

MEDIA AND INFORMATION LITERACY ALLIANCE

England & Wales · Charity number 1206054

Details

Other names MILA

Status Registered

Legal form CIO

Registered 2023-12-04

Register [View on the Charity Commission register](#)

Contact

Address Parent Zone
Units 1-4
80-82 White Lion Street
London
N1 9PF

Phone 07913 464393

Email media.infolit.alliance@gmail.com

Website www.mila.org.uk

Activities

Objects: THE OBJECTS OF THE CIO ARE FOR THE PUBLIC BENEFIT TO ADVANCE THE EDUCATION OF THE PUBLIC (INCLUDING MARGINALISED AND UNDER-REPRESENTED GROUPS) ON THE SUBJECT OF MEDIA AND INFORMATION LITERACY IN PARTICULAR, BUT NOT EXCLUSIVELY, BY (A) FURTHERING THEIR SKILL AND ABILITY TO ACCESS AND ENGAGE WITH MEDIA AND INFORMATION AND DEVELOPING THEIR UNDERSTANDING OF MEDIA AND INFORMATION LITERACY, AND (B) PROMOTING COLLABORATION AND RESEARCH ON ALL ASPECTS OF THE SUBJECT AND PUBLISHING THE USEFUL RESULTS.

Activities: MILA advances education and knowledge about media and information literacy (MIL) in the UK through the facilitation of research, the collaborative development of relevant resources and advocacy to promote the importance and relevance of MIL to society.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** Education/training
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31		£0	£0	-

Trustees

Name	Role	Appointed
Prof Julian McDougall	Chair	2023-12-04
Bryden Daniel Joy		2026-01-06
Dr Elinor Carmi		2024-05-01
Dr Jane Louise Secker		2024-05-01
Dr Luis Pereira		2024-05-01
Frances Helen Yeoman		2024-05-01
Kirsty Lingstadt		2024-05-01
Stephane Goldstein		2023-12-04
Tiffany Catherine Smyly		2025-11-10
Vicki Shotbolt		2023-12-04

MEDIA AND INFORMATION LITERACY ALLIANCE

England & Wales - Charity number 1206054

Accounts



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	04	12	2023		31	03	2025

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Charity's principal address

c/o Parent Zone	
Units 1-4, 80-82 White Lion Street	
London	
Postcode	N1 9PF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Dr Elinor Carmi		from 01/05/2024	
2	Stéphane Goldstein	Secretary		
3	Dr Melissa Highton		until 03/12/2025	
4	Bryden Joy		from 06/01/2026	
5	Kirsty Lingstadt		from 01/05/2024	
6	Prof Julian McDougall	Chair		
7	Dr Luis Pereira		from 01/05/2024	
8	Vicki Shotbold			
9	Dr Jane Secker		from 01/05/2024	
10	Tiffany Smyly		from 10/11/2025	
11	Caitlin Webb		until 22/03/2024	
12	Frances Yeoman		from 01/05/2024	

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Not applicable. MILA did not employ any staff during the reporting period

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution, dated 23/11/2023 and not amended since then – this may be found at https://mila.org.uk/about-us/constitution/
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Recruitment and appointment by existing trustees

Additional governance issues (Optional information)

<p>You may choose to include additional information, where relevant, about:</p> <ul style="list-style-type: none"> • policies and procedures adopted for the induction and training of trustees; • the charity's organisational structure and any wider network with which the charity works; • relationship with any related parties; • trustees' consideration of major risks and the system and procedures to manage them. 	<p>MILA has in place a conflict of interest policy – this may be found at https://mila.org.uk/wp-content/uploads/2025/08/MILA-conflict-of-interest-policy.pdf</p>
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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The objects of MILA are for the public benefit to advance the education of the public (including marginalised and under-represented groups) on the subject of media and information literacy in particular, but not exclusively, by (a) furthering their skill and ability to access and engage with media and information and developing their understanding of media and information literacy, and (b) promoting collaboration and research on all aspects of the subject and publishing the useful results.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

MILA's activities undertaken for the public benefit are structured around three broad strands, as set out in its Mission and Strategy (<https://mila.org.uk/about-us/>):

1. Advocacy for media and information literacy, including partnership-building; public/media engagement; political engagement and influencing; contributing to policy development.
2. Capacity-building, including building a knowledge hub; practitioner training; embedding media and information literacy into school and college curricula; networking.
3. Research, including systematic review; bringing the evidence base together; mapping existing activity; alignment of existing models

and approaches; participating in or facilitating targeted research projects; developing evaluation and/or impact frameworks for media and information literacy.

For these activities, MILA serves as an enabler and facilitator. It focuses on fostering dialogue between the large number of organisations and initiatives in the UK with and interest in media and information literacy, and on generating collaborations covering the three strands.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

None.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

MILA was registered as a charity on 04/12/ 2023, so this report covers its first full year from 01/04/2024 to 31/03/2025 as well as the four-month period between its registration and the start of the year in April 2024.

This has been a foundational period, during which MILA started to establish itself by gradually building up its network of contacts and partnerships, making itself known and offering its expertise as outlined in section C. On that basis, initial achievements have included:

- Establishing a database of organisations and individuals with which MILA is developing relationship (over 300 names by the end of the reporting period), including third sector organisations, public agencies, universities and commercial undertakings.
- Running a webinar as part of UNESCO's Global Media and Information Literacy week in November 2024, and a stakeholder event in January 2025 with around thirty organisations.
- Developing a draft framework to illustrate how media and information literacy is relevant to people's aspirations.
- Collaborating with Bournemouth University on an evaluation framework for media literacy interventions.
- Commissioning and overseeing a study on the impact of information literacy on society (NB this project was funded by some of our partners).
- Undertaking an evaluation of media literacy teaching resources/lesson plans for Parent Zone (NB income for this project was not generated until FY 2025-2026).
- Responding to public consultations on Ofcom's Media Literacy Strategy and on the Department for Education's review of the school curriculum.

During the reporting period, MILA has operated solely on volunteer basis, without paid staff, relying on the pro bono effort and time put in by its trustees and other partners. Inevitably, this has meant that progress has sometimes been slow and hampered by the lack of financial resources. MILA has not raised any funds during the reporting period, although that is changing for the following reporting period in 2025-2026.

Section D Achievements and performance

Section E Financial review

Brief statement of the charity’s policy on reserves

MILA does not hold any reserves and does not have a reserves policy.

Details of any funds materially in deficit

Not applicable

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity’s principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

MILA did not engage in any financial activity during the reporting period, nor did it have any assets or liabilities. In future, MILA expects to raise funds through project grants and consultancy work. It does not raise funds from the public.

Section F Other optional information

None.

Section G Declaration

The trustees declare that they have approved the trustees’ report above.

Signed on behalf of the charity’s trustees

Signature(s)

Full name(s)

Prof Julian McDougall Stéphane Goldstein

Position (eg Secretary, Chair, etc)

Chair Secretary

Date

23 January 2026 23 January 2026

#VALUE!

Charity Name Media and Information Literacy Alliance		No (if any)		CC16a
Receipts and payments accounts				
For the period from	Period start date 12/4/2023	To	Period end date 3/31/2025	

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
	0.00	-	-	0.00	-
Sub total (Gross income for AR)	0.00	-	-	0.00	-
A2 Asset and investment sales, (see table).					
	0.00	-	-	0.00	-
Sub total	0.00	-	-	0.00	-
Total receipts	0.00	-	-	0.00	-
A3 Payments					
	0.00	-	-	0.00	-
Sub total	0.00	-	-	0.00	-
A4 Asset and investment purchases, (see table)					
	0.00	-	-	0.00	-
	0.00	-	-	0.00	-
Sub total	0.00	-	-	0.00	-
Total payments	0.00	-	-	0.00	-
Net of receipts/(payments)	0.00	-	-	0.00	-
A5 Transfers between funds	0.00	-	-	0.00	-
A6 Cash funds last year end	0.00	-	-	0.00	-
Cash funds this year end	0.00	-	-	-	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	<input style="width: 100%; height: 20px;" type="text"/>	0.00	-	-
	Total cash funds	0.00	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	<input style="width: 100%; height: 20px;" type="text"/>	0.00	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	<input style="width: 100%; height: 20px;" type="text"/>	0.00	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	<input style="width: 100%; height: 20px;" type="text"/>	0.00	-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	<input style="width: 100%; height: 20px;" type="text"/>	0.00	-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval
	#VALUE!	Prof Julian McDougall		1/23/2026
		Stéphane Goldstein		1/23/2026