



Stories with
Symbols

Stories with Symbols

Trustees' Annual Report

For the year ended 31st December 2022

11th October 2023

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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

The charity's second year of operation was productive and informative:

- 4 more videos were published, taking the total in the catalogue to 13.
- The partnership with Usborne continues and has become a very positive, collaborative relationship.
- In February, our two World Book Day videos were released in partnership with Usborne. Evie Pickerill (known by children as a main 'anchor' presenter of CBeebies) presented a Goldilocks story video as well as a companion activity video, designed especially for children with SLCN.
- The last of the filming for the World Book Day video for 2023 took place in December. This year, it is a topic video about the importance of brushing teeth, and includes an extended 'experience' of a neurodivergent child visiting a dentist for real.

- The Stories with Symbols YouTube channel grew from around 13,000 views to almost 68,000. The average daily number of views trebled from around 50 to 150. The number of subscribers more than doubled from 200 to 475.
- The Met Office series was more difficult to film than originally expected, and was the worst performing video on the channel by a large margin. On reflection, more filming time and resources were needed. Feedback also suggested that the language and delivery was not grown up enough for the audience who would likely be watching the videos. This has been taken on board and will inform our future choices and strategy.
- During autumn 2022, the Stories with Symbols team began an extended research project into neurodiversity affirming practice. This step change in knowledge and understanding has had a massive effect on the charity, as well as on the team's personal and professional lives. Additionally, we have come to appreciate that many viewers will be 'Gestalt Language Processors' (GLP) – a way of acquiring language in chunks, or scripts, rather than building sentences from single words. Combined, these will inform future content.
- A grant of £1,831.67 was awarded by ARG West to Stories with Symbols for future video projects. It was used to purchase a second camera and fund professional speech and language therapy research time (see Financial review note 2) in order to inform and improve future content.
- The charity continues to be run by its team of three trustees. There are no plans to grow that team, and due to professional and family circumstances, the outlook for 2023 will be a slower pace of video production, with an emphasis on quality over quantity.

Financial review

1. Position at the end of the period

- (1) Total income for 2022 was £2,359 and total expenditure was £1,909, representing a surplus of income over expenditure of £450.
- (2) The charity paid £400 to its trustee, Katie Kennedy, for her professional time in her capacity as a speech and language therapist, in accordance with section 185 of the Charities Act and the Trustee Act 2000. Advice was sought from the Charity Commission beforehand and the following safeguards were put in place:
 - (a) Potential conflicts of interest were minimised:
 - (i) The trustee in question withdrew from the discussion and decision-making process surrounding the procuring of services relating to this project.
 - (ii) The decision to use the trustee's professional services (taken by the remaining quorum) was in the best interests of the charity because the trustee is a qualified Speech and Language Therapist who knows the charity intimately, and is the most qualified person to carry out the research.

- (iii) The number of trustees benefiting were in the minority on the board (one).
- (b) The payment was reasonable:
 - (i) This was a one-off payment for a one-off piece of research expected to take two working days. The fee agreed was £400 in total.
- (c) The fee was benchmarked:
 - (i) Three quotes were obtained for carrying out the research by other Speech and Language Therapy professionals; their day rates were approximately double the proposed payment to the trustee.
- (d) The conflict and the statements of compliance are hereby declared in the Annual Report for the year 2022.

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 31.12.2022

	Notes	2022 (£)	2021 (£)
Income:			
Loans		-	1,000
Donations	1	527	2,008
Grants		1,832	
Total Income		2,359	3,008
Capital Expenditure:			
Equipment		1,413	622
Props		-	69
Total Capital Expenditure		1,413	692
Non-Capital Expenditure:			
Software		-	165
Consumables		-	519
Presenter fees		-	300
Insurance		96	96
Marketing		-	152
Professional fees	2	400	-
Expenses		0	509
Total Non-Capital Expenditure		496	1,741
Total Expenditure		1,909	2,432
Surplus/(deficit)		450	576
Brought forward		576	-
Balance C/Fwd		1,026	576

Notes

1. Includes £25 of Gift Aid via HMRC.
2. See Financial Review 1 (2)

4. Balance sheet as at 31.12.2022

	Notes	2022 (£)	2021 (£)
FIXED ASSETS			
Tangible assets	1	1,297	317
CURRENT ASSETS			
Balance in current account		1,026	576
LIABILITIES			
Loans		(1,000)	(1,000)
TOTAL NET ASSETS		1,323	(107)

Notes

- 1 25% per year amortisation of the following items:

Asset	Date purchased	Purchase Price (£)	Value 2022 (-25%) (£)
EF-RF Lens adapter	30/03/2022	104.00	78.00
EOS R Camera	30/03/2022	1,308.99	981.74
Cayer BV30L tripod	08/09/2021	138.99	78.18
Cushion fillings (set decor)	21/10/2021	18.99	10.68
Yellow cushion covers (set decor)	21/10/2021	16.99	9.56
Zoom F2 microphone/recorder	03/11/2021	136.00	76.50
Cayer BV30L tripod	04/11/2021	111.19	62.54
TOTAL:			1,297.20