were supported to feature in BBC Radio interviews for BBC Radio 5 and BBC World Service. With increased confidence in speaking publicly for their rights, they also engaged in relevant community programmes outside of the training workshops. Examples include speaking at the Labour Party Conference, at an event on Modern Day Slavery in the House of Commons hosted by Jess Phillips MP and at Global Alliance Against Trafficking in Women, May 2022, Bangkok, Thailand.

Sounddelivery Media

Report of the Trustees for the Year Ended 31 January 2023

ACHIEVEMENT AND PERFORMANCE

"Being part of future voices gave me the confidence to fully express my experiences and opinions as a victim of modern day slavery and as a domestic worker."

Dareen, Future Voices Participant

"When reporting on the lack of rights faced by domestic workers around the world, Sounddelivery Media were instrumental in enabling me to document the reality of domestic workers' lives. It is vital to hear from individuals with lived experience in journalism, and through the charity's work with the Voice of Domestic Workers, we were able to foreground domestic workers' stories as part of a BBC radio documentary."

Laura Heighon-Ginns Business Daily, BBC World Service

Family Rights Group

Family Rights Group is a national charity that advises parents, grandparents, relatives and friends about their rights and options when social workers or courts make decisions about their children's welfare. They work with parents whose children are in need, at risk or who are in the care system as well as with wider family members and friends who are raising children (known as 'kinship carers').

Sounddelivery Media started working in partnership with Family Rights Group in 2017 (before charitable status applied for) to deliver practical storytelling training for their kinship carers and families panel. In 2022 this partnership continued. We co-curated 'Our Families, Our Voices' a live online event for 100+ people working in this child welfare system. We have seen panel members grow in confidence, recognising their own expertise and speaking publicly to policy makers, politicians and commissioners of services, including being involved in the government's Care Review and in the media. We were also thrilled to connect Family Rights Group advisor Beverley Campbell with Newsnight to share reflections on the Autumn Statement.

"Our collaboration with SDM has been transformative as a charity, it has challenged us in the way we interact with the media and use communications. Most importantly, for parents and kinship carers that we work for the relationship has been both uplifting, it has increased their confidence, but it has also enabled them to use their voice to change the stigma, presumptions, and stereotyping around families involved in the child welfare system. And that is crucial to us being able to change policy and practise for the sake of the children."

Cathy Ashley, Chief Executive, Family Rights Group

"Their support and assistance has been invaluable. It's hard to put into words how much things have changed since I became involved with Sounddelivery Media. I've had opinion pieces published in the national press, I have had radio programmes - Woman's Hour, Radio 4 Four Thought. I have enjoyed the process from beginning to end."

Angela Frazer-Wicks, Chair of Trustees and Founding Member of Parents Panel, Family Rights Group

Expert Citizens

Expert Citizens is a Community Interest Company in Stoke built by and for people with lived experience of multiple disadvantages including offending behaviour, substance misuse, domestic violence and homelessness. We worked with staff and volunteers to explore how they can share their stories and ideas for change, looking at their communications as an organisation and how they can start to build a strategy. We were joined by Amanda Hailes, Untold Story Hull from our Spokesperson Network too who shared her experience and insights on how to share your expertise publicly through writing, audio, media and more. The training improved their understanding of how to use storytelling within their work, developed the confidence of the people they work with and developed practical skills.

"Jude was a fount of knowledge as always and we found the sessions very helpful. Bringing Amanda along was a stroke of genius and we found that some of the best content came through those conversations."

Expert Citizens Staff Member

Sounddelivery Media
Report of the Trustees
for the Year Ended 31 January 2023

ACHIEVEMENT AND PERFORMANCE

Pause

We delivered a bespoke series of storytelling workshops for the charity Pause. Pause works with women who have experienced, or are at risk of, repeat removals of children from their care. We worked with their Advisory Group who all have lived experience of having their children removed. They learnt how to tell their stories in a way that would make change, exploring audio, blogging and meeting public spokespeople to build their confidence. The group left with new skills, and greater confidence sharing their experiences with decision makers and others.

“Telling our stories and sharing them made us feel listened to and not judged as that’s all we are used to via other professionals. Helping me write a blog which I had never done before was amazing and it is now on the pause.org website for all to see has made me realise I have a voice and I will be listened to.”

Pause Advisory Group Member

“The training really helped develop the confidence of participants who are now more open to taking up opportunities, writing blogs and using their voice to create change.”

Pause Staff Member

Media Network

We are part of a Lankelly Chase Foundation funded Media Network alongside organisations including The Bureau for Investigative Journalism, On Our Radar, Guardian Foundation and more. We come together as a coalition to explore how we can collectively have a systemic impact on public interest media, and how the media, communities and bridging organisations like ours can work together to make the national media landscape more representative of the society we live in. This includes both improving mainstream media and supporting organisations that can influence the practice of mainstream media.

Sounddelivery Media Operations

Team – As we have continued to grow the networks of Spokespeople that we support, the charity’s capacity has also had to grow. In 2022, we expanded our team with a part-time Operations Manager and a full time Network Media Manager – this expansion continued with, in January 2023, the appointment of a full-time Communications Assistant.

Sounddelivery Media continues to benefit from working in partnership with the London School of Economics, supporting their Micro Internship scheme which provides undergraduate students with limited graduate-level work experience an opportunity to undertake a fully funded 4-week (140-hour) internship. This scheme gives these students the opportunity to develop various technical and soft skills to enhance their employability, further preparing them for a career.

Policies, Processes and associated Training – Through the new Operations Manager post, Sounddelivery Media has strengthened its internal processes and procedures, enabling a deeper governance focus for the Charity. Over the course of the year, the board has developed a formal ‘Board Assurance Framework’ which, together with a more focused approach to the board meetings themselves, ensures appropriate due diligence of our activities is strengthened.

Existing policies have been reviewed and, where required, updated. Specifically, the Safeguarding Policy and the associated procedures have been reviewed and reinforced. This has been supplemented with full team training, as well as additional in-depth training for our Designated Safeguarding Lead. Similarly, the Board considers Safeguarding as a standing item at all its meetings.

From an operational perspective, the day-to-day functioning of the team has become more streamlined with the addition of automated systems wherever appropriate – e.g. use of financial systems, such as Xero, and on-line apps, such as Timetastic to monitor staff leave and other absences.

Fundraising – We received our second year of funding for the Spokesperson Network from Lankelly Chase, Paul Hamlyn Foundation and Tudor Trust. Lankelly Chase and Tudor Trust will be funding this programme of work for a third year in 2023.

Sounddelivery Media
Report of the Trustees
for the Year Ended 31 January 2023

ACHIEVEMENT AND PERFORMANCE

Support from Trustees – Throughout all the above, our trustees' support has been extensive and fundamentally invaluable. The board has also increased in number, with an additional three trustees appointed throughout the year. Our new trustees bring a range of skills and attributes which further strengthens the Charity's position, enabling the team to draw on a richer variety of experience and qualities.

The board and the team held an away day in person, which was the first held by the Charity. This externally facilitated event enabled the whole charity to review our successes from across the year, as well as fundamentally defining and agreeing our strategy for the future.

FINANCIAL REVIEW

Financial Position

The financial statements have been prepared in accordance with all major requirements of the Statement of Recommended Practice (SORP FRS102) "Accounting and Reporting by Charities" issued in October 2019 and applicable accounting standards.

As a relatively new charity, Sounddelivery Media has been focused on securing funds from charitable trusts and foundations – as noted above, we have secured continuation funding for the Spokesperson Network from our current funders for the second and third years.

Our vision and values will always come first - organisational resilience and overall financial sustainability remain key priorities for the charity. Our Treasurer receives our management accounts each month, with the full board receiving quarterly financial information for their review.

As part of our focus over the last year, we have strengthened our cost recovery model and tightened our internal financial controls prior to expanding our sights on other income generating opportunities, rather than solely focusing on charitable trusts and foundations.

Financial Results

A summary of the financial activities for the year ending 31 January 2023, provided in fuller detail with comparative results on page 15, is as follows:

Incoming resources £286,417
Resources expended £222,570
Net surplus £63,847

The total income of £286,417 was generated from the following sources:

Grants £258,375
Donations £511
Total Project Funding Income £27,531

The charity has free reserves of £10,779 as at 31 January 2023 (2022: £4,117). The Trustees consider this level of reserves to be sufficient to deliver charitable objectives for the next twelve months. Free reserves are calculated by deducting fixed assets from the unrestricted (and undesignated) reserves held at the year-end.

Sounddelivery Media
Report of the Trustees
for the Year Ended 31 January 2023

FINANCIAL REVIEW

Financial Commitments

The Board of Trustees present their report and financial statements for the Period ended 31st January 2023. The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "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)".

The Board of Trustees confirm that the charity's current funds area as outlined in the balance sheet.

We are grateful for the ongoing support of our funders:

John Ellerman Foundation
Lankelly Chase Foundation
Paul Hamlyn Foundation
Trust for London
The Tudor Trust

Reserves policy

The Board of Trustees aim to have sufficient unrestricted reserves to cover our budgeted operating costs for 3 months. We are developing a strategy to build our reserves over the coming years, building a sustainable organisation able to meet the demand for our services.

Sounddelivery Media

Report of the Trustees for the Year Ended 31 January 2023

FUTURE PLANS

Plans for the next period

Taking our team from two to five means we can create a greater impact with our work. However, we are still finding that the demand for our services is outweighed by the capacity of our charity and we will look to bring in another trainer in the year ahead so that we can meet some of this demand.

This formed part of the board's discussion at the away day, as did clarification of our overarching strategic aims as outlined below:

1. Grow our network of grassroots leaders.

Directly enabling our mission to amplify the voices of community leaders and their networks' stories to purposefully create systemic change.

We will do this through our third Spokesperson Programme, supporting our Alumni, and through charitable partnerships on joint programmes, such as the Future Voices programme with the Voice of Domestic Workers.

2. Increase our networks with media professionals, influencing and improving their practice.

In support of our mission for greater representation and diversity in the voices heard in the media by building connections between the media and communities.

Specifically, we will communicate and educate peers that members of the networks are experts in their respective fields (not case studies) and we will continue to champion best practice from journalists in working with people with lived experience.

3. Share learning and best practice with civil society organisations.

Working alongside other charities to develop lived experience expertise in their own organisations via knowledge exchange.

We know that other Civil Society organisations want to develop their own media confidence and 'know how', developing networks of confident spokespeople to work in partnership with a charity that understands the challenges, risks as well as opportunities that go with this work. We will continue our work with our community of practice as well as sharing learning with the sector through our events.

4. Better understand our impact including our effect on policy/practice change.

Build into our impact evaluation framework consistent data collection and robust evaluation.

We will continue to build on the evaluation of our programmes working together with external evaluators. This will enable us to get a more complete picture of the impact our work is having, particularly the ripple effect beyond the leaders that take part in our programmes.

5. Build Sounddelivery Media's organisational resilience.

We will continue to strengthen our organisational resilience, focusing on resilience across income, programme evaluation, governance, and staff well-being. A second strategic away-day with the Board of Trustees this year will include a strong focus on strategic planning, funding development and staff capacity, to ensure a sustainable future for the charity.

Spokesperson Network Alumni Activity in 2023

The networks we work with have started 2023 purposefully. Maggie Gordon-Walker, Sharon McPherson and Rachael Mole from our 2022 Spokesperson Programme have all been shortlisted for a Churchill Fellowship. Darren Murrinas gave his first TEDx talk, Craig Jones MBE is appearing in a Sky documentary on his veterans campaign and Marissa Begonia was invited to Buckingham Palace and met the King - twice! We cannot wait to see what they and their communities achieve next.

Sounddelivery Media

Report of the Trustees for the Year Ended 31 January 2023

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity's governing document is its "Constitution".

Sounddelivery Media is an independent charity working to provide training, support and mentoring, and media opportunities. We work to address representation and diversity of voice in the media, finding platforms for our networks and building trusted relationships with journalists. We tackle the barriers that prevent these experts from engaging with the media who have the power to influence change.

It is run by a Board of Trustees who control the direction and policy of the work. They met five times during this financial year. A specific strategic/business planning meeting is planned for the coming period, with a view to holding a similar session annually, in order to define the priorities for the coming year.

Recruitment and appointment of new trustees

The Board of Trustees are appointed by the Charity Trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of social inequality. The Trustees are appointed for a three-year term with the option to extend for a second term. We currently have seven board members with an additional Trustee having to step down due to personal reasons.

Organisational structure

Sounddelivery Media is administered by Director, Jude Habib, based on the strategic direction set by the Board of Trustees. The Board of Trustees meets four times a year, plus a strategic away day. The Chair is also safeguarding lead and provides support to the Director as and when required. Ward Goodman provides book-keeping and accounting services to the charity.

Related parties and co-operation with other organisations

None of the Trustees receive remuneration or other benefit from their work with the charity.

Any connection between Trustees or senior managers of the charity with suppliers must be disclosed to the full Board of trustees. In the current year no such related party transactions were reported. Trustees are asked to declare their interests before each board meeting and a Register of Interests is to be developed.

Risk management

The Board of Trustees actively review the major risks which face the charity on a regular basis, and we are developing a Board Assurance Framework, which will be reviewed at every Trustee meeting.

Indemnity Insurance

The charity has Professional Indemnity Insurance cover (with Hiscox) in respect of the Trustees and Officers of the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1192516

Principal address

Flat 3
79 Trinity Road
London
N22 8XZ

Sounddelivery Media

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

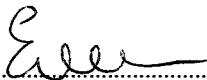
Trustees

E Harrison
L Jonas
C Falconer
R Aldhouse
S Davey (resigned 8.6.22)
S Carlos (appointed 7.12.22)
D Murinas (appointed 7.9.22)
C Jones MBE (appointed 7.9.22)

Independent Examiner

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Approved by order of the board of trustees on 7 June 23 and signed on its behalf by:


.....

E Harrison - Trustee

**Independent Examiner's Report to the Trustees of
Sounddelivery Media**

Independent examiner's report to the trustees of Sounddelivery Media

I report to the charity trustees on my examination of the accounts of Sounddelivery Media (the Trust) for the year ended 31 January 2023.

Responsibilities and basis of report

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

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

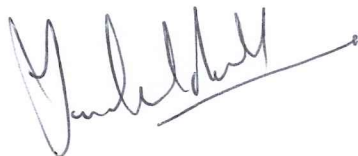
Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the ****ERROR - relevant professional body must be completed****, which is one of the listed bodies.

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

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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



Mr I M Rodd BSc FCA FCCA

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Date: 9 June 2023

Sounddelivery Media

**Statement of Financial Activities
for the Year Ended 31 January 2023**

				Year Ended 31.1.23 Total funds £	Period 24.11.20 to 31.1.22 Total funds £
	Notes	Unrestricted fund £	Restricted funds £		
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	511	258,375	258,886	140,506
Charitable activities					
Charitable activity		27,531	-	27,531	30,764
Other income		-	-	-	928
Total		<u>28,042</u>	<u>258,375</u>	<u>286,417</u>	<u>172,198</u>
EXPENDITURE ON					
Charitable activities					
Charitable activity		<u>20,681</u>	<u>201,889</u>	<u>222,570</u>	<u>146,983</u>
NET INCOME		7,361	56,486	63,847	25,215
Transfers between funds	10	<u>297</u>	<u>(297)</u>	<u>-</u>	<u>-</u>
Net movement in funds		7,658	56,189	63,847	25,215
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>4,117</u>	<u>21,098</u>	<u>25,215</u>	<u>-</u>
TOTAL FUNDS CARRIED FORWARD		<u>11,775</u>	<u>77,287</u>	<u>89,062</u>	<u>25,215</u>

The notes form part of these financial statements

Sounddelivery Media

**Balance Sheet
31 January 2023**

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Tangible assets	8	996	-	996	-
CURRENT ASSETS					
Cash at bank		12,236	77,287	89,523	33,638
CREDITORS					
Amounts falling due within one year	9	(1,457)	-	(1,457)	(8,423)
NET CURRENT ASSETS		<u>10,779</u>	<u>77,287</u>	<u>88,066</u>	<u>25,215</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>11,775</u>	<u>77,287</u>	<u>89,062</u>	<u>25,215</u>
NET ASSETS		<u>11,775</u>	<u>77,287</u>	<u>89,062</u>	<u>25,215</u>
FUNDS	10				
Unrestricted funds				11,775	4,117
Restricted funds				<u>77,287</u>	<u>21,098</u>
TOTAL FUNDS				<u>89,062</u>	<u>25,215</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 7th June 2023
and were signed on its behalf by:


L. Jonas - Trustee

The notes form part of these financial statements

Sounddelivery Media

Notes to the Financial Statements for the Year Ended 31 January 2023

1. LEGAL FORM

The charity is registered as a CIO in England and Wales, with the charity number: 1192516. The registered office can be found in Trustees annual report.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, 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 Charities Act 2011. The financial statements have been prepared under the historical cost convention.

The accounting period is long as this is the charities first set of financial statements.

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.

Project funding is recognised when the projects have been completed, or part completed.

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.

Charitable activities

Charitable expenditure comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Irrecoverable VAT

Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Tangible fixed assets

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

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

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

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Sounddelivery Media

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

2. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits

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

3. DONATIONS AND LEGACIES

	Year Ended 31.1.23 £	Period 24.11.20 to 31.1.22 £
Donations	511	1,178
Grants	<u>258,375</u>	<u>139,328</u>
	<u>258,886</u>	<u>140,506</u>

Grants received, included in the above, are as follows:

	Year Ended 31.1.23 £	Period 24.11.20 to 31.1.22 £
The Tudor Trust	40,000	42,000
Lankelly Chase	87,375	48,000
Paul Hamlyn Foundation	40,000	49,328
Community Fund Awards For All	10,000	-
Trust For London	41,000	-
John Ellerman Foundation	<u>40,000</u>	<u>-</u>
	<u>258,375</u>	<u>139,328</u>

4. SUPPORT COSTS

	Finance £	Governance costs £	Totals £
Charitable activity	<u>23</u>	<u>10,316</u>	<u>10,339</u>

Sounddelivery Media

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

4. SUPPORT COSTS - continued

Included in support costs are Independent Examiners fees of £1,440 including VAT (2022: £1,440).

5. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 January 2023 nor for the period ended 31 January 2022.

6. STAFF COSTS

	Year Ended 31.1.23 £	Period 24.11.20 to 31.1.22 £
Wages and salaries	131,644	88,052
Social security costs	9,221	3,877
Other pension costs	<u>2,502</u>	<u>1,878</u>
	<u>143,367</u>	<u>93,807</u>

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

	Year Ended 31.1.23 <u>4</u>	Period 24.11.20 to 31.1.22 <u>2</u>
Employees		

No employees received emoluments in excess of £60,000.

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	1,178	139,328	140,506
Charitable activities			
Charitable activity	30,764	-	30,764
Other income	<u>928</u>	<u>-</u>	<u>928</u>
Total	<u>32,870</u>	<u>139,328</u>	<u>172,198</u>

EXPENDITURE ON

Sounddelivery Media

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

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted funds £	Total funds £
Charitable activities			
Charitable activity	<u>28,753</u>	<u>118,230</u>	<u>146,983</u>
NET INCOME	<u>4,117</u>	<u>21,098</u>	<u>25,215</u>
TOTAL FUNDS CARRIED FORWARD	<u><u>4,117</u></u>	<u><u>21,098</u></u>	<u><u>25,215</u></u>

8. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
Additions	<u>996</u>
NET BOOK VALUE	
At 31 January 2023	<u><u>996</u></u>
At 31 January 2022	<u><u>-</u></u>

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Social security and other taxes	5	2,329
Other creditors	588	394
Accruals and deferred income	<u>864</u>	<u>5,700</u>
	<u><u>1,457</u></u>	<u><u>8,423</u></u>

Deferred income is from payments received for the delivery of workshops, with the deferred amount representing workshops not yet delivered.

Sounddelivery Media

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

10. MOVEMENT IN FUNDS

	At 1.2.22 £	Net movement in funds £	Transfers between funds £	At 31.1.23 £
Unrestricted funds				
General fund	4,117	7,361	297	11,775
Restricted funds				
Lankelly Chase - Wellbeing	815	(809)	-	6
PHF - Speaker Agency	8,786	(9,485)	699	-
Spokesperson Network	11,497	4,213	-	15,710
Lankelly Chase - Operations	-	9,012	-	9,012
John Ellerman	-	37,559	(996)	36,563
Trust for London	-	15,996	-	15,996
	<u>21,098</u>	<u>56,486</u>	<u>(297)</u>	<u>77,287</u>
TOTAL FUNDS	<u>25,215</u>	<u>63,847</u>	<u>-</u>	<u>89,062</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	28,042	(20,681)	7,361
Restricted funds			
Lankelly Chase - Wellbeing	-	(809)	(809)
PHF - Speaker Agency	-	(9,485)	(9,485)
Spokesperson Network	128,375	(124,162)	4,213
Lankelly Chase - Operations	39,000	(29,988)	9,012
Awards for All	10,000	(10,000)	-
John Ellerman	40,000	(2,441)	37,559
Trust for London	41,000	(25,004)	15,996
	<u>258,375</u>	<u>(201,889)</u>	<u>56,486</u>
TOTAL FUNDS	<u>286,417</u>	<u>(222,570)</u>	<u>63,847</u>

Sounddelivery Media

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

10. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	Net movement in funds £	At 31.1.22 £
Unrestricted funds		
General fund	4,117	4,117
Restricted funds		
Lankelly Chase - Wellbeing	815	815
PHF - Speaker Agency	8,786	8,786
Spokesperson Network	<u>11,497</u>	<u>11,497</u>
	<u>21,098</u>	<u>21,098</u>
TOTAL FUNDS	<u><u>25,215</u></u>	<u><u>25,215</u></u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	32,870	(28,753)	4,117
Restricted funds			
Lankelly Chase - Wellbeing	1,000	(185)	815
PHF - Speaker Agency	9,328	(542)	8,786
Spokesperson Network	125,000	(113,503)	11,497
Tudor Trust - Wellbeing	2,000	(2,000)	-
Lankelly Chase - Operations	<u>2,000</u>	<u>(2,000)</u>	<u>-</u>
	<u>139,328</u>	<u>(118,230)</u>	<u>21,098</u>
TOTAL FUNDS	<u><u>172,198</u></u>	<u><u>(146,983)</u></u>	<u><u>25,215</u></u>

Lankelly Chase - Wellbeing: This is restricted to being spent on the wellbeing of the team.

PHF - Speaker Agency: This is restricted to being spent on the Speaker agency.

Spokesperson Network: This is restricted to being spent on the Spokesperson Network Project.

Tudor Trust - Wellbeing: This is restricted to being spent on the wellbeing of the team.

Lankelly Chase - Wages: This is restricted to being spent on wages costs of the charity.

Sounddelivery Media

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

11. RELATED PARTY DISCLOSURES

In the year ended 31 January 2023, grants were received from The Lankelly Chase Foundation, who shares a Trustee with Sounddelivery Media. The related party has sufficient confluence of interest mechanisms in place, requiring Trustees to abstain from decision making in which they have a direct interest in.