

TRUSTEES' REPORT AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 JANUARY 2024

Sounddelivery Media

Sounddelivery Media

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Sounddelivery Media

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 JANUARY 2024

Trustees

S Carlos
C Jones MBE
L Jonas
E Harrison
A Lee (appointed 12 July 2024)
A Swanson (appointed 12 July 2024)
R Mole (appointed 12 July 2024)
D Murinas (resigned 31 March 2024)
C Falconer (resigned 31 March 2024)

Charity registered number 1192516

Principal office

Flat 3
79 Trinity Road
London
N22 8XZ

Independent Examiner

Janice Matthews
Menzies LLP
Magna House
18-32 London Road
Staines-Upon-Thames
TW18 4BP

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2024

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

Chair's report

"You can't really put words to that, just that feeling that actually I am being heard now after years and years of not being heard." **Spokesperson Network Member**

Sounddelivery Media's purpose is to amplify lived experience stories and expertise to challenge injustice and inequality. Our vision is a world where lived experience voices are at the forefront of public conversation, driving policy and social change. To achieve these aims, we work alongside a growing number of civil society leaders and organisations representing many different communities.

This year, we delivered the third eight-month long Spokesperson Network programme supporting 12 new leaders (and indirectly their communities). The intensive programme supported them to become confident public spokespeople addressing the inequalities and injustices they have experienced. On completing the programme they joined our Spokesperson Network community, growing its numbers to 40.

In addition to the ongoing support given to the Spokesperson Network, we delivered 39 events and workshops this year to 214 individuals working for social purpose organisations. Small charities this year have been impacted by the closure of specialist support services offering capacity building and knowledge sharing. With ongoing pressures on their own finances and increased demand for their services, small charities' need for cost effective, practical training is even greater. We have mobilised to share our expertise and learning as widely as possible to do what we can to plug this gap.

Our year ended on a high when Sounddelivery Media was included in the Media and Campaigns category of the prestigious Big Issue's 100 Changemakers for 2024 list. Seven of the Spokesperson Network were also featured, helping to validate the impact of lived experience leadership even further.

We are grateful to the generous funders whose support allows us to deliver our work and plan for the future. Looking ahead to 2024-2025 our income from Trusts and Foundations already includes:

- a new three-year unrestricted continuation grant from The Tudor Trust
- a new unrestricted one-year final grant from Lankelly Chase Foundation
- year three of five of unrestricted funding through the Paul Hamlyn Foundation Backbone Fund
- an additional two years of funding for our Media Manager role from Trust for London
- year two of the funding from City Bridge Foundation for our Future Voices leadership programme in partnership with The Voice of Domestic Workers.

This year has been one of organisational review and improvement. The board has continued to strengthen its governance. We have continued to build on our organisation's policies and procedures. We have worked alongside our funders to ensure that the work meets their expectations. We have formally appraised the impact of our work with the support of an external evaluator. We are working together to diversify our income streams.

The board and staff team are committed to Sounddelivery Media's mission to ensure lived expertise is at the heart of public conversation leading to policy and practice change. Together we have been exploring ways to extend our services and deliver more impact. Our new three-year strategy launched in February 2024 and will power our work into the future.

Signed by:

Emma Harrison

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**Emma Harrison, Chair
Sounddelivery Media**

Date: 05-Sep-2024

Sounddelivery Media

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2024

Director's report

"If we don't have these opportunities to tell our stories then we can't raise awareness to change the climate and how people think." **Spokesperson Network Member**

It's been a year of challenges for the people we work with. Not just the headline grabbing perma-crises; 10+ years of austerity, Brexit, the effects of COVID, the cost of living, devastating world events being felt close to home. But other significant system failures which should make the front pages. For example, our network is telling us that children's mental health services are broken, that the care system is failing young people, migrant domestic workers are being exploited, the criminal justice system is institutionally racist, disability discrimination is rife. This, alongside severe cuts to funding from local authorities affecting services, burn out, and like us, demand outstripping capacity.

Despite this difficult context, the leaders we work with remain driven to support their communities and each other. They are motivated to harness their experiences and expertise to be the leaders of systemic change at local and national levels. We use our knowledge of the charity sector and UK media to create opportunities and support members of the network to have meaningful impact.

This year, the number of journalists approaching us has increased. We've invested time to work with them, building connections with our network to ensure that the output is nuanced and reflects their expertise. Highlights have included BBC Radio 4 programmes, opinion pieces in The Big Issue, and documentaries on the BBC World Service and Channel 4. Maintaining positive, trusting relationships with journalists is vital for our community.

Following a pilot in 2022, a personal highlight this year was rolling out Future Voices. This unique leadership programme is for migrant domestic workers, delivered in partnership with the Voice of Domestic Workers. This year we welcomed 12 new people to the Network. This quote sums up what the network means for its members: "We grow, we gain confidence and we're not afraid anymore to tell anyone about our story, because we are the one who is the author of our story. This is the only way that we are going to heal: by telling our stories."

Sounddelivery Media leads a Community of Practice that brings a group of charities together to share best practice around how to support people who have experienced injustice and inequality to become public spokespeople. We ran regular meetings, welcoming a wide variety of organisations. Sounddelivery Media are both leaders and learners in this community and place great value in the opportunity to bring people together to strengthen our collective impact.

"Sounddelivery has provided me with a community I am so grateful for. Working in the charity sector can sometimes be tough, however knowing that there are others in the same boat, experiencing the same issues, has been a huge comfort and help. No charity should work in a vacuum, and SDM provides a safe space for us to share expertise." **Community of Practice member**

We are always guided by the people we work with. Their energy and commitment drives us forward with ambition to do more. We are proud that the networks we form continue to share learning between themselves and form new partnerships and opportunities. We know that every one of them can drive meaningful change for themselves, their communities and wider society.

I am proud to present our February 2023 to January 2024 Annual Report.

DocuSigned by:

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Jude Habib, Director
Sounddelivery Media

Date: 05-Sep-2024

Sounddelivery Media

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2024

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

A world where lived experience voices are at the forefront of public conversation, policy and social change.

Mission

We collaborate with leaders and their communities, amplifying their stories and expertise with purpose and power, to create systemic change.

We work for greater representation and diversity in the voices heard in the media by building connections between the media and communities.

We support charities to develop lived experience insight to change perceptions and influence policy and practice.

Values

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

People - We work alongside people to reach their full potential.

Connection - Connected with which stories need to be told, 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 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

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2024

ACHIEVEMENT AND PERFORMANCE

In 23/24 Sounddelivery Media has:

- run our third third Spokesperson Network programme.
- scaled up our partnership programme with The Voice of Domestic Workers.
- continued to build on our commitment to peer learning with the Community of Practice.
- curated events to give people with lived experience, charity staff and media professionals to connect.

We worked directly with 214 individuals, 120 organisations, and ran 39 training workshops and events for civil society organisations.

The Spokesperson Network

Sounddelivery Media's Spokesperson Network programme returned for its third year. It enables grassroots leaders to develop their skills as visible, public spokespeople. We work to create opportunities for their expertise and insights to be heard. We find platforms for our networks and build long-term trusted relationships with journalists and the charity sector. We tackle the barriers that prevent these experts from speaking in places of influence. The programme aims to build confidence so participants can go on to drive policy and practice change.

The programme includes:

- practical workshops
- a three-day residential
- group and one-to-one tailored support
- meet ups with media professionals including mentoring
- speaking and media opportunities
- wellbeing sessions.

On graduation from the programme individuals join the alumni from previous cohorts in the Spokesperson Network. This is now 40 leaders representing a wide range of issues and experiences.

We use our knowledge of the issues represented by the Network and our contacts to create opportunities for them to influence the conversation. We find media opportunities across print, radio, podcasting and television. We find targeted speaking opportunities in event and conference settings. The spokespeople receive tailored support. We help them to shape their ideas, build connections with journalists and producers and work with them to prepare. After the event, we provide support and feedback. The Network is a supportive group and they share learning, encouragement and opportunities to work together.

Media coverage for the Network

We generated opportunities for our network across different platforms including pieces in the print / online press, pieces in the sector / specialist press, radio interviews / features, TV interviews, podcast interviews, corporate / sector specific talks.

This included opinion pieces in The Times, The Metro, The Daily Express, The Big Issue and interviews in The Daily Mirror.

Sector / specialist press included Children and Young People Now, The Justice Gap, Third Sector and Inside Housing. One of our Network bloggers for Trust for London.

TV and radio features spanned both local and national platforms. Radio highlights included BBC Radio 5 Live, BBC Radio 4's Today Programme, BBC Radio 4's Woman's Hour. TV highlights included Good Morning Britain, BBC East Midlands, BBC Newsnight, Channel 4 news, Talk TV, BBC and Politics London.

The Network have also been involved as consultants on two high-profile documentaries. Channel 4's BAFTA-winning London Bridge Facing Terror aired in August putting the spotlight on joint enterprise. Forced Out aired on Sky in June raising the profile of LGBT Veterans dishonourably dismissed by the military for being gay before the ban was lifted.

Sounddelivery Media

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2024

Developing policy and practice

Our spokespeople identified that their increased confidence and visibility brought them new opportunities to influence people in positions of power including those shaping policy and practice.

There have been huge milestones for the people we work with this year. Then-Prime Minister Rishi Sunak gave a public apology to LGBT+ veterans for the impact of the 'gay ban' in the military due to the campaign pushed forward by Craig Jones MBE from our network. Jan Cunliffe and JENGbA won their legal challenge against the CPS on collecting data on joint enterprise which was shown to disproportionately affect young black men. They recently won the prestigious Longford Prize for their campaigning work. These are just some examples of the many changes that our network is fighting for every day.

Other highlights this year included influencing policy including the Care Review and speaking to policy makers at the national centre for creative health. Members of the group were also invited to speak at four All Party Parliamentary Groups (APPGs) - Human Trafficking and Modern Slavery, Poverty, Penal Affairs, Suicide and Self Harm

A personal view on the Network

Craig Jones MBE, Trustee of Fighting With Pride, a charity which supports the health and wellbeing of LGBT+Veterans, service personnel and their families

Spokesperson Network member since 2021 and Sounddelivery Media Trustee since 2022

"Sounddelivery Media helped me raise the voices and hopes of the LGBT Veterans community above the noise of the crowd. The wonderful small team helped me shape the narrative for our cause into messages which compelled cross community patronage. Sounddelivery Media's support for our national and regional media outreach helped us find a hard to reach community of vulnerable veterans, win their trust and restore the hope for a better future. They gave me the skills to make sure the lived experience voices of the amazing men and women our charity serves were pushed to the front and one by one the shocking accounts have helped us change their future."

"I am immensely grateful to Sounddelivery Media who helped me match the passion I have for the cause of LGBT+ veterans with the skills I needed to do this cause justice. In no small way, the pardons given to these veterans, the returned medals and the compensation that they will ultimately receive, have been made possible with the unstinting support of Sounddelivery Media."

Collaborations and partnerships

The Voice of Domestic Workers

"Being part of the VODW Future Voices programme has been a game-changer for us as domestic workers. The programme helped us connect with people and groups that care about what we're going through. We feel like we've been given a superpower– the ability to speak up and be heard. We can now navigate conversations about domestic work with confidence and impact" **Mimi Jalmasco**, Future Voices member

Following a successful pilot programme, we scaled-up Future Voices working in partnership with The Voice of Domestic Workers (VODW), an education and support group calling for justice and rights for Britain's sixteen thousand migrant domestic workers.

Over three years, the programme will equip a network of 36 migrant domestic workers with the skills and confidence to share their experiences, have their expertise heard more widely, and ultimately drive public awareness and policy change. The shocking employment conditions and woeful legal protections experienced by migrant domestic workers in the UK are issues which are significantly underreported. The group wants to see improvements in living and working conditions, recognition and an increase in respect for the work they do, and the changes to the policies that affect their rights.

Members of the network take part in practical workshops to develop skills in blogging, vlogging, campaigning, interview preparation, presentation and media training. They meet a wide mix of journalists and are part of a peer support network.

A highlight this year was two high-profile media stories, collectively reaching audiences of millions.

The first in August was a powerful report by Simon Israel on Channel 4 News documenting the rescue of a migrant domestic worker in London. Members of the programme were involved in the rescues. Channel 4 News shared the story across their social media channels. It went viral receiving 8.5 million views. One of the group told us that she wouldn't have felt confident to be interviewed for the report without being part of the Future Voices programme.

Sounddelivery Media

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2024

"This Channel 4 news report on the plight and rescue of domestic workers has become one of our most watched online stories has, led to the first Middle Eastern family to be barred from recruiting from the Philippines, resulted in a Metropolitan Police investigation and prompted a review by the Labour Party of measures to protect those at risk of slave labour."
Simon Israel

In October, BBC World Service broadcast a 49-minute documentary featuring two people from Future Voices. Other People's Children contained powerful testimonies of mothers who leave their own families and children to find work overseas in order to provide a better life for those they've left behind.

Family Rights Group

Sounddelivery Media has had a long-standing partnership with the Family Rights Group. We have delivered training and events to their network over many years.

In 2023 we worked with them to develop their training materials so they can run their own workshops. Past trainees, who have themselves had contact with the child welfare system, can now deliver the training to future members of the charity's parent and kinship carer panels.

This capacity building activity is central to our ethos. We see this as a key way to ensure our training and support has a lasting and sustainable impact.

"Sounddelivery as an organisation might be relatively small but their impact on those that have the opportunity to connect with them is huge. I have long since admired the staff, their vision, and their professionalism in the execution of their work. Sharing their training materials with our staff and our panels of lived experience experts enabling us to lead the training in-house demonstrates the kind of charity they are".

Beverley Campbell, Family Participation Officer, Family Rights Group

Knowledge Exchange

Community of practice

For the third year we convened a community of practice around spokesperson development. This year 14 frontline charities joined us to share learning and best practice around how to work with people with direct, lived experience of social injustice to help them become public spokespeople.

The aim was to provide a learning space to share ideas, build connections between charity staff working in this area and look at some of the challenges and solutions of doing this work. Participants especially wanted to share learning about media work, discuss how to build spokesperson networks and consider how to deal with negativity or complications after speaking out. Focus was also given to trauma-informed language and practices, safeguarding and ethics. We also organised a site visit to Channel 4 News studios and the Guardian for the group.

We were able to share our knowledge on these topics and led the conversation around ways of working in the charity sector. The aim of this learning group is to turn this collective strength into action, influencing standards and procedures within the wider sector.

Sharing Learning

We led a session hosted by NEON on how to amplify the voices of individuals with lived experience of injustice in the media. Leading the conversation was Zain Hafeez and Jan Cunliffe from our Spokesperson Network, who both spoke alongside Jude Habib.

News and Media Network

We are part of a Lankelly Chase Foundation funded News and Media Network alongside organisations including Public Interest News Foundation, Bristol Cable, UK Fully Focused, 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

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2024

FUTURE PLANS

Plans for the next financial year

Our new strategy which launched in February 2024 sets out how we will deliver our mission to ensure lived expertise is at the heart of public conversations leading to policy and practice change.

To extend our services and ensure they continue into the future, over the next three years we will seek ways to:

- grow the number and range of leaders/organisations we work with, committing to the diversity of communities represented to ensure equity, retaining the long term, deeply relational nature of our work
- scale the media opportunities our network is involved in, through greater relationships with media professionals and outlets. Develop wider inroads into increasing our network's influence on popular culture
- add capacity to our charity by developing an associates network, trained to deliver capacity building support to other organisations
- continue to share learning with other civil society organisations, sharing best practice and ensuring those with lived experience are increasingly leading debates, directly influencing policy
- highlight and capture the enhanced value of Sounddelivery Media's expertise in showcasing organisational leaders, fostering their visibility, instilling confidence in driving systemic change and highlighting the wider ripple effect of this work.

We will work to these aims whilst ensuring our support is accessible for people with disabilities and other needs. We will be led by the needs of our leaders and their communities on what support they need to do this influencing work and will be trauma-informed in our approach.

To do this we need to ensure we have the capacity, skills and talent to deliver an extensive programme of work. This strategy outlines how we will meet these challenges.

To deliver our strategy, we will focus on the following themes:

- spokesperson leadership development
- collaborations and partnerships
- extending our reach through an associates' network
- knowledge exchange
- impact evaluation
- organisational development and sustainability.

Planned activity in 2024-25

The Spokesperson Network programme was funded for three years following our successful crowdfunded pilot in 2019. We are reviewing the learnings from the programme and exploring options to fund a scaled up programme in 2025 and beyond. There are no comparable programmes to our programme, in terms of its substantial and enduring support and enabling lived experience leaders to push their cause to the front.

In 2024 we will allocate 12% of our core funding alongside staff time into ongoing capacity building and support for the Network and to continue facilitating the Community of Practice. The details of how we use this budget will be shaped by the community.

We continue to deliver Future Voices and work to develop the skills and confidence of migrant domestic workers who have been through the programme as facilitators in order to be able to hand over the programme materials to the Voice of Domestic Workers so it can be delivered by the charity when the three year programme comes to an end in early 2025.

In addition, we have funding to develop and deliver a large-scale sector Festival of Learning event. This will enable us to share learning with a wider network of civil society organisations with leaders with lived experience at its heart. It will allow us to share expertise and build capacity across many more organisations. Knowledge Exchange is a key strategic goal for us.

In order to work with more organisations we will begin the process of developing an associates network of trainers to support us with our capacity building work.

Sounddelivery Media

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2024

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 2024, provided in fuller detail with comparative results on page 12, is as follows:

Incoming resources £279,926
Resources expended £306,572
Net deficit £26,646

The total income of £279,926 was generated from the following resources:

Grants £272,706
Donations £477
Project Funding Income £4,650
Interest and miscellaneous income £2,093

The charity has free reserves of £19,216 as at 31 January 2024 (2023: £10,779). 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.

Financial Commitments

The Board of Trustees present their report and financial statements for the Period ended 31st January 2024. 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 are as outlined in the balance sheet.

We are grateful for the ongoing support of our funders:

City Bridge Foundation
John Ellerman Foundation
Lankelly Chase Foundation
National Lottery Community Fund
Paul Hamlyn Foundation
School for Social Entrepreneurs
The Tudor Trust
Trust for London

Reserves Policy

The Board of Trustees aim to have sufficient free reserves to cover our budgeted unrestricted 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

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2024

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. Menzies LLP provides book-keeping and accounting services to the charity

Risk management

The 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.

Approved by order of the members of the board of Trustees and signed on their behalf by:

Signed by:

FD419BAF56824BB...
L Jonas - Trustee

Date: 08-Sep-2024

Sounddelivery Media

MENZIES
BRIGHTER THINKING

INDEPENDENT EXAMINERS' REPORT

Independent examiner's report to the Trustees of Sounddelivery Media ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 January 2024.

Responsibilities and basis of report

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

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

Independent examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of The Institute of Chartered Accountants in England and Wales , which is one of the listed bodies.

I have completed my examination. I confirm that no 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 Charity as required by section 130 of the 2011 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.

This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Signed:  634F24DE92A4471...

Dated: 09-Sep-2024

Janice Matthews FCA

Menzies LLP
Chartered Accountants
Magna House
18-32 London Road
Staines-Upon-Thames
TW18 4BP

Sounddelivery Media

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 JANUARY 2024

	Note	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income from:					
Donations and legacies	3	230,706	42,477	273,183	258,886
Charitable activities	5	-	4,650	4,650	27,531
Other income	6	-	2,093	2,093	-
Total income		230,706	49,220	279,926	286,417
Expenditure on:					
Charitable activities	7	265,457	41,115	306,572	222,570
Total expenditure		265,457	41,115	306,572	222,570
Net movement in funds		(34,751)	8,105	(26,646)	63,847
Reconciliation of funds:					
Total funds brought forward		77,287	11,775	89,062	25,215
Net movement in funds		(34,751)	8,105	(26,646)	63,847
Total funds carried forward		42,536	19,880	62,416	89,062

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 14 to 23 form part of these financial statements.

Sounddelivery Media

BALANCE SHEET AS AT 31 JANUARY 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	11	664	996
		<u>664</u>	<u>996</u>
Current assets			
Debtors	12	500	-
Cash at bank and in hand		68,187	89,523
		<u>68,687</u>	<u>89,523</u>
Creditors: amounts falling due within one year	13	(6,935)	(1,457)
Net current assets		<u>61,752</u>	<u>88,066</u>
Total assets less current liabilities		<u>62,416</u>	<u>89,062</u>
Total net assets		<u>62,416</u>	<u>89,062</u>
Charity funds			
Restricted funds	14	42,536	77,287
Unrestricted funds	14	19,880	11,775
Total funds		<u>62,416</u>	<u>89,062</u>

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Signed by:



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L Jonas - Trustee

Date: 08-Sep-2024

The notes on pages 14 to 23 form part of these financial statements.

Sounddelivery Media

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

1. General information

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

2.1 Basis of preparation of financial statements

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

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

2.2 Going concern

It is the Trustees opinion that based on available reserves and forecast income that the charity will remain a going concern for at least twelve months from the date of approval of these financial statements and the going concern basis of preparation of the accounts continues to be appropriate.

2.3 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 of income receivable can be measured reliably.

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

2.4 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 costs 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 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 is charged against the category of resources expended for which it was incurred.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

2. Accounting policies (continued)

2.5 Taxation

The Charity is exempt from tax on its charitable activities.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following basis:

Computer equipment	-	33%
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2.7 Debtors

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

2.8 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.

3. Income from donations and legacies

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Donations	-	477	477	511
Grants	230,706	42,000	272,706	258,375
	230,706	42,477	273,183	258,886
Total 2023	258,375	511	258,886	

Sounddelivery Media

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

4. Grants

	2024 £	2023 £
The Tudor Trust	47,500	40,000
City of London	23,590	-
School for Social Entrepreneurs	11,966	-
Lankelly Chase	92,000	87,375
Paul Hamlyn Foundation	40,000	40,000
Community Fund Awards For All	10,000	10,000
Trust For London	47,150	41,000
John Ellerman Foundation	-	40,000
	<u>272,206</u>	<u>258,375</u>

5. Income from charitable activities

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Project funding	4,650	4,650	27,531
	<u>4,650</u>	<u>4,650</u>	
Total 2023	27,531	27,531	

6. Other incoming resources

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Interest income	630	630	-
Misc income	1,463	1,463	-
	<u>2,093</u>	<u>2,093</u>	<u>-</u>

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

7. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Support costs 2024 £	Total funds 2024 £	Total funds 2023 £
Direct costs	287,667	18,905	306,572	222,570
<i>Total 2023</i>	<i>212,231</i>	<i>10,339</i>	<i>222,570</i>	

Analysis of direct costs

	Activities 2024 £	Total funds 2024 £	Total funds 2023 £
Staff costs	192,299	192,299	143,367
Insurance	620	620	426
Telephone and IT	2,489	2,489	1,838
Postage and stationery	54	54	54
Sundries	4,655	4,655	4,032
Freelance	18,220	18,220	6,130
Project expenditure	1,761	1,761	5,967
Delivery costs - People	25,485	25,485	12,386
Venue hire / Accommodation	17,694	17,694	13,451
Travel	5,664	5,664	5,903
Catering	1,823	1,823	1,161
Training	16,571	16,571	16,425
Equipment	-	-	1,091
Depreciation	332	332	-
	287,667	287,667	212,231
<i>Total 2023</i>	<i>212,231</i>	<i>212,231</i>	

Sounddelivery Media

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Activities 2024 £	Total funds 2024 £	Total funds 2023 £
Bank charges	84	84	23
Governance costs	18,821	18,821	10,316
	<u>18,905</u>	<u>18,905</u>	<u>10,339</u>
<i>Total 2023</i>	<u>10,339</u>	<u>10,339</u>	

8. Independent examiner's remuneration

	2024 £	2023 £
Fees payable to the Charity's independent examiner for the independent examination of the Charity's annual accounts	<u>1,831</u>	<u>1,440</u>

9. Staff costs

	2024 £	2023 £
Wages and salaries	175,685	131,644
Social security costs	12,776	9,221
Contribution to defined contribution pension schemes	3,838	2,502
	<u>192,299</u>	<u>143,367</u>

The average number of persons employed by the Charity during the year was as follows:

	2024 No.	2023 No.
Employees	<u>4</u>	<u>4</u>

No employee received remuneration amounting to more than £60,000 in either year.

The remuneration and benefits received by key management personnel in the year totalled £59,039.

Sounddelivery Media

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2023 - £NIL).

During the year ended 31 January 2024, no Trustee expenses have been incurred (2023 - £NIL).

11. Tangible fixed assets

	Computer equipment £
Cost or valuation	
At 1 February 2023	996
At 31 January 2024	996
Depreciation	
Charge for the year	332
At 31 January 2024	332
Net book value	
At 31 January 2024	664
At 31 January 2023	996

12. Debtors

	2024 £	2023 £
Due within one year		
Prepayments and accrued income	500	-
	500	-

13. Creditors: Amounts falling due within one year

	2024 £	2023 £
Other taxation and social security	2,993	5
Other creditors	552	588
Accruals and deferred income	3,390	864
	6,935	1,457

Sounddelivery Media

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

14. Statement of funds

Statement of funds - current year

	Balance at 1 February 2023 £	Income £	Expenditure £	Balance at 31 January 2024 £
Unrestricted funds				
General Funds	11,775	49,220	(41,115)	19,880
Restricted funds				
Lankelly Chase Foundation - Wellbeing	6	-	(6)	-
Spokesperson Network	15,710	85,000	(90,535)	10,175
Lankelly Chase Foundation - Operations	9,012	45,000	(43,365)	10,647
Awards for all	-	10,000	(10,000)	-
John Ellerman Foundation	36,563	-	(31,804)	4,759
Trust for London	15,996	47,150	(48,321)	14,825
School for Social Entrepreneurs (SSE)	-	11,966	(9,836)	2,130
The Tudor Trust	-	7,500	(7,500)	-
City Bridge Foundation	-	24,090	(24,090)	-
	77,287	230,706	(265,457)	42,536
Total of funds	89,062	279,926	(306,572)	62,416

Sounddelivery Media

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

14. Statement of funds (continued)

Lankelly Chase Foundation - 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 Foundation - Operations: Lankelly Chase Foundation provided a grant to support an Operations Manager role within the organization

Awards for all: The National Lottery Community Fund provided a grant to support our Future Voices training programme. This included costs towards a programme manager, training material expenses and external facilitators.

John Ellerman Foundation: Have funded a multi-year grant for a Communications Officer, a contribution to our Media Relations Manager role and development support for an associates network of trainers.

Trust for London: Trust for London provided a grant to support a media relations manager role within the charity.

School for Social Entrepreneurs (SSE): School for Social Entrepreneurs (in partnership with Paul Hamlyn Foundation) provided a grant for development support for the Charity CEO

The Tudor Trust: Tudor Trust award a development grant for evaluation support.

City Bridge Foundation: City Bridge Foundation provided a multi-year grant for the Future Voices training programme. This has funded Director time for developing and facilitating the workshops, support for the community, support from a programme manager who also provided content development support, lived experience leaders to attend workshops, training materials and a fee towards overhead costs.

Sounddelivery Media

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

14. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 February 2022 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 January 2023 £
Unrestricted funds					
General Fund	4,117	28,042	(20,681)	297	11,775
Restricted funds					
Lankelly Chase Foundation - Wellbeing	815	-	(809)	-	6
PHF - Speaker Agency	8,786	-	(9,485)	699	-
Spokesperson Network	11,497	128,375	(124,162)	-	15,710
Lankelly Chase Foundation - Operations	-	39,000	(29,988)	-	9,012
Awards for all	-	10,000	(10,000)	-	-
John Ellerman Foundation	-	40,000	(2,441)	(996)	36,563
Trust for London	-	41,000	(25,004)	-	15,996
	21,098	258,375	(201,889)	(297)	77,287
Total of funds	25,215	286,417	(222,570)	-	89,062

15. Summary of funds

Summary of funds - current year

	Balance at 1 February 2023 £	Income £	Expenditure £	Balance at 31 January 2024 £
General funds	11,775	49,220	(41,115)	19,880
Restricted funds	77,287	230,706	(265,457)	42,536
	89,062	279,926	(306,572)	62,416

Sounddelivery Media

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2024

15. Summary of funds (continued)

Summary of funds - prior year

	<i>Balance at 1 February 2022</i>	<i>Income</i>	<i>Expenditure</i>	<i>Transfers in/out</i>	<i>Balance at 31 January 2023</i>
	£	£	£	£	£
General funds	4,117	28,042	(20,681)	297	11,775
Restricted funds	21,098	258,375	(201,889)	(297)	77,287
	<u>25,215</u>	<u>286,417</u>	<u>(222,570)</u>	<u>-</u>	<u>89,062</u>

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Restricted funds 2024	Unrestricted funds 2024	Total funds 2024
	£	£	£
Tangible fixed assets	-	664	664
Current assets	42,536	26,151	68,687
Creditors due within one year	-	(6,935)	(6,935)
Total	<u>42,536</u>	<u>19,880</u>	<u>62,416</u>

17. Related party transactions

In the year ended 31 January 2024, 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.

2 trustees, D Murinas and C Jones MBE, continue to be part of Spokesperson Network.

Sounddelivery Media received office space on a pro bono basis from one of their funders (Lankelly Chase Foundation).