



Stories with
Symbols

Stories with Symbols

Trustees' Annual Report

For the year ended 31st December 2021

18th August 2022

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Administrative details

Registered charity name:	Stories with Symbols
Registered charity number:	1193393 (England & Wales)
Principal address:	14 Hartwell Road, Ashton, Northampton, NN7 2JR, UK
Trustees:	Alex Rowe; Katie Kennedy; Samantha Rowe

Structure, governance and management

Stories with Symbols is a Charitable Incorporated Organisation (CIO) whose only voting members are its charity trustees. The charity trustees manage the affairs of the CIO and operate according to the Governing Document adopted on 3rd February 2021.

Objectives and activities

The objective of Stories with Symbols is to advance the education of individuals, in particular (but not exclusively), children with speech, language and communication needs (SLCN), through the provision of specialist videos, created by the charity.

The videos are free-to-access and are designed from the outset for children with additional needs, to stimulate their interest in books and shared reading, while supporting the development of core communication, language and literacy skills.

Achievements and impact

This, the first year of the charity's existence, has been an exciting and productive one:

- Nine videos have been published, including two 'explainer' videos aimed at professionals wanting to understand more about the videos.
- A partnership agreement with leading children's book publisher, Usborne, was signed in July. This relationship has already proved to be incredibly positive and collaborative. It has enabled immediate access to the rights to make our videos without first having to secure permission on a book-by-book basis. It has also provided access to a very wide range of books, and to an established network of end-users in the nurseries and schools with whom Usborne already has a relationship.

For Usborne, the partnership represents a means of making some of their books more accessible and inclusive for children with language and communication difficulties.

The partnership does not oblige Stories with Symbols to produce videos at a specific rate or by specific deadlines, with the exception of a January 2022 deadline for producing a video based on 'Goldilocks' for World Book Day 2022 (which has already been completed and is awaiting approval from Usborne.)

Alex Rowe attended the Usborne 40th Anniversary conference in Telford on 11th September 2021 at which the new partnership was announced to a packed audience.

- The Stories with Symbols YouTube channel has had over 13,000 views, from countries all over the world, and currently has 200 subscribers. These include professionals in healthcare, schools and nurseries, each representing a significant number of target children. Eight videos are scheduled for publication in the first half of 2022, including the first videos arising from the new partnership with Usborne, and we expect the number of subscribers to increase as a result.
- The charity has begun producing videos for children with more developed language and communication skills, including primary school age children, covering non-fiction topics relating to the school curriculum. This was in response to demand for videos which were both developmentally accessible while still age-appropriate. For instance, a series of five videos are in production on the topics of weather and climate, filming having taken place at the UK Met Office in Exeter.
- Feedback on the videos produced by the charities so far has been extremely positive. Although the videos could be described as specialist or niche, a steady count of around 50 views per day indicates that the videos are in regular use. This number has been growing gradually throughout the year.
- The charity has developed close relationships with professionals in speech and language, as well as specialist teachers and senior school leaders across the country. Dialogue with these professionals has been central to the development of the new videos.
- As well as appearing in a number of local press articles, Stories with Symbols has featured as a 'Success Story' on the website of symbol maker, Widgit.
- Stories with Symbols is being used by NHS practitioners across the country. Director of Therapies for Central and North West London (CNWL) NHS called it "a really innovative and generous offer."
- Through visits to schools, we have seen – first hand – our videos being used as a learning resource. Often, they are used as a central focus around which other related activities are planned.
- A special school has chosen the video resources created by Stories with Symbols as the focus for a research project in 2022, evaluating the effectiveness of our videos on early literacy skills and engagement among children with additional needs.
- In May, Stories with Symbols took part in the Leicester City 'Local Offer Live' event, showcasing our work to professionals and parents/carers. We are now listed on the Local Offers for many different local authorities across the country.

Financial review

1. Position at the end of the period

- (1) Total income for 2021 was £3,008.12 and total expenditure was £2,432.24, representing a surplus of income over expenditure of £575.88.
- (2) Income includes trustee loans totalling £1,000 from Alex Rowe, to cover initial set-up costs. No interest is payable on the loan and it has no term.
- (3) Income also includes donations totalling £2,000 from Usborne Publishing. These donations are contributions towards the costs associated with making videos under the partnership with Usborne.

2. Reserves

- (1) Stories with Symbols has no employees or ongoing financial commitments. Reserves of £200 are deemed sufficient to meet the charity's needs.

3. Income and expenditure account for year ended 31.12.2021

	Notes	2021
Income:		(£)
Loans		1,000
Donations		2,008
Total Income		3,008
Capital Expenditure:		
Equipment		622
Props		69
Total Capital Expenditure		692
Non-Capital Expenditure:		
Software		165
Consumables		519
Presenter fees		300
Insurance		96
Marketing		152
Expenses	1	509
Total Non-Capital Expenditure		1741
Total Expenditure		2432
Surplus/(deficit)		576
Brought forward		-
Balance C/Fwd		576

Notes

1 Comprising £450 in travel expenses, £44 in subsistence and £15 in childcare.

4. Balance sheet as at 31.12.2021

	Notes	2021 (£)
FIXED ASSETS		
Tangible assets	1	317
CURRENT ASSETS		
Balance in current account		576
LIABILITIES		
Loans		(1000)
TOTAL NET ASSETS		(107)

Notes

- 1 25% straight line amortisation of the following items:

Asset	Date purchased	Purchase Price (£)	Value 2021 (-25%) (£)
Cayer BV30L tripod	08/09/2021	138.99	104.24
Cushion fillings (set decor)	21/10/2021	18.99	14.24
Yellow cushion covers (set decor)	21/10/2021	16.99	12.74
Zoom F2	03/11/2021	136.00	102.00
Cayer BV30L tripod	04/11/2021	111.19	83.39
		TOTAL:	316.61