

Charity number: 1192516

TRUSTEES' REPORT AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 JANUARY 2025

Sounddelivery Media

**SOUNDDELIVERY
MEDIA**

Amplify - Understand - Influence

MENZIES

BRIGHTER THINKING

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 2025

Trustees A Lee (appointed 12 July 2024; appointed as Chair 26 June 2025)
 S Carlos
 L Jonas
 R Mole (appointed 12 July 2024)
 A Patel (appointed 28 November 2024)
 E Harrison (resigned as Chair 26 June 2025)
 A Swanson (appointed 12 July 2024, resigned 6 August 2025)
 C Falconer (resigned 31 March 2024)
 C Jones, MBE (resigned 23 January 2025)
 D Murinas (resigned 31 March 2024)

Charity registered no. 1192516

Principal office 2nd Floor
 Magna House
 18-32 London Road
 Staines-Upon-Thames
 TW18 4BP

Independent Examiner Janice Matthews
 Menzies LLP
 Magna House
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Bankers Lloyds Bank
 CCLA

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

Chair's report

"The Spokesperson Network is a vital space that affords lived experience organisations a seldom found platform of tailored support that can't be found elsewhere. It gives lived experience voices the empowerment to be seen, heard, valued and respected, unifying work that is done in this arena." **Johanna Bernard, Families in Harmony, Spokesperson Network member**

At Sounddelivery Media, we believe that communities with direct experience of social and systemic injustices hold the ideas and solutions for meaningful change. Yet, these voices are often misrepresented or excluded – from the media, policy discussions, and decision-making spaces. As a result, those with the expertise to shape public discourse, perceptions, policies and practices often go unheard.

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

Strengthening our Spokesperson Network

For the first time this year, we brought together alumni from all four of our Spokesperson Network programmes – creating a space for learning, collaboration, and re-energising as a collective of lived experience leaders. We supported a cohort of 40 alumni throughout the year with training, speaking and development opportunities, ongoing support and mentorship and ensuring a strong peer network.

Beyond the Spokesperson Network, we delivered 62 capacity-building workshops, events and collaborations, working with 250 civil society organisations. As many organisations providing capacity-building support in the sector have closed, we responded by launching our inaugural Festival of Learning in 2024, supported by the Esmée Fairbairn Foundation. This event provided vital training, networking and support for civil society organisations.

Our funders and financial sustainability

We are deeply grateful to the funders who enable us to continue our work. Looking ahead to 2025-2026, we have secured funding from:

- City Bridge Foundation – a new one-year unrestricted grant
- Paul Hamlyn Foundation Backbone Fund – year four of five of unrestricted funding
- Tudor Trust – year two of three of unrestricted funding
- Trust for London – final year of funding for our Media and Community Engagement Lead role
- John Ellerman Foundation – final year of funding for our Communications Officer role.

Our Board of Trustees

In 2024, we welcomed four new Trustees to our Board: Rachael Mole – accessibility and inclusion consultant, Spokesperson Network member; Amanda Lee – Head of Strategy and Research Development at St Oswald's Hospice; Andrew Swanson – Executive Producer, BBC; and Akash Patel – Founder of The Portfolio FD and Fellow of the Association of Chartered Certified Accountants (Treasurer).

We also said farewell to Trustees Darren Murinas and Craig Jones MBE. Our Board now comprises seven members.

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

Strengthening our governance and impact

This year, we continued to refine and improve our organisational policies and procedures. Key developments included establishing an advisory board, developing a Scheme of Delegation and updating policies on safeguarding, risk management, diversity and inclusion, and environmental sustainability.

A major focus has been enhancing our evaluation approach – shifting from programme-level impact to an organisational-level understanding of how grassroots leaders shape narratives, policies and practice. Measuring this work is complex and takes time, but we are committed to deepening our evaluation efforts in partnership with an external consultant.

Looking ahead

The Board and staff team remain fully committed to Sounddelivery Media's mission: ensuring that lived expertise drives public conversation, policy and practice change.

Our founder and director, Jude Habib, will go on sabbatical for nine months in 2025. We were delighted to be able to facilitate this for her in recognition of the hard work and dedication she has shown over the years. As we move forward, we are focused on expanding our reach, increasing our impact, and securing long-term sustainability for our work.

A message of thanks

As Emma Harrison steps down from her role as Chair, we would like to extend our heartfelt thanks for her six years of exceptional leadership. Emma has been a guiding force during a period of significant growth and evolution at Sounddelivery Media. Her commitment to our values, her unwavering belief in the power of lived experience, and her calm, thoughtful stewardship have left an indelible mark on the organisation. Under her guidance, we have strengthened our networks, deepened our impact, and laid strong foundations for the future. On behalf of the Board, staff, and everyone connected to Sounddelivery Media – thank you, Emma.



Signed by: Amanda Lee, Chair – Sounddelivery Media

Date: 5th August 2025

Sounddelivery Media

Director's report

"I found Sounddelivery Media at the beginning of my campaign and every step of the way, they matched my commitment with skills that win. In 2025 our veterans will share £75M which will lift them from poverty and return their honour. This groundbreaking campaign was not won by a big military charity and would have been a distant dream had we not stood on the humble shoulders of Sounddelivery Media, whom we salute with enormous gratitude for their incredible support." **Craig Jones MBE, Fighting With Pride, Spokesperson Network member**

We are feeling an enormous amount of gratitude as we reach the end of the third year as a charity. It was a year of exciting opportunities and also challenges as many small charities, including the ones we exist to support, are at the sharp end of the multiple pressures facing society. We want to take this time to recognise and celebrate the incredible work driven by the leaders that form our community and we also want to thank our funders for their support of Sounddelivery Media.

Our Spokesperson Network continued to harness their influence. Whether it was Samantha Billingham leading reports across BBC TV, radio and online news calling for training around coercive control for social workers or Jan Cunliffe and JENGbA in the House of Commons for the launch of the Westminster Commission on Joint Enterprise. Craig Jones MBE led Fighting With Pride's campaign for reparations for LGBT+ veterans, which succeeded in achieving its aims this year. Voices of lived experience and expertise are increasingly valued, heard and driving change. Finding ways to politically influence under the new Government is vital.

We're once again thrilled to see six more members of our network named in the Big Issue Top 100 Changemakers for 2025. This recognises their work in racial equity, criminal justice reform, homelessness, children's mental health and learning disability advocacy. We're immensely proud.

Sounddelivery Media alumni Emma Pears (SELFA Children's Charity), Zain Hafeez (Citizens UK), Steve Arnott (Beats Bus) and Jan Cunliffe (JENGbA) form our inaugural Advisory Group. All of these leaders have been through our Spokesperson Network programme and are working alongside the Sounddelivery Media team to help shape the programme going forward and advise in other areas where their insights and collaboration will be invaluable. This is a paid role with a one-year term, which they applied for and were voted in by their peers.

Following two years of our Future Voices partnership programme, I was thrilled to embark on our third and final year in 2024. This unique leadership programme is for migrant domestic workers, delivered in partnership with the Voice of Domestic Workers. We welcomed 12 new people to the network and continued to support the 24 alumni.

Sounddelivery Media continued to convene a Community of Practice, a peer-learning group that brings small charities together to share best practice on how to support people who have experienced injustice and inequality to become public spokespeople. This is a vital space for civil society organisations.

Building the capacity of community leaders and organisations can have a transformational effect on their ability to influence change and tackle society's challenges. I am proud to present our February 2024 to January 2025 annual report.

Jude Habib, Director – Sounddelivery Media

April 2025

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

The Trustees present their report with the financial statements of the Charity for the year ended 31 January 2025. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

About Sounddelivery Media

Sounddelivery Media provides capacity building training, support and mentoring, and media opportunities to community leaders with lived experience of social injustice and inequality. 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.

We believe in the power of collaboration and sharing knowledge to create a meaningful impact. We share our expertise, gleaned through many years working in this space, with other organisations who seek to develop their own networks of experts by experience and a wider network of professionals in the social justice sector. We also support funders to upskill grantees.

Our work centres on people with lived experience, aiming to shift power through the sharing of networks and skills. We are known for our long-term, people-centred approach, building trusted relationships to work with lived-experience leaders, ethically and safely.

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.

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

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 to 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 FOR THE YEAR ENDED 31 JANUARY 2025

ACHIEVEMENT AND PERFORMANCE

In 2024, we were named in the Big Issue's Changemakers of 2024 in the Media & Campaigns category, our Charity turned three, we celebrated the successful completion of the Voice of Domestic Workers Future Voices 2 programme and we welcomed a new cohort, curated our inaugural Festival of Learning, won an award from London School of Economics (LSE) Careers for our internship programme, and hosted our first residential bringing together members from all four years of our Spokesperson Network (to name just a few highlights).

Our Spokesperson Network continued to harness their influence. Whether it was Chloe Juliette on BBC Radio 4's Fixing Britain discussing policy for children in care, or Sam Billingham leading reports across BBC TV, radio and online news calling for training around coercive control for social workers. Jan Cunliffe and JENGbA were in the House of Commons for the launch of the Westminster Commission on Joint Enterprise, which they were instrumental in bringing into being. Craig Jones MBE led Fighting With Pride's campaign for reparations for LGBT+ veterans, which succeeded in achieving its aims this year. Voices of lived experience and expertise were being valued, heard and driving change.

We delivered 62 capacity building workshops, events and collaborations, worked with and trained 451 individuals and 250 organisations, and our communities had 160 media features, public talks and awards.

The Spokesperson Network

In 2024, we focused on bringing together our Spokesperson Network alumni from our 2019, 2021, 2022 and 2023 programmes to foster wider collaborations and partnerships, to continue to build a movement of grassroots leaders, growing their collective voice around the social injustices they have experienced. This included an in-person residential in Stoke, a series of online training workshops, and creating and supporting opportunities to have their expertise heard in the media, with policymakers and practitioners, to increase their influence. This included two of our network being awarded a Churchill Fellowship research grant for their work.

We facilitated online check-ins, training days, our WhatsApp group, and a platform through the Festival of Learning for them to share their expertise, leading an array of sessions. Our 'in conversation' panel events brought together leaders to share their insights around one of the biggest challenges facing the UK. This year we held 'Doing justice better' facilitated by Channel 4 News' Simon Israel and our 'Solving the crisis facing children and young people' facilitated by Children and Young People Now's Fiona Simpson. These events were attended by journalists, funders, civil society organisations and leaders with lived experience. We also provided dedicated support to the network during the general election period supporting them as they developed manifestos for change.

Media coverage for the Spokesperson Network

We facilitated and supported our network through a myriad of opportunities from print/online press, radio and TV, podcasts, public talks and award nominations.

This year our Spokesperson Network featured across BBC Radio 4, BBC London/ Sussex/ Leeds/ Lancs / Solent, BBC 1XTRA Talks, BBC 5 Live, BBC Breakfast, ITV News Meridian, GMB, BBC Look North, The Independent, CYPNow, BBC News, The Voice, the Big Issue, The Mirror, The Guardian, The Times and more. One of our network is now a paid consultant on a high-profile BBC drama reaching audiences of millions and two have influenced documentaries. Sounddelivery Media has also built a relationship with storyliners at Eastenders, connecting them with members of our Spokesperson Network.

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

Developing policy and practice

Members of our network have influenced policies such as the LGBT Veterans Independent Review, Care Review and the Children's Social Care Implementation Strategy and participated in discussions with policymakers at the National Centre for Creative Health. Several have been namechecked in the House of Commons for their work. They've spoken at All-Party Parliamentary Groups on modern slavery, kinship care, poverty, penal affairs, and suicide and self-harm prevention.

Spotlight on a Spokesperson Network member:

Jan Cunliffe and JENGbA (Joint Enterprise Not Guilty by Association) worked with MPs to launch the Westminster Commission on Joint Enterprise, the first major project of the newly-formed All-Party Parliamentary Group on Miscarriages of Justice. We secured Jan the leading item on BBC Radio 4's flagship legal programme, The Law Show. We have been working with Jan and JENGbA since 2022.

"I personally gained much needed support that helped me to remember that I'm not alone in the world of lived experience campaigners. Sometimes our work can lead us to a lonely place, and we forget that there are others around who will gladly encourage you to continue. Fresh energy is vital for topping up feelings of being depleted."

Being in a space where people are full of love and understanding is a privilege and not an everyday experience. It's a powerful thing to have so many like-minded, genuine people around you. That positive power cannot be underestimated." **Jan Cunliffe, JENGbA, Spokesperson Network member**

Collaborations and partnerships – The Voice of Domestic Workers

This year marked an important milestone for the Future Voices leadership programme, our three-year collaboration with The Voice of Domestic Workers. We welcomed our final cohort of 12 migrant domestic workers for the programme culminating in 2025. Through workshops on public speaking, podcast production, storytelling and media engagement, Future Voices has continued its mission to amplify voices, build confidence, and empower migrant domestic workers to challenge stigma and advocate for change.

One of the year's highlights was the Future Voices showcase event, marking the finale of an eight-month training programme. We celebrated participants' achievements with a heartfelt graduation ceremony, a poignant moment for many who hadn't had the opportunity to graduate before, having entered the workforce at a young age.

We were invited to the Human Trafficking Foundation Anti-Slavery Day Awards with The Voice of Domestic Workers. This was to celebrate as the Channel 4 News' piece reported on by Simon Israel in collaboration with The Voice of Domestic Workers won the award for Best Broadcast Piece Dealing with Modern Slavery. This report was viewed by an audience of over 10 million people and continues to make an impact. In 2024, the Future Voices network shared their experiences and insights across a variety of platforms, including the Big Issue, The Independent and Mumsnet. Their stories shed light on the realities of modern-day slavery, the resilience of migrant workers, and the urgent need for systemic change. Future Voices alumni have influenced in additional ways, speaking to politicians, on panels, and to journalism students about how to report on marginalised communities, sharing their experiences of speaking in the media.

"The Future Voices programme has been nothing short of transformative. I found strength in sharing my own experiences to challenge the exploitation and injustices faced by many in our community while addressing unfair policies. I feel more equipped to advocate for myself and others. This programme has been a truly empowering experience that I will carry with me as I continue my journey." **Jeanly, The Voice of Domestic Workers**

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

Let Us Lead the Change

We supported the Let Us Lead the Change training programme, a transformative initiative empowering abused women to find their voice and take a stand. Let Us Lead the Change is a programme by SEEAWA for 11 participants: five who have survived domestic violence and six who have survived trafficking. SEEAWA is a newly-registered charity aiming to empower Southeast and East Asian women in the UK. It was set up by Kanlungan, Filipino Domestic Workers Association, Southeast and East Asian Centre, and other ESEA organisations.

News and Media Network

In 2024, we were proud to collaborate for the series People-Powered Storytelling, showcasing the transformative power of grassroots, community-centred media in the UK. Sounddelivery Media were one of ten featured media organisations, alongside The Bristol Cable, Public Interest News Foundation, Rural Media / Travellers' Times, On Our Radar, Fully Focused, The People's Newsroom, The Ferret and Greater Govanhill Magazine, Untelevised, and the former Head of Editorial at gal-dem.

These collaborations and training projects reflect our mission to equip individuals and organisations with the tools to tell authentic stories, amplify lived experience, and drive meaningful change.

Knowledge exchange

Festival of Learning

A key aspect of our three-year organisational strategy is to share (and receive) knowledge and best practice with other civil society organisations. We curated and delivered a Festival of Learning hosted by community leaders from across the country centring lived experience expertise. We welcomed 275 delegates to 24 sessions – 31.5 hours of learning – covering a range of topics to help develop skills and confidence, get new ideas and inspiration, connect people and to centre lived experience expertise. There was a great energy throughout the festival, and within the Zoom rooms people were connecting and sharing ideas. Our in-person events in London and Leeds gave the chance to meet others in-person, and our speakers inspired everyone. We will deliver this again in 2025.

Community of Practice

We deepened our commitment to knowledge exchange, ethical journalism and storytelling through our continued collaboration with our Community of Practice, bringing together staff working for 14 civil society organisations working on spokesperson networks, ambassador programmes and panels. The purpose of this peer-learning group is to share knowledge and best practice around how to work with people with direct, lived experience of social injustice to help them become public spokespeople. It also allows civil society organisations to build connections between charity staff working in this area and look at some of the challenges and solutions of doing this work.

We hosted four sessions online exploring issues like vicarious trauma, safeguarding communities, and developing media toolkits for communities. Our in-person meetup with editors of the Big Issue explored ways to continue driving ethical media practices, and award-winning production company Raw TV and BAFTA-winning director Fred Scott shared their insights.

"This is such a valuable resource for the sector. It's important to have a space to reflect and learn to do this work in a safe way that is meaningful in creating change." **Phoebe Green, Pause, Community of Practice member**

Holding a space like this allows us to strengthen our individual organisation's learning and development, but also to form a collective voice to influence best practice in the wider sector.

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

FUTURE PLANS - Plans for the next financial year

As we enter year two of our three-year organisational strategy, we will push forward in our mission to ensure more people with lived experience and their voices, expertise and stories are at the forefront of public conversation, policy and practice. To deliver our strategy, we will focus on the following themes:

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

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

- Grow and develop 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. In 2025-2026 we will be recruiting a new cohort to our Spokesperson Network programme. Our seven-month programme aims to increase the confidence and skills of new lived experience leaders to share their experience, have their expertise heard more widely and ultimately drive change for their communities.
- Highlight and capture the enhanced value of Sounddelivery Media's expertise in working in partnership to profile organisational leaders, fostering their visibility, instilling confidence in driving systemic change and the wider ripple effect of this work. We will complete our final Future Voices programme with a showcase event at the Wellcome Collection in March 2025. We will lead a transition session handing over the materials, and training domestic workers as facilitators to lead the programme going forward.
- Add internal resources to our Charity by developing a network of associate trainers to deliver capacity-building support to other organisations. We will develop the materials for our training to be delivered by associate trainers and have these trainers in place to enable us to scale our capacity-building offer.
- Expand our knowledge exchange through our Community of Practice and by curating our second Festival of Learning – both of which will in turn increase the confidence and skills and develop best practice of charities. We will continue to work with media professionals and influence their practice to view lived experience voices as expert voices. We will also 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.
- Building on our work this year, we will continue to develop our evaluation framework by creating a framework to capture learning and assess our impact to inform our practice and programmes. We will share this with other civil society organisations, as well as providing a tool through which to measure and communicate the impact of our work.
- We will continue to scale the media opportunities our network is involved in, through enhanced relationships with media professionals and outlets. We will develop wider inroads into increasing our network's influence on popular culture.
- We will continue to build our expertise and capacity internally by developing our team from which to scale our offer to our network of existing and potential stakeholders. We will also build on our financial reserves to provide for future resilience, in line with our Reserves Policy – providing a robust and stable infrastructure through which to continue to deliver our programmes of work.

' Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

Our Director, Jude Habib, is taking a sabbatical of nine-months' duration from May 2025, and Monica Tyler has been appointed Interim Chief Executive to cover this period.

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

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 2025, provided in fuller detail with comparative results on page 17, is as follows:

- Resources generated £326,507 (2024: £279,926)
- Resources expended £301,182 (2024: £306,572)
- Net surplus £25,325 (2024: Deficit £26,646)

The total income of £326,507 (2024: £279,926) was generated from the following resources:

- Grants – £300,878 (2024: £272,706)
- Donations – £1,474 (2024: £477)
- Earned income from projects – £21,531 (2024: £4,650)
- Interest and miscellaneous income – £2,624 (2024: £2,093)

The Charity has free reserves of £33,674 (2024: £19,216) as at 31 January 2025. 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 31 January 2025. 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)'.

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

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
- Esmée Fairbairn Foundation
- John Ellerman Foundation
- Lankelly Chase Foundation
- National Lottery Community Fund
- Paul Hamlyn Foundation
- School for Social Entrepreneurs
- Trust for London
- The Tudor Trust

Reserves Policy

The Board of Trustees have reviewed their Reserves Policy in 2024-2025 and aim to have sufficient free reserves to cover our budgeted unrestricted operating costs for three months. We continue our strategy of building our reserves to ensure a sustainable organisation able to meet the demand for our services

Sounddelivery Media

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JANUARY 2025

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.

The Charity is governed 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, which comprise seven members as at 31 January 2025, are appointed by the Charity Trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of social inequality. Trustees are appointed for a three-year term with the option to extend for a second term.

Three Trustees stepped down during the year (C Falconer, C Jones MBE, and D Murinas) and were replaced by the appointment of three Trustees in July 2024 (A Lee, R Mole, and A Swanson). A further Trustee (A Patel, FCCA) was appointed in November 2024, replacing L Jonas as Honorary Treasurer. L Jonas has agreed to remain as a Board member to provide continuity in terms of expert input in supporting the Charity.

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.

At their 23 January 2025 meeting, the Board set up a Finance subcommittee; the members of which are L Jonas, A Lee and A Patel (FCCA). The committee will meet on a quarterly basis, at minimum, to oversee financial management at the Charity and provide feedback and input on behalf of the Board.

Risk management

The Trustees actively review the major risks which face the Charity on a regular basis, and have developed a Board Assurance Framework, which is 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: Akash M Patel (FCCA), Treasurer – Sounddelivery Media

Date: 7 August 2025

Sounddelivery Media

MENZIES
BRIGHTER THINKING

INDEPENDENT EXAMINER'S 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 2025.

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:  Dated: 12-Aug-2025
Janice Matthews FCA

Menzies LLP
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Sounddelivery Media

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 JANUARY 2025

	Note	Restricted funds 2025 £	Unrestricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Income from:					
Donations and legacies	3	171,878	130,474	302,352	273,183
Charitable activities	5	-	21,531	21,531	4,650
Other income	6	-	2,624	2,624	2,093
Total income		171,878	154,629	326,507	279,926
Expenditure on:					
Charitable activities	7	127,418	173,764	301,182	306,572
Total expenditure		127,418	173,764	301,182	306,572
Net surplus (Deficit)		44,460	(19,135)	25,325	(26,646)
Transfers between funds		(34,163)	34,163	-	-
Net movement in funds		10,297	15,028	25,325	(26,646)
Reconciliation of funds:					
Total funds brought forward		42,536	19,880	62,416	89,062
Net movement in funds		10,297	15,028	25,325	(26,646)
Total funds carried forward		52,833	34,908	87,741	62,416

The statement of financial activities includes all gains and losses recognised in the year. The notes on pages 19 to 28 form part of these financial statements.

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BALANCE SHEET AS AT 31 JANUARY 2025

	Note	2025 £	2024 £
Fixed assets			
Tangible assets	11	<u>1,234</u>	<u>664</u>
		1,234	664
Current assets			
Debtors	12	24,231	500
Cash at bank and in hand		<u>76,769</u>	<u>68,187</u>
		101,000	68,687
Creditors: amounts falling due within one year	13	<u>(14,493)</u>	<u>(6,935)</u>
Net current assets		86,507	61,752
Total assets less current liabilities		87,741	62,416
Total net assets		87,741	62,416
Charity funds			
Restricted funds	14	52,833	42,536
Unrestricted funds	14	<u>34,908</u>	<u>19,880</u>
Total funds		87,741	62,416

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



Signed by: Akash M Patel (FCCA), Treasurer – Sounddelivery Media

Date: 7 August 2025

The notes on pages 19 to 28 form part of these financial statements

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

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 the 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 2025

3. Accounting policies (continued)

3.1 Taxation

The Charity is exempt from tax on its charitable activities.

3.2 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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3.3 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.

3.4 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.

4. Income from donations and legacies

5.

	Restricted funds 2025 £	Unrestricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Donations	-	1,474	1,474	477
Grants	171,878	129,000	300,878	272,706
	171,878	130,474	302,352	273,183
Total 2024	230,706	42,477	273,183	

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

4. Grants

	2025 £	2024 £
Tudor Trust	46,000	47,500
City Bridge Foundation	58,475	23,590
School for Social Entrepreneurs	2,991	11,966
Lankelly Chase Foundation	45,000	92,000
Paul Hamlyn Foundation	40,000	40,000
Community Fund Awards For All	19,950	10,000
Trust For London	48,462	47,150
John Ellerman Foundation	40,000	-
	<u>300,878</u>	<u>272,206</u>

5. Income from charitable activities

	Unrestricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Earned income from projects	<u>21,531</u>	<u>21,531</u>	<u>4,650</u>
Total 2024	<u>21,531</u>	<u>4,650</u>	

6. Other incoming resources

	Unrestricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Interest income	2,216	2,216	630
Misc income	408	408	1,463
	<u>2,624</u>	<u>2,624</u>	<u>2,093</u>

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

7. Analysis of expenditure by activities

	Activities undertaken directly 2025 £	Support costs 2025 £	Total funds 2025 £	Total funds 2024 £
Direct costs	269,307	31,875	301,182	306,572
Total 2024	287,667	18,905	306,572	

Analysis of direct costs

	Activities 2025 £	Total funds 2025 £	Total funds 2024 £
Staff costs	157,861	157,861	192,299
Insurance	658	658	620
Telephone/IT, office sundries, equipment	9,996	9,996	7,198
Freelance	27,488	27,488	18,220
Project expenditure	2,893	2,893	1,761
Delivery costs – people	36,758	36,758	25,485
Venue hire/ accommodation/ catering	17,331	17,331	19,517
Travel	6,547	6,547	5,664
Training	9,443	9,443	16,571
Depreciation	332	332	332
	269,307	269,307	287,667
Total 2024	287,667	287,667	

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Activities 2025 £	Total funds 2025 £	Total funds 2024 £
Bank charges	90	90	84
Governance costs	31,785	31,785	18,821
	<u>31,875</u>	<u>31,875</u>	<u>18,905</u>
Total 2024	<u>18,905</u>	<u>18,905</u>	

8. Independent examiner's remuneration

	2025 £	2024 £
Fees payable to the Charity's independent examiner for the independent examination of the Charity's annual accounts	<u>2,600</u>	<u>1,831</u>

9. Staff costs

	2025 £	2024 £
Wages and salaries	142,750	175,685
Social security costs	11,656	12,776
Contribution to defined contribution pension schemes	3,456	3,838
	<u>157,862</u>	<u>192,299</u>

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

	2025 No.	2024 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 £51,079 (2024: £59,039).

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

10. Trustees' remuneration and expenses

During the year ended 31 January 2025, a total of £230 was incurred in respect of Trustee expenses (2024 - £nil). Amanda Lee received remuneration of £4,200 (2024: £2,400) as an Operations Consultant during 2024-2025 the total value of which was received prior to her appointment as a Trustee in July 2024.

The Board of Trustees regularly review their 'Payments to Trustees' policy to ensure that any contracts awarded to and/or payments made to Trustees are done so in accordance with relevant legislation and guidelines, including those incorporated into the Charity's constitution.

11. Tangible fixed assets

	Computer equipment £
Cost or valuation	
At 1 February 2024	996
Additions in year	902
At 31 January 2025	1,898
Depreciation	
At 1 February 2024	332
Charge for the year	332
At 31 January 2025	664
Net book value	
At 31 January 2025	1,234
At 31 January 2024	664

**12. Debtors: Amounts falling due within one year
Due within one year**

	2025 £	2024 £
Prepayments and accrued income	24,231	500
	24,231	500

13. Creditors: Amounts falling due within one year

	2025 £	2024 £
Other taxation and social security	8,526	2,993
Trade creditors	1,960	552
Accruals and deferred income	4,007	3,390
	14,493	6,935

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

14. Statement of funds

Statement of funds – current year

	Balance at 1 February 2024 £	Income £	Expenditure £	Transfers between funds £	Balance at 31 January 2025 £
Unrestricted funds					
Designated funds	-	-	-	1,234	1,234
General funds	19,880	154,629	173,764	32,929	33,674
Total unrestricted funds	19,880	154,629	173,764	34,163	34,908
Restricted funds					
Awards for All	-	19,950	11,644	-	8,306
City Bridge Foundation	-	58,475	44,626	(7,598)	6,251
John Ellerman Foundation	4,759	40,000	30,325	(3,297)	11,137
Lankelly Chase Foundation - Operations	10,647	-	-	(10,647)	-
Spokesperson Network	10,175	-	-	(10,175)	-
School for Social Entrepreneurs	2,130	2,991	5,121	-	-
Trust for London	14,825	48,462	35,064	(2,446)	25,777
Tudor Trust	-	2,000	638	-	1,362
Total restricted funds	42,536	171,878	127,418	(34,163)	52,833
TOTAL FUNDS	62,416	326,507	301,182	-	87,741

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

14. Statement of funds (continued)

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

City Bridge Foundation: City Bridge Foundation provided a multi-year grant for the Future Voices leadership 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 speak at workshops, training materials and a fee towards overhead costs.

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 associate network of trainers.

Lankelly Chase Foundation – Operations: Lankelly Chase Foundation provided a restricted grant to support an operations manager role within the organisation as well as an unrestricted grant of £45,000 to support existing grantee partners.

Paul Hamlyn Foundation: Continues to support the work of the Charity through unrestricted backbone funding of £40,000 per annum.

Spokesperson Network: This fund was carried forward from 2023-2024 and was used to support our work in 2024-2025.

Tudor Trust: Continues to support the work of the Charity through an unrestricted continuation grant, of which £44,000 was received in 2024-2025, as well as providing restricted funds to support staff wellbeing.

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

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

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

14. Statement of funds (continued)

Statement of funds – prior year

	Balance at 1 February 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 January 2024 £
Unrestricted funds					
General fund	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	-	11,966	(9,836)	-	2,130
Tudor Trust	-	7,500	(7,500)	-	-
City Bridge Foundation	-	24,090	(24,090)	-	-
	<u>77,287</u>	<u>230,706</u>	<u>(265,457)</u>	<u>-</u>	<u>42,536</u>
Total of funds	<u>89,062</u>	<u>279,926</u>	<u>(306,572)</u>	<u>-</u>	<u>62,416</u>

15. Summary of funds

Summary of funds – current year

	Balance at 1 February 2024 £	Income £	Expenditure £	Transfers between funds £	Balance at 31 January 2025 £
General funds	19,880	154,629	173,764	34,163	34,908
Restricted funds	42,536	171,878	127,418	(34,163)	52,833
Total funds	<u>62,416</u>	<u>326,507</u>	<u>301,182</u>	<u>-</u>	<u>87,741</u>

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2025

15. Summary of funds (continued)

Summary of funds – prior year

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

16. Analysis of net assets between funds

Analysis of net assets between funds – current year

	<i>Restricted funds 2025 £</i>	<i>Unrestricted funds 2025 £</i>	<i>Total funds 2025 £</i>
Tangible fixed assets	-	1,234	1,234
Current assets	52,833	48,167	101,000
Creditors due within one year	-	(14,493)	(14,493)
Total	<u>52,833</u>	<u>34,908</u>	<u>87,741</u>

17. Related party transactions

In the year ended 31 January 2025, grants were received from the Lankelly Chase Foundation, who shared a Trustee with Sounddelivery Media, until they resigned from Sounddelivery Media on 31 March 2024 (D Murinas). Both organisations have sufficient confluence of interest mechanisms in place, requiring Trustees to abstain from decision making in which they have a direct interest in, which applied to the Trustee concerned in the period up to 31 March 2024.

The Lankelly Chase Foundation also continued to provide office accommodation to Sounddelivery Media during 2024-2025.

C Jones MBE, continued to be part of the Spokesperson Network during his period of office as a Trustee to 23 January 2025.

Moleworks Solutions Limited, a private limited company incorporated under Company number 14866667, of which Rachael Mole, Trustee is the sole Director, received consultancy fees totalling £2,550 (2024: £nil).

The Board of Trustees have subsequently reviewed their 'Payments to Trustees' policy to continue to ensure that any contracts awarded to and/or payments made to Related Parties are done so in accordance with relevant legislation and guidelines, including those incorporated into the Charity's constitution.