SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

England & Wales · Charity number 277370

Details

Other names	SANDFORD ST MARTIN TRUST
Status	Registered
Legal form	Other
Registered	1979-02-20
Register	View on the Charity Commission register

Contact

Address	Room 101 Church House Great Smith Street London SW1P 3AZ
Phone	07749875477
Email	info@sandfordawards.org.uk
Website	www.sandfordawards.org.uk

Activities

Objects: PROMOTING THE ADVANCEMENT OF THE PRINCIPLES AND PRACTICE OF RELIGION: (A) BY MEANS OF CHRISTIAN AND OTHER RELIGIOUS BROADCASTING THROUGH RADIO AND TELEVISION, FILM, THE INTERNET, VISUAL AIDS AND OTHER METHODS OF VISUAL, ORAL AND ELECTRONIC COMMUNICATION; (B) BY SUCH OTHER CHARITABLE MEANS AS THE TRUSTEES SHALL FROM TIME TO TIME BY DEED EXECUTED WITH THEIR UNANIMOUS CONSENT DECLARE.

Activities: The Sandford St Martin Trust advocates for and promotes thought-provoking, distinctive broadcasting that engages with religions of all faiths, ethics or spirituality. We believe the media have an increasingly important and challenging role to play in interpreting what happens in the world. Through their work, the media can promote understanding, increase tolerance, and help build community.

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Classification

- **How:** Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, Religious Activities, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Other Defined Groups, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£19,988	£177,148	-	-
2024-12-31	£26,172	£176,455	-	-
2023-12-31	£32,950	£189,229	-	-
2022-12-31	£90,019	£180,382	-	-
2021-12-31	£88,778	£157,321	-	-

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Trustees

Name	Role	Appointed
AAQIL AHMED		2022-05-06
Beverley Anne Mason		2023-05-19
Bridget Cass		2018-11-30
Claire Hoang		2025-02-14
David George Strachan		2023-05-19
Dr Tony Stoller		2023-02-23
Duncan Irvine		2018-02-27
Ngunan Adamu		2020-12-04
TOM LOXLEY		2016-09-30
Timothy Elwin Daykin		2023-05-19
Tommy Nagra		2025-02-14

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SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

England & Wales - Charity number 277370

Accounts

The Sandford St Martin Trust

Promoting Excellence in Broadcasting about Religion, Ethics and Spirituality

The Sandford St Martin (Church of England) Trust

Annual Report and Financial Statements

31 December 2024

Registered Charity No: 277370

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Annual Report and Financial Statements for the year ending 31 December 2024

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THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Annual Report of the Trustees for the year ending 31 December 2024

The Trustees present their Annual Report and Financial Statements for the charity for the year ended 31 December 2024. The financial statements have been prepared in accordance with the accounting policies set out in Note 1 to the accounts and comply with the charity's Trust Deed, 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 published on 16 July 2014.

Objectives and activities for the public benefit

When the Trust was established in 1978, its objects were defined as the promotion of the advancement of the principles and practice of the Christian religion through radio and television broadcasting, films, visual aids and other methods of visual and oral communication. Over the forty-six years since, broadcasting and media technology have evolved considerably – as has the face of religious Britain. These changes are reflected in the parallel evolution of the Trust's focus, projects and outreach work which now includes lobbying and advocacy work at community, industry and legislative levels. In keeping, the Sandford St Martin Awards have grown to include digital and online media as well as entries from traditional broadcast channels These activities - through which the Trust engages with an ever-widening circle of content-producers, broadcasters, policymakers, faith groups and members of the public – provide and inform the platform from which the Trust continues to effectively advocate for religiously literate broadcasting which promotes better understanding and awareness of the UK's diverse faith communities and supports dialogue between people of all faiths or none. Activities undertaken by the Trust are designed to support its core tenets: a) belief is a prime motivator for both individuals and communities, impacting on political, economic, ethical and social behaviour, b) religiously literate broadcasting and media play a key role in the promoting the public understanding of how religion impacts on human experience and c) better religious literacy can mitigate the prejudice and bigotry that lead to crime and other societal problems, and hinder cooperative endeavour at local, national and international levels.

The trustees confirm they have referred to the Charity Commission's guidance on public benefit when reviewing the Trust's aims and objectives, in planning future activities, and in the administration of the annual Sandford St Martin Awards competition.

Religious programming is generally considered to be core public service broadcasting (PSB) territory. In common with genres such as history, science, current affairs or children's programming, this sort of content is the delivery of public benefit over commercial profit. And like these other core PSB genres, programming about religion or belief has faced increasing financial, technological and political pressures over the last decade.

During 2023/2024 the growing influence of social media and digital platforms contributed to what was the steepest annual decline in broadcast television audiences since records began.[1] All PSBs have experienced a fall in both their audience share and in income.

[1] https://www.ofcom.org.uk/media-use-and-attitudes/media-habits-adults/media-nations-2024/ n.b. At the time of writing, viewing figures for 2024 were not available

At the BBC, the Licence Fee has remained its largest source of income; this has declined year-on-year with half a million households opting not to pay the annual fee. Analysis by the Voice of the Listener and Viewer (VLV) indicates this has contributed to a drop of just under 40% in real terms in BBC public funding available for UK services since 2010. It is estimated that approximately 1,000 hours of programming have been cut from BBC schedules to make good this deficit.[2]

In October, Channel 4 also announced losses after what it said was the worst advertising fall since the financial crash in 2008.[3] Following announcements of planned cuts to jobs and costs associated with its linear TV offering, as it shifts its business focus to digital provision.

While in August 2024, Ian Katz Channel 4's chief content officer told an audience at the Edinburgh TV Festival that the TV commissioning 'emergency' declared by the union Bectu in 2023 was over and commissioning was once more at pre-pandemic levels[4] this has not yet been translated into greater confidence or employment among those working in TV. In July a follow up Bectu survey found that more than half of those working in the TV/film industry remain out of work.[5]

Similar to audience patterns for TV/video platforms, record numbers of radio/audio listeners are also now shifting to online platforms[6] and podcast listenership has experienced steady growth[7]. Despite the popularity of this sector, 2024 saw a rise in unemployment for audio professionals largely as a result of restructuring at the BBC. Following on from cuts to its local radio output earlier this year, the BBC confirmed in September that it intends to cut a further 115 editorial and production roles in the Nations and Regions as part of its overall plans to save £500m by March 2026. Laura Davison of the National Union of Journalists (NUJ) said "These cuts have come about because of the repeated failure of previous governments to properly fund the UK's public service broadcaster. Licence fee freezes, making the corporation fund free licenses for the over-75s, and subsequent small increases have left the BBC in a perilous state.[8]

How long, how deep and how feasible a recovery of the industry will be remains to be seen. Looking forward it is relevant to note that while in 2023, broadcast TV channels accounted for 62% of long-form programmes, the entry of new video on demand (Amazon, Netflix, Disney, Apple) and video sharing platforms (YouTube and TikTok) means this is projected to drop to 28% over the next decade.[9]

The future of PSB genres remains equally uncertain. Among the impacts of the downturn in income, has been an acceleration in the decline of the PSB provision of programming about religion and belief. While revenues

[2] https://vlv.org.uk/news/bbc-public-funding-analysis/

[3] https://www.ft.com/content/b43db42f-1907-4d7a-9f8e-5f4715a16eb7

[4] https://deadline.com/2024/08/channel-4-ian-katz-ad-market-wheezing-back-into-life-1236045818/ https://deadline.com/2023/05/channel-4-ian-katz-wales-screen-summit-1235369720/

[5] https://bectu.org.uk/news/half-of-uk-screen-industry-workers-remain-out-of-work-bectu-research-finds

[6] Ibid.

[7] https://www.edisonresearch.com/the-uk-podcast-consumer-2024-by-edison-research/

[8] https://www.nuj.org.uk/resource/further-cuts-to-bbc-leave-it-in-a-perilous-state-says-nuj.html

[9] https://www.ibc.org/features/peak-tv-has-been-reached-and-uk-public-service-broadcast-is-shrinking/11280.article#:~:text=Last%20year%2C%20broadcast%20TV%20channels,platform%20are%20taking%20its%20place.

across PSBs have fallen, first-run spend and output have also shrunk and there has been an acceleration of what Ofcom research published in 2020 identified as the already steady dramatic decline in both the hours and investment in traditional public service broadcast content and in religious TV programming particularly.

The Media Act, which was passed in May 2024, set out to prepare and address this shift in media consumption. Providing, as it does, a basis for how broadcasting in the UK will be regulated and the social contract between broadcasters and audiences into the future, the new Act was timely. However, while the Act focuses on industry concerns around competition and prominence – all of which are increasingly relevant in an increasingly digital and multi-platform world - SSMT has argued that the Act is lacking any similar detail or vision regarding the form, purpose or constituency of PSB. For example, while previous legislation named specific genres - including religion - as core PSB content, the new Media Act only requires PSBs to provide 'a range of appropriate genres' without specifying what is 'a range' or what is 'appropriate'.

It is the opinion of the SSMT that, unless such deficits are urgently addressed, this legislative omission will only hasten the further decline in the quantity, quality and prominence of societally beneficial content made in the UK.

Concerned with the impact that changes in technology, the industry and legislation will have on the quantity and quality of religious and ethical programme content available to UK audiences, the Sandford St Martin Trust has actively advocated over the last year for safeguards and regulation which will protect this genre. This work has been undertaken through a series of events and public awareness campaigns both alone and in partnership with the organisations which comprise the Public Service Media Forum (the Voice of the Listener and Viewer, the International Broadcasting Trust, the Campaign for the Arts, Children's Media Foundation and others). During 2024 this included meetings with legislators, the regulator Ofcom and the heads of broadcast networks.

In 2025 the Trustees anticipate further work advocating for proper regulation the quality, quantity and prominence of religious broadcasting including with the media regulator Ofcom, and members of the new Government and new ministers at the Department for Culture, Media and Sport.

Based on the current issues, the Trust anticipates it will focus on:

- **Advocating for the protection of public service broadcasting in the face of continuing economic pressures and ongoing threats to funding at both the commissioning and production levels**

- **Gaining new protections for PSB genres like religious programming and covering future prominence, spending and meaningful reporting and regulation by broadcasters as the role of new digital platforms continues to gain significance**

- **Better representation of the UK's diverse religious and cultural communities both on and off screen in the broadcast industry.**

The Trust fulfils its charitable purposes for the public benefit through:

- liaising with broadcasters, policymakers, public officials and media regulators to promote the value of religious broadcasting and to advocate for its place in the UK's media ecosystem;

- contributing to the public conversation and to industry consultations to advocate for the prominence, quantity and quality of religiously literate content which engages with and reflects the UK's diverse faiths and faith communities;

- identifying, promoting and rewarding the best examples of UK broadcast content engaging with religious or ethical themes through the Sandford St Martin Awards;

- building a network and providing a forum for inter-community dialogue and cooperation around religion and ethics through activities such as the Awards but also conferences, meetings, public symposia, stakeholder events and training for students and professionals.

The Sandford St Martin Awards

Increasingly impactful, the SSM Awards are now an established annual event for which many broadcasters and content-makers plan. Providing a showcase as they do for the best broadcasting in the UK about religion or belief, they are a key mechanism through which the Trust delivers its remit. Every year hundreds of key stakeholders representing all levels of the UK's broadcasting industry and faith communities come together to recognise and celebrate the best programming in this genre, and to share experience and expertise. Beyond the Awards, the quality of its shortlists and winners serves as a compelling argument for value and viability of this kind of content to a wide audience, encouraging future commissioning and more prominent provision across a range of formats on traditional and new broadcasting platforms.

To ensure the Awards continue to effectively contribute to the public benefit, Trustees review the awards criteria and categories annually and adjustments are made to reflect trends or technological changes in a rapidly evolving media sector.

The Awards also benefit UK audiences and the wider public who, research has shown, are invested and interested in good religious programming-content that reflects their own experience, improves their understanding of religion or spiritual issues and/or brings a religious or spiritual perspective to bear on political, social or economic arguments.

The Trust invites entries and raises awareness of the competition through a year-long outreach and social media campaign - this includes a partnership with the Radio Times magazine – as well as through directly targeting key broadcasters, content-makers and production companies. Entries are encouraged from programmes with a strong religious, spiritual or ethical dimension – for example, reflecting, investigating or exploring a religious or spiritual approach to life and its meaning, seeking to evoke a religious or spiritual response in the audience, bringing a religious or spiritual perspective to bear on political, social and economic arguments, or explaining a religious or spiritual point of view or an ethical dilemma. In order to encourage entries from a wide range of broadcasters representing all budgets and all areas of the sector, entry is free. Full details of the entry criteria and a link to the Awards entry platform are available on the Trust's website https://sandfordawards.org.uk/the-awards/.

At the first stage of judging, entries are reviewed and scored by select panels of between 4 and 10 category shortlisters. Shortlisters are recruited for their interest and professional working-knowledge of the category in which they are shortlisting, and for their awareness of the issues currently affecting religious broadcasting and content-makers engaging with these themes.

In keeping with an initiative launched in 2021 to build impact amongst younger stakeholders working in content-production, five post-graduate broadcast media students were invited to help shortlist the 2024 awards. Two participants in the BBC's Future Voices scheme were invited to judge award categories. On the night of the awards ceremony, a further seven student interns from local secondary schools gained work experience of production or event-reception.

Once a shortlist of six finalists in each category has been identified, shortlists are forwarded to final judging panels comprised of leading figures from across the broadcasting industry.

For 2024:

- The TV/Video category was chaired by Tommy Nagra, the award-winning programme-maker who is currently the Director Content for BBC Children In Need. He was joined by Nick Hamer (documentary film maker and a previous SSM Award winner), Juliet Riddell (head of new formats at the Financial Times) and Bushra Siddiq (TV and film director and producer).

- The Radio and TV documentary maker, Peter Curran chaired the Radio/Audio judges panel, which also comprised Remona Aly (journalist, commentator and broadcaster), Rabbi Laura Janner-Klausner (broadcaster) and Anna Magnusson (radio producer and presenter).

- The Young Audience category was chaired by the TV presenter Radzi Chinyangarnya; on his panel were Heenan Bhatti (fonder of ClockWork Films and a previous SSM Award winner), Tallulah Clark (journalist and disability activist) and Vanessa Harriss (editor of 'The Week Junior' magazine).

- The Journalism category was chaired by the journalist and broadcaster Ritula Shah with support from Osob Elmi (BBC News and current affairs journalist), Mark Warburton (TV Producer and Director) and Ben Zand (filmmaker, journalist and producer/director).

Profiles and a full list of 2024 judges and shortlisters are published on the Trust's website: https://sandfordawards.org.uk/2024-judges/

Winning programmes received bespoke Sandford St Martin trophies and prize money of £1,000 each which is intended to be shared by members of the production team and to encourage the development and production of future broadcast projects exploring religion or ethics. Runners-up and other finalists receive specially commissioned certificates.

Winners in 2024 were as follow:

- **TV/VIDEO:** "A Time to Die" (True Vision for ITV); runner up: "Witness - A Child of Gaza" (Alef Media for Al Jazeera English)

- **RADIO/AUDIO:** "The Indestructibility of Hope – Christmas in Ukraine" (Worship, BBC Religion & Ethics for BBC Radio 4); runner up: "Do the Right Thing: Follow God, not the People" (CTVC for BBC World Service)

- **YOUNG AUDIENCE:** "My Life: I Won't Stand for It (Tiger Lily 2 for CBBC); runner up: "Climate Anxiety" (CTVC for TrueTube.co.uk)

- **JOURNALISM**: "In the Name of the Father' (Beyond Creative Ltd & Renegade Stories for Storyville, BBC 4); runner up: "Heart and Soul: The emerging Muslim manosphere" (BBC World Service)

- **RADIO TIMES READERS' AWARD:** "The Holy Land and Us" (Wall to Wall Media for BBC Two)

In 2024 the Trustees' Award was presented by the writer, historian and podcaster William Dalrymple to:

- **TOM HOLLAND** In recognition of his contribution to the greater public understanding of religions and their role in contemporary and historical human experience.

The full list of winners and shortlisted programmes with links to their websites is published on the Trust's website: https://sandfordawards.org.uk/2024-award-winners/

Achievement and performance

The benefits of the Trust's work are felt through the effective support and advocacy for the quantity and quality of broadcast content and programmes that engage with religion, belief and ethics. Because of its reach, broadcasting - and public service broadcasting in particular – is at the frontline of promoting religious literacy: a key dimension of cultural competence in an increasingly diverse and pluralistic world. This, in turn, supports religious-content producers and broadcasters, faith communities and interested audiences through raising awareness of what constitutes best practice: including questions around how to create engaging content, good journalism and content production, and how to disseminate religious literacy. Through this work we widen the conversation around the complex roles religions or beliefs can play in the public and private space and create opportunities for dialogue between our different stakeholder groups.

In addition to our awards during 2024, this work included:

A. Drafting and lobbying for proposed Amendments to the Media Bill

As a replacement for the 2003 Communications Act, the Media Bill set out the basis for how broadcasting in the UK is regulated and the social contract between broadcasters and audiences into the future. It was SSMT's position that the proposed new legislation lacked sufficient detail regarding the Public Service Broadcasting (PSB) remit. While the 2003 legislation clearly identified specific genres – including religion – as core PSB territory, the new proposals only required Public Service Broadcasters to provide 'a range of appropriate genres' without specifying what these genres are or what quantity or quality constitute 'a range'.

SSMT began 2024 continuing to lobby Government, the regulator and industry to amend the Bill so that it would (re) include

- the retention of the Reithian values as part of the definition of PSB
- named PSB genres including education, arts, science and **religion**
- quotas or requirements for these genres detailing what quantity of PSB (original) content is considered 'appropriate'
- requirements to make sure PSB content in these genres remains universally available and easily discoverable (i.e. PSB genres should not be 'ghettoised to online or secondary platforms)

Activities and impact included:

i. On January 30th, during the Bill's Report Stage, **John McDonnell MP** proposed an amendment based on SSMT's concerns and cited SSMT's work in the House of Commons[10].

ii. On February 22nd, SSMT co-hosted an **event at the House of Lords with the VLV and sponsored by Lord Tony Hall** aimed at briefing Parliamentarians on key amendments to brief key peers so they can speak in support of PSB when the Bill reached the upper house. SSM Trustee Aaqil Ahmed joined a panel of four speakers about the need to amend the PSB remit to be much more explicit about the social value of religious and ethical broadcasting and the need for Ofcom to have powers to ensure PSBs meet their obligations in respect of these genres.

iii. Also on February 22nd, Anna McNamee, SSMT's Executive Director discussed the Media Bill and access to public service broadcasting on ***Roger Bolton's Beeb Watch*** podcast[11]. Additional interviews were done with Trans World Radio, Premier Christian News and United Christian Broadcasters Radio.

iv. On 27th February, an open letter drafted by SSMT and signed by a coalition of religious and interfaith leaders was published in ***The Times*** **newspaper** calling on legislators to 'specify religion as a key component of the public service broadcasting remit, and to protect in its Media Bill programmes exploring religion and belief'. It was signed by **Aliya Azam**, interfaith co-ordinator, Al-Khoei Foundation; **Simon Barrow**, director, Ekklesia; **Steve Clarke**, editor, Television Magazine, Royal Television Society; **Rabbi Warren Elf**, co-chair, Faith Network for Manchester; **the Right Rev Sally Foster-Fulton**, moderator of the General Assembly of the Church of Scotland; **Dr Edward Kessler**, director, Woolf Institute; **Katie McColgan**, chair, Interfaith Council for Wales; **the Right Rev Beverley Mason**, bishop of Warrington; **Chine McDonald**, director, Theos; **Marilyn Priday**, Community House Presbyterian Church of Wales; **Dr Shaunaka Rishi Das**, director, Oxford Centre for Hindu Studies; **Elizabeth Slade**, chief officer, General Assembly of Unitarian and Free Christian Churches; **Professor Tony Stoller**, chairman, The Sandford St Martin Trust; **the Most Rev Mark Strange**, Primus, Scottish Episcopal Church; **the Most Reverend Leo Cushley,** Archbishop of St Andrews & Edinburgh.

v. A **public petition #Belief Matters** calling for the same gained 880 signatures.[12]

vi. Following the House of Lords event and one-to-one meetings and briefing sessions with various peers, SSMT's amendments were proposed again during the second reading of the Bill in the House of Lords on February 28th by a significant number of peers including **Baroness Foster, The Lord Bishop of Leeds, Baroness Kidron, Baroness Fraser, Viscount Colville, Lord Hall, Lord Foster** and others.[13]

[10] https://www.parliamentlive.tv/Event/Index/a5a55954-d8b4-4fb9-a025-a9ec4c3b989d (time code 13:34:50)
or
https://hansard.parliament.uk/Commons/2024-01-30/debates/60B0BCEC-E10B-4768-83E8-E930CB15739B/MediaBill?highlight=john%20mcdonnell%20media%20bill#contribution-4D5CA274-38A8-4183-8E65-FA78BDCCBD21

[11] https://shows.acast.com/632ea9fc844fa70012fb2471/episodes/65d73a35dc02e00016c4713d?

[12] https://www.change.org/p/support-religious-literacy-safeguard-a-place-for-religious-broadcasting-in-the-uk?utm_medium=custom_url&utm_source=share_petition&recruited_by_id=7b606090-0aba-11ea-8e84-07004516d65d

[13] https://hansard.parliament.uk/lords/2024-02-28/debates/81F5B479-A404-42DA-8643-C5DAFC088616/MediaBill

vii. March 3rd, SSM Chair of Trustees Dr Tony Stoller appeared on BBC Radio Wales 'All Things Considered' to speak about the proposed amendments to the Bill.

SSMT was still actively engaged in lobbying when on May 22nd an early UK election was announced and as is the protocol, the Media Bill was rushed through the final stages of legislation without further debate. To ensure passage of the Bill, the Government made an 11th-hour concession on public service broadcasting, and accepted one of the amendments SSMT had been lobbying for which ensures that the Reithian principles to *inform, educate and entertain* remains an explicit part of public service broadcasting remit.

Unfortunately, however, despite what had been widespread support in both Houses, the Government did not accept SSMT's amendment which would have seen key public service genres like programmes about religion or belief, science, art, history or international affairs included in the public service broadcasting remit.

Going forward, SSMT is focussing on the implementation of the new Media Act and is liaising with broadcasters and the new Government with regard implementation of the Act and particularly around PSB obligations.

B. The Sandford St Martin 2024 Awards

Held at Southwark Cathedral on the evening of 17 June, two hundred guests were welcomed by the Very Rev'd Dr Mark Oakley, Dean of Southwark, who paid tribute to content-makers saying:

"... These Awards are also important because they celebrate work that helps people understand the philosophical, historical, political, and emotional intricacies of religion and ethics. Again, there is much around at the moment that would prefer dishonest simplicity to an honest complexity, but the work we acclaim this evening refuses that impatient temptation, creating instead accessible approaches into understanding how human beings make sense of this life and navigate themselves through it, through our world's faiths and through ethical seriousness. I can't help thinking that our day-to-day language in contemporary society is much more secular than we actually are, but we have no native or shared language for the soul. Your work helps to translate at such a time, and, as I say, I not only want to congratulate the shortlisted tonight, but to thank them very deeply. Tonight may be even more important than we realise."

The ceremony featured speeches and award presentations across four categories, interviews with winners, the presentation of the 2024 Trustees' Award, and video showcases featuring examples of the best religious and ethical broadcasting content from the last year and content-makers talking about their work.

The ceremony was attended by approximately 200 people representing broadcast and faith communities from across the UK. Those unable to attend in person were able to follow live updates on social media (Twitter and Instagram) including live announcements of the results, video clips from winning programmes and excerpts from judges' speeches.

As per custom, the Radio Times Readers' Award was launched online and via newsstand copies of the Easter edition of the magazine. Through its partnership with the Radio Times, the Trust has worked to actively engage the public in significant policy debates as well as the consideration of the range and value of religious and ethical programme content available.

Readers voting in the competition chose the newly topical documentary "The Holy Land and Us" in which Rob Rinder and Sarah Khan explored their families' histories and connections with Israel and Palestine.

C. BBC Thematic Review of Portrayal and Representation, October 31

In preparation for the next Charter renewal, the BBC announced new creative diversity targets and invited SSMT to contribute to a 'thematic review' looking into how accurately and authentically the BBC portrays and represents different groups and communities across the UK.

Over recent decades the UK has become increasingly religiously diverse. SSMT has long argued that understanding what these diverse faith communities believe and how this affects their world view is a critical civic and social skill. This is the approach we took in responding to the BBC's Review.

D. Research Project: Providing an Evidence-Base for UK Media Policy (University of Leeds), September 2024 – August 2025

The UK's public service broadcasters (PSBs) have specific remits to provide a wide range of programmes that inform, educate and entertain UK citizens and support democracy. The Media Act, passed in May 2024, enables all the UK's PSBs to fulfil their obligations across their video-on-demand (VOD) services as well as their broadcast channels for the first time. It also simplifies those obligations by removing specific genre requirements, such as for arts, education, science, religion, and matters of international significance, many of which are solely or primarily provided by the UK's PSBs. This has led to concerns that the diversity of provision for UK citizens will decline. This project overseen by Catherine Johnson, Professor of Media and Communication at the University of Leeds, and in collaboration with the International Broadcasting Trust, and the Campaign for the Arts will develop new methods for monitoring the provision of public service genres on the VOD services of the UK's PSBs. This will provide an evidence-base for the implementation and ongoing evaluation of the impact of the Media Act on UK public service media (PSM) and inform future media policymaking.

E. Ofcom meeting, 31 October

Following passage of the Media Act, Ofcom will be undertaking a two-phase PSM Review in early 2025. SSMT's Executive Director Anna McNamee attended this meeting between Ofcom's leaders of the review and other representatives of the PSM Forum, to review and respond to Ofcom's proposed framework and to respond to research they have already undertaken.

F. Faith in Labour Interfaith Reception, House of Lords, 14 November

Hosted by Sir Stephen Timms MP, this reception was attended by the Labour Party's 'Faith Champions' and representatives from faith groups. It was an opportunity to celebrate the work of religious communities in the UK and to reflect upon what effective collaboration could look like going forward. SSMT was represented by its Chair, Prof Tony Stoller and his fellow Trustee Bridget Cass.

G. Meeting with Stephanie Peacock, Under-Secretary of State for Department of Culture, Media and Sport, 25 November

As part of the PSM Forum, the Executive Director met with the new Under-Secretary of State for Culture to discuss: how to support and ensure the delivery and prominence of a range of PSM content genres including arts, religion, children's, science and international content and a sustainable funding model for PSM.

Monitoring achievement

In order to improve practice and efficacy, the Sandford St Martin Trust uses a range of qualitative and quantitative measures to assess need, inform strategy and track the organisation's progress. These include regular interviews with key stakeholders and the collection and analysis of feedback from those who interact with the Trust.

A. Quantitative impact assessment of the Sandford St Martin 2024 Awards:

i) Number of awards entries:

There was a total of 167 entries across four categories for the 2024 Awards. This is the highest number of entries across regular categories[14] received since 2017. This year also saw the greatest number of entries in the Radio/Audio category ever recorded; analysis of the entries suggests this rise was a direct result of new entrants from the podcasting sector. However, while the calibre of the entries received has remained high, the total number of entries in both the Young Audience and the Journalism categories remains comparatively low, with entries in the latter category having dropped by approximately 30% since 2023. A review by the executive and informal discussions with stakeholders suggest the decline is a reflection of a series of factors including cuts to staff and output - including the closure of many local radio stations - at the BBC and continued financial and production pressures on the children's sector as those audiences move increasingly online. Generally, the Trustees are satisfied that the Awards continue to attract entries from a wide range of content-makers however, going forward Trustees will actively monitor the impact audience trends and the rise of digital and VOD platforms have on the quality and quanitity of the entries received with a view to whether the award categories remain relevant.

Details of Sandford Award entries from 2014 – 2024

Year	Radio/Audio	Television/Video	Young Audience	Other*	Journalism	Total
2024	93	44	15		15	167
2023	67	32	12	-	22	133
2022	51	28	9	-	17	105
2021	57	37	11	88	14	207
2020	82	47	14	-	20	163
2019	71	36	22	-	35	164
2018	85	37	13	23		158
2017	86	46	16	31		179
2016	63	35	16	19		133
2015	73	24	23			120
2014	29	18		13		60

[14] The 2021 competition featured two special categories designed to recognise the exceptional work done by broadcasters and content-makers in response to the COVID-19 pandemic. Entries were invited for: Content (for broadcasting that explored the impact of COVID or lockdown through a religious lens) and Community (for broadcasting designed to support or maintain religious or belief communities during lockdown). Entries in these two one-off categories boosted entry numbers that year.

* In 2021 entries and nominations were invited for the Trustees' Award. The Journalism category was introduced in 2019; previously, between 2016-2018, the fourth category was for Interviews. In 2014, the categories included the "Local/Community/Online Broadcasting Award".

ii) Audience engagement:

Following 2023's special awards ceremony in Manchester, 2024 saw the ceremony return to London where it was held at Southwark Cathedral.

B. Qualitative assessment based on stakeholder feedback:

In order to monitor and improve the impact of the Trust's work, stakeholders and those who attend or participate in Sandford St Martin events are regularly consulted for feedback and their comments on our work and effectiveness. Some of what they've said is collated below:

i) The Sandford St Martin Awards:

Short videos with some of our Award winners speaking about the impact of winning an award feature on our website: https://sandfordawards.org.uk/2024-awards-ceremony/

Awards finalist are also sent a follow-up survey in which they are asked about the impact of being involved and how this has affected their work:

Carolyn Bacle – Director/Producer 'My Life: I Won't Stand for It' (Tiger Lily 2 for CBBC), 2024 Young Audience winner.

How has / how will winning a Sandford St Martin Award contribute positively to you or to your production company's business and/or reputation?

This is such a prestigious award we are immensely proud of, it reinforces our mission to produce meaningful content that explores important subjeccts that reflect our society today.

How has winning an award influenced either your own (or your colleagues') ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

I don't think the award win has influenced my views but rather reinforced how this kind of content has an important place in media and public discourse. In this challenging time for our world and for media production, content that challenges notions and explores ethics, fostering discussion and exchanges, are so important.

What would you say the greatest impact of winning an award has been?

I hope it's given a second life to the film, raised interest in it, and has led more people, young and old, to watch it.

How might you spend the prize money?

It will be spent on the development of new thought-provoking projects.

Dominic Wells – Producer 'Byrd and Beyond' (BBC Radio 3) 2024 Radio/Audio finalist

How has participating in the Awards influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

It's made me more aware of just how important these various ethical issues are, and how they need a home within broadcasting if they are to be interrogated properly. News stories, important though they are, are limited by time,

whereas the programmes that featured in these awards had the time and resources to look into these issues in more depth. I felt truly privileged to be sitting alongside such accomplished radio and TV producers.

Brian Woods – Executive Producer 'A Time to Die' (True Vision for ITV) 2024 TV/Video winner

How has / will winning a Sandford St Martin Award contribute positively to you or to your production company's business and/or reputation?

We have already had an email of congratulations from Kevin Lygo, the head of ITV. To put this in context, we didn't get one when we won the BAFTA for The Missing Children two years ago :-)

Many people have noted that the film has been recognised in this way, and it is still on ITV Player, so I hope this has also brought a new audience to the film.

How has winning an award influenced either your own (or your colleagues') ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

We were already very committed to including ethical and religious content, and I am proud to say this is our second Sandford St Martin, having also won for My Son the Jihadi, and been nominated for several other films. However, this undoubtedly reinforces that commitment.

What would you say the greatest impact of winning an award has been?

I was incredibly proud of this film, and I felt that Jon, Rachel and the team did an outstanding job putting it together and working with incredibly vulnerable contributors over a long time. The film has been nominated for a number of other awards, but this is the first it has won, and I am very pleased for the team that the judges recognised their commitment and passion.

How might you spend the prize money?

We will be developing other faith and ethics-based programmes for BBC Religion and for ITV.

Bat Dor Ojalvo – Director 'In the Name of the Father' (Beyond Creative Ltd & Renegade Stories for Storyville, BBC 4), 2024 Journalism winner

How has / how will winning a Sandford St Martin Award contribute positively to you or to your production company's business and/or reputation?

The first thing the Sanford St. Martin Award gave us was strength and recognition. We are creators coming from a very difficult period in the Middle East; it is hard to maintain creative energy and continue conducting research during such times. Winning the prize gave us a boost of energy, knowing that our creation is significant and that we have an important role in the world. The second thing we felt at the ceremony was immense inspiration from other projects. It was so interesting to see the other creators and their film topics. There were creators in the audience that we thought would be interesting to meet and potentially collaborate with in the future. The third, and no less important, aspect was the exposure of our project to a very wide audience on social media.

How has winning an award influenced either your own (or your colleagues') ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

On a very personal level, our ultimate goal as documentary filmmakers is to successfully combine our desire to make the world a more just and better place with our ability to tell a story in a popular way.

For us, the cinematography, editing, music, and animation are all there to encourage broad exposure to a story that most people would prefer not to hear about, let alone deal with.

This award is, for us, a significant proof of the ability of critical content to create impact and reach audiences.

From the feedback we received, we understand that our colleagues also recognize the potential for a creation to resonate based on its social value.

What would you say the greatest impact of winning an award has been?

We've had some significant professional inquiries in the last few days. For example: after winning the award, we received inquiries from three festivals and are awaiting their responses.

Additionally, two other institutions to which we applied for documentation access noticed the award, and we believe this will positively influence their decisions.

Until we know which of these inquiries will result in positive responses, if any, we can talk about our feelings. This film was created to give recognition and strength to all the children, the survivors, who unintentionally were born into closed, cult-like communities and endured very difficult lives there. The film itself provided recognition to thousands of people from different religions who identified with the idea. We believe that winning the award encouraged the participants in the film to believe that their mission was important. They hold their heads high and are proud that the film was deemed worthy of an award among other important films. We, as creators, also feel immense pride.

How might you spend the prize money?

We are considering using it for travel expenses to research our next story...

We hope that in a few years, we will have the honor of being nominated again because of it.

Kristine Pommert – Producer, 'Do the Right Thing: Follow God not the people' (CTVC for BBC World Service), 2024 Radio/Audio runner up

How has / how will being a finalist for a Sandford St Martin Award contribute positively to you or your production company's business and/or reputation?

CTVC is funded by the Rank Foundation, who are keen to see evidence of the impact of our "core remit" productions, i.e. those dealing with religion and ethics. Being a runner-up in the Sandfords this year, and being part of all the publicity around it, is a highly welcome example of such impact.

We have received many messages of congratulation from within the industry and beyond through platforms like LinkedIn and X. This demonstrates that being a finalist and the ultimate runner-up enhances our reputation among industry professionals and those who listen to our output.

How has this influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

With other awards, we often find that there is no category that really suits our religion or ethics-focused output. More often than not, we have to enter programmes under headings like 'Culture', 'Human Interest' or 'Sustainability'. The Sandford St Martin Awards are the one remaining annual award where output like ours has the opportunity to shine, and as such they play an important role in giving the entire genre prominence once a year. We really appreciate this and are very grateful.

It is also worth noting that as finalists, we have loved the opportunity to attend the awards ceremony, which is one of the best networking events for those working in religious broadcasting in the annual calendar. We really value this event and the opportunities it offers. It's hugely enjoyable too – so thank you!

Last but not least, we were excited for our main interviewee in the programme, Frank Mugisha, who puts his life on the line everyday campaigning for LGBTQ rights in Uganda. Frank told his 34k+ followers on X about the award on 18th June, using our picture of the certificate and the quote, "Stories constitute the single most powerful weapon in a leader's arsenal." We are pleased for him that the award gave both his story and the faith aspect of it, extra prominence.

(Canon) Philip Billson – Series Producer, Radio Worship, 'The Indestructiblity of Hope', (BBC Audio North), 2024 Radio/Audio winner

How has / will winning a Sandford St Martin Award contribute positively to you or to your production company's business and/or reputation?

A wonderful boost for the reputation of BBC Religion and Ethics. In an increasingly competitive environment with many more companies having programmes commissioned, it is a great vote of confidence in the area which was, at one time, 'sitting tenant', and in its ability still to deliver great programmes to a broad audience it both respects and understands.

How has winning an award influenced either your own (or your colleagues') ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

This winning programme uses mainstream feature making and storytelling techniques. Our own understanding of the broader (less religious) audience, as well as the response of the judges, demonstrates that theological/religious ideas have wide appeal when articulated in this way.

What would you say the greatest impact of winning an award has been?

It goes without saying that I am extremely pleased to have won this most prestigious award after so many years making worship programmes and (in the past) leading the team in this area. More broadly it demonstrates that a long-standing BBC programme making area can still cut through to make award winning programmes. Senior BBC management will doubtless notice.

How might you spend the prize money?

I hope the prize money will bolster media comms from churches and other minorities in Ukraine, whose voices need to be heard on the European and world stage.

Drew Ambrose – Reporter/Producer, 'Queerly Beloved: Same Sex and the Synod' (BBC World Service), 2024 Journalism Award finalist

How has / how will being a finalist for a Sandford St Martin Award contribute positively to you or your production company's business and/or reputation?

It's always gratifying to be short-listed for an award... And for someone like me without a faith, it was interesting to explore something I knew v little about.

How has this influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

It was terrific to see / hear about the other entries. But also, the Sandfords make you appreciate how important faith / spirituality is in our world, and also what an interesting prism it makes through which to view the world.

Nadiyka Gerbish – Presenter/Producer, 'The Indestructibility of Hope: Christmas in Ukraine' (BBC Radio 4), 2024 Radio/Audio winner

How has / how will winning a Sandford St Martin Award contribute positively to you or your production company's business and/or reputation?

First of all, this is the cultural/diplomatic/media 'arms' for Ukraine.
But also, it looks like my colleagues from the publishing industry took it as a great compliment – they even highlighted the award in the industry news! https://rushtopress.org/edition/june-24-2024/
(Also, it made my family and friends literally cry with tears of joy and gratitude).

How has winning an award influenced either your own (or your colleagues') ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

Somehow, it reinforced the feeling that what we do actually MATTERS.

What would you say the greatest impact of winning an award has been?

Maybe, it's a naive belief, but, as one diplomat told me once, the conversations on the sidelines of governmental institutions are way more important than what is being said in the main halls. We never know how small will the 'butterfly' be that will influence the final outcome of the war. But I hope that this award will help.

Rachel Drummond-Hay – Co-Founder and Managing Director 'Humza Arshad: Forgiving the Unforgivable' (Drummer TV for BBC 1), 2024 TV/Video finalist

How has / will being a finalist for a Sandford St Martin Award contribute positively to you or your production company's business and/or reputation?

All awards are really valuable in their own right. For us we love the Sandford Awards as they are so well thought of across the industry and such high caliber of finalists. It's great for us as it looks good for our commissioners - and helps spread our reputation as a company that makes great quality programmes.

How this influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

We have now been a finalist / winner / runner up on a number of occasions but only one of the programmes was a religion commission!

Financial review

Historically the Trust has received the financial support needed to deliver its remit through careful stewardship of its fund.

The adoption of a new strategy in 2014 in response to an increasing threat to religious and ethical broadcasting has resulted in the growth of the Trust and its impacts but has also put new and additional pressures on the Trust's resources. Following a further strategic review in 2017 and again in 2024 the Trustees have undertaken new fundraising efforts which will allow the Trust to continue to run its annual Awards and to maintain its advocacy work - lobbying and pro-actively engaging with key stakeholders, media and partner organisations.

Income in 2024 was £26,172 (2023: £32,950) and expenditure was £176,455 (2023: £189,228). Expenditure on charitable activities decreased to £175,071 from £187,440 in 2023.

The overall net movement in funds was a deficit of £126,977 (2023: deficit £139,596). Unrestricted funds decreased by £126,660 (2023: decreased by £133,122) after taking into account the net gain of £23,306 (2023: net gain of £16,682) arising from revaluation of the charity's investment portfolio. Restricted funds decreased by £317 (2023: decrease £6,474).

Investment Policy & Performance

The charity's long term investment objective is primarily to seek a high distribution from the investment portfolio, while aiming to maintain the capital in real terms. The portfolio is now invested in the Cazenove Responsible Multi-Asset Fund (RMAF) which has a Responsible investment policy with exclusionary screens and with a focus on sustainable companies and impact. Over the long term, the Fund targets a return of CPI+4%, with a strategy of holding 70% in global equities, 10% in property, 10% in fixed income, 8% in alternatives and 2% in cash. Whilst around 4% would normally be distributed each year, 16% was distributed in 2024 (2023: 25%).

The portfolio is managed by Cazenove Capital Management Ltd.

No direct investment is to be made in companies involved with the manufacture of arms.

Investments are stated at market value at the balance sheet date. The Statement of Financial Activities (SOFA) includes the net gains and losses arising on the revaluation and disposals throughout the year.

In 2024, the income return was £25,084 (2023: £31,775). The charity's investment portfolio made a net gain on revaluation of £23,306 (2023: net gain £16,682).

Risk Management

As part of its 2024 Strategy Review, the Trustees, overseen by the Chair, conducted a review of the charity's risk register. The register is monitored quarterly by the Finance Advisory Group, and all new outputs or projects are assessed for risk before they are signed off by the Trustees.

Risks are considered in ten key areas: loss of key staff; loss of access to buildings; IT failure; operating outside the terms of the Trust; reputational risk; market risk (investment performance), theft of funds, cyber-attack, depletion of funds and data protection risk.

All identified risks are assessed for both the likelihoods of occurrence and potential financial and reputational impact. Mitigating controls are then considered and adopted as deemed prudent. The Trust's risk management strategy forms part of the Trust's planning and future strategy process, against which the trustees review progress every year.

Reserves Policy

The trustees recognise that the current level of free reserves of £553,324 (2023: £679,984) out of total reserves of £555,295 (2023: £682,272) are insufficient to meet the purposes of the Trust in the longer term as, in most recent years, the Trustees have drawn on the Expendable Endowment funds in order to deliver the strategy as reviewed in 2017.

With little additional funding received in the year, Trustees needed to draw on the Expendable Endowment funds to cover expenditure. The Trustees will continue to review the fundraising strategy to ensure the charity's future solvency and to ensure it has sufficient funds to continue to pursue its charitable purposes.

Plans for the future

The Sandford St Martin Trust is a lasting testimony to the generosity and charitable concerns of the founder, Sir David Wills. Since its establishment in 1978, the Trust has delivered on its purpose of promoting a better understanding of religion and religious literacy through the administration of the annual Sandford St Martin Awards. Since 2014 the Trust has expanded its outputs to more actively engage with stakeholders and to extend its reach and influence through new outreach projects. This has seen the Trust collaborate with new partners The Voice of the Listener and Viewer, the International Broadcasting Trust and the Campaign for the Arts among others.

Among the Trust's priorities for 2025 are:

- Fundraising
- Following passage of the Media Act (2024), SSMT will focus on strengthening relationships with and lobbying Ofcom and the DCMS regarding protections and regulation for religious broadcasting. PSB genres.
- In preparation for BBC Charter renewal (2027) SSMT will articulate and promote the social value of good religious and ethical broadcasting, celebrating the best examples of this kind of content on broadcast and social media platforms while advocating for the prominence and accessibility of this genre across the UK's broadcast platforms;
- To participate in and conduct new research across new digital platforms to assess and monitor the prominence, quality and quantity of religious and ethical content freely available to UK audiences.
- To use its resources to make the case for effective broadcasting or commissioning strategies that will protect and promote religious broadcasting by liaising directly with decision-makers in the broadcasting industry, regulatory and government levels;
- To support religious literacy for journalists and broadcasters including through stakeholder outreach, events and participation in professional symposia, festivals or conferences ;
- To use the Trust's online platforms, social media and press engagement to bring like-minded individuals and organisations together to collaborate, share experience and expertise;

In the next 12 months, the trustees also anticipate:

- Further funding and strategy reviews including scenario planning;
- Lobbying and response relating to the implementation of the new Media Act and the development of measures that will protect a good quality and quantity of religious and ethical programming as a core part of public service broadcasters' obligations;
- New research and outreach focused on stakeholders working outside "traditional" religious broadcasting and those working in digital and social media.

Structure, governance and management

The Sandford St Martin (Church of England) Trust is a registered charity, number 277370, regulated by a declaration of trust dated 30 November 1978 as varied on 22 October 1981, 25 July 1989, 30 September 1998, by a Charity Commission Scheme dated 24 July 2006, and in July 2017.

The Trust was established by an initial gift from Sir David Wills in 1978. Previously funded by careful stewardship of our Founder's gift and passive support from a number of charitable trusts, the Sandford St Martin Trust's new advocacy work sees the Trust working harder to extend its influence and build new partnerships in government, among regulators, in the broadcasting industry, among programme-makers and in education and training.

New trustees may be sought by open advertisement, social media or through dialogue with key stakeholder groups working in the media, partner or religious organisations. They are appointed by the Chair with the support of the Trustees. Trustees serve for five years after which they may put themselves forward for re-appointment. The Trust Deed provides for a minimum of five Trustees to a maximum of twelve Trustees.

Further work implementing the Trust's activities is undertaken by Trustee advisory groups, which focus on key areas of the Trust's work. These include an Awards Group, a Development Group, a Finance Advisory Group and a Management Group.

At quarterly Trustees' meeting, the Trustees agree on the broad strategy and areas of activity for the Trust, including the administration of the Awards, new outreach projects, risk management and performance. The day-to-day administration of the Awards and the Trust's activities are delegated to an Executive Director who is supported by an Events and Content Producer, an Office Administrator and an Accountant. The Trust also relies on a network of consultants who are engaged on an ad hoc basis to support, produce and deliver the Awards and other activities as required. These include IT support, solicitors and a human resources consultant who specialises in advice for small non-profit organisations.

The Trustees seek to follow the good practice set out by "The Essential Trustee" issued by the Charity Commission and "The Good Trustee Guide" published by the NCVO. The Management Group reviews skills and the composition of the Trustee body. Succession planning and recruitment of new Trustees for their experience, empathy and knowledge of the charity and its objectives, is undertaken by the board, as required.

On appointment, new Trustees sign a Trustee declaration. The induction process has been adapted to follow the NCVO's good practice and includes an initial meeting with the Chair, as well as a series of meetings with the Executive Director to discuss projects, powers and responsibilities of the board and the advisory

groups. The Trustee welcome pack includes a history of the Trust, copies of the minutes from the most recent three trustee meetings, the current annual budget and cash flow statements, copies of the last annual report, a copy of the governing trust deed and copies of the Charity Commission's guidance 'The Essential Trustee: What you Need to Know' and the NCVO's 'The Good Trustee Guide'.

The Trust is a member of the NCVO which provides information, resources and training on good practice, changes in the law affecting charities and acts as an authoritative lobby on behalf of charitable foundations with government and regulators.

Key management personnel remuneration

The Trustees consider the board of Trustees and the Executive Director (part time) as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. All Trustees give of their time freely and no Trustee remuneration was paid in the year. Details of Trustee expenses and related party transactions are disclosed in the accounts.

Trustees are required to disclose all relevant interests and register them with the board. Trustees and consultants are asked to declare any potential conflicts of interest at the beginning of every Trust meeting. In the event of potential conflicts of interest, the Trust's policy is that Trustees should withdraw from the decision-making process; dependant on the majority decision of the board, the conflicted Trustee or board member may also be asked to withdraw from any discussions of the matter. The Trust does not proselytise, nor does it undertake any religious activities as an organisation.

The fees paid to the charity's Executive Director, the Events and Content Producer, the Office Administrator and ad hoc consultants are reviewed annually. Pay for consultants is bench-marked through comparisons with pay for similar roles in organisations of comparable size and activity to ensure that the remuneration is fair and not out of line with that generally paid for similar roles. Interns and students doing work-experience are also paid. The Trust's pay structure is regularly reviewed and is in keeping with a commitment to pay at least the Living Wage.

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the Trust to prepare financial statements for each financial year which give a true and fair view of the situation of the Trust and of its income and expenditure for that period. In preparing the financial statements, the Trust is required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Trust will continue in operation for the foreseeable future; and
- Observe the methods and principles in the Charities SORP (FRS 102).

Approved by the Trustees on 14 February 2025:

Dr Tony Stoller
Chair

Reference and Administrative Details

Name of Charity
The Sandford St Martin (Church of England) Trust

Registered Charity Number
277370

Registered Office
Room 202, Church House, Great Smith Street, London SW1P 3AZ

Bankers
CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ

Investment Advisers
Cazenove Capital Management Ltd, 12 Moorgate, London EC2R 6DA

Independent Examiner
David Wilsdon, Green Accountancy Ltd, Windrush House, Windrush Park Road, Witney, Oxford OX29 7DX

Solicitors
Sarah Humphrey, Trethowans LLP, The Pavilion, Botleigh Grange Business Park, Hedge End, Southampton SO30 2AF
Carla Whalen, Russell-Cooke LLP, 8 Bedford Row, London WC1R 4BX

Trustees

Dr Tony Stoller (Chair)	
Ngunan Adamu	
Aaqil Ahmed	
Bridget Cass	
Tim Daykin	
Claire Hoang	appointed 14 February 2025
Duncan Irvine (acting Deputy Chair)	
Tom Loxley	
The Rt Rev Beverley Mason	
Joanna Moriarty	retired 1 March 2024
Tommy Nagra	appointed 14 February 2025
David Strachan	

Executive Director
Anna McNamee

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Independent Examiner's report to the Trustees of The Sandford St Martin (Church of England) Trust

I report to the Trustees on my examination of the accounts of the The Sandford St Martin (Church of England) Trust (the Trust) for the year ended 31 December 2024.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

David Wilsdon FCCA
Green Accountancy Ltd, Windrush House, Windrush Park Road, Witney, Oxford OX29 7DX

Date: 7 / 3 **2025**

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Statement of Financial Activities for the year ended 31 December 2024

	Notes	Unrestricted Fund	Restricted Fund	Endowment Fund	Total 2024	Unrestricted Fund	Restricted Fund	Endowment Fund	Total 2023
		£	£	£	£	£	£	£	£
Income and endowments from:									
Donations	2.1	142	-	-	142	463	-	-	463
Investments	2.2	26,030		-	26,030	32,487		-	32,487
Total Income and endowments		26,172	-	-	26,172	32,950	-	-	32,950
Expenditure on:									
Raising funds	3.1	-	-	1,384	1,384	-	-	1,788	1,788
Charitable activities	3.2	174,754	317	-	175,071	97,112	90,328	-	187,440
Total expenditure		174,754	317	1,384	176,455	97,112	90,328	1,788	189,228
Net Operating Expenditure		(148,582)	(317)	(1,384)	(150,283)	(64,162)	(90,328)	(1,788)	(156,278)
Net gains (losses) on investments	6	-	-	23,306	23,306	-	-	16,682	16,682
Net income (expenditure) for the year		(148,582)	(317)	21,922	(126,977)	(64,162)	(90,328)	14,894	(139,596)
Transfer between funds	10	148,582	-	(148,582)	-	64,162	83,854	(148,016)	-
Net Movement in Funds		-	(317)	(126,660)	(126,977)	-	(6,474)	(133,122)	(139,596)
Total funds brought forward at 1 January 2023		-	2,288	679,984	682,272		8,762	813,106	821,868
Total funds carried forward at 31 December 2023	10	-	1,971	553,324	555,295	-	2,288	679,984	682,272

All activities derive from continuing operations. A statement of recognised gains and losses is not required as all gains and losses are included in the statement of financial activities.
The notes on pages 26-34 form part of these financial statements.

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Balance Sheet as at 31 December 2024

	Notes	2024		2023	
		£	£	£	£
Fixed Assets					
Tangible assets	5		-		-
Investments	6		548,500		625,701
Current assets					
Debtors	7	3,808		8,364	
Cash held for Investment	6	442		51,419	
Cash at bank		17,174		20,673	
		21,424		80,456	
Current liabilities					
Amounts falling due within one year	8	(14,629)		(23,885)	
Net current assets			6,795		56,571
Net assets			555,295		682,272

The notes on pages 26-34 form part of these financial statements.

The financial statements were approved by the trustees on 14 February 2024 and signed on their behalf by:

Dr Tony Stoller
Chair

1 ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation or uncertainty in the preparation of the financial statements are as follows.

Basis of accounting

The financial statements have been prepared under the Charities Act 2011 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102). The financial statements are drawn up on the historical cost basis of accounting except for investment assets, which are shown at fair value.

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with Accounting and Reporting by Charities, preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn. We understand that this has been done in order for the accounts to show a true and fair view in accordance with the Generally Accepted Accounting Practice for reporting periods beginning on or after 1 January 2015.

The financial statements include all transactions, assets and liabilities for which the charity is responsible in law. The charity meets the definition of a public benefit entity under FRS 102. For the financial year 2015, the Charity SORP Update Bulletin 1 applying from 1 January 2016 was early-adopted; this gave exemption to smaller charities on including a cash flow statement. The presentational currency is sterling, rounded to the nearest £1.

Going Concern

There are no material uncertainties about the charity's ability to continue and accordingly the accounts have been drawn up on a going concern basis.

Income Recognition

Voluntary income and donations (including legacies) are accounted for once the charity has entitlement to the income, it is probable the income will be received and the amount of income receivable can be reliably measured. Income from the recovery of tax on gift aided donations or investment income is accounted for in the period to which the relevant donation or investment income is received. Grant income is recognised on a receivable basis. Investment income arises from a portfolio of investments which are managed by Cazenove Capital Management Ltd. All income is accounted for gross.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Where applicable, expenditure included in Raising Funds includes amounts incurred in obtaining grants and other donations.

Expenditure Recognition
Expenditure is accrued as soon as a liability is considered probable, and the amount of the obligation can be measured reliably. Longer term liabilities are discounted to present value. The charity is not registered for VAT and accordingly expenditure includes VAT where appropriate.

Charitable expenditure includes those costs in fulfilling the charity's principal objects, as outlined in the Report of the Trustees. These include grants payable, governance costs and an apportionment of support costs. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding or constructive obligation on the charity. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees.

Tangible Fixed Assets
Tangible Fixed Assets used on a continuing basis for the work of the Trust are depreciated on a straight-line basis over three years (computer equipment) or ten years (fixtures and fittings). Individual items of computer equipment and fixtures and fittings with a purchase price of £1,000 or less are expensed when the asset is acquired.

Fixed Asset Investments
Investments are stated at fair value at the balance sheet date. The SOFA includes the net gains and losses arising on revaluation and disposals throughout the year.

Debtors
Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand
Cash at bank and in hand includes cash and short term deposits with a withdrawal notice period of no more than 90 days.

Creditors
Creditors are recognised where the charity has a present obligation arising from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are recognised at their settlement amount.

Financial Instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Critical accounting estimates and areas of judgement
In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Fund accounting

The funds held by the charity are either:

Unrestricted funds that can be used for the charity's ordinary purposes. These include funds designated for a particular purpose by the trustees.

Restricted funds represent donations received for a specific object or invited by the charity for a specific object. The funds may only be expended on the specific object for which they were given. Any balance remaining unspent at the end of each year must be carried forward as a balance on that fund.

The expendable endowment fund represents the charity's capital. Income from investments and short term deposits is available for the unrestricted general purposes of the charity. The trustees have absolute discretionary power to apply the expendable endowment of the charity for its charitable purposes.

2 INCOME

2.1 Donations

	Unrestricted Fund	Restricted Fund	Total 2024	Unrestricted Fund	Restricted Fund	Total 2023
	£	£	£	£	£	£
Donations received	142	-	142	463	-	463
	142	-	142	463	-	463

2.2 Investments

	Unrestricted Fund	Restricted Fund	Total 2024	Unrestricted Fund	Restricted Fund	Total 2023
	£	£	£	£	£	£
Investment income	25,084	-	25,084	31,775	-	31,775
Tax recoverable	-	-	-	-	-	-
Bank interest	946	-	946	712	-	712
	26,030	-	26,030	32,487	-	32,487
Total Income	26,172	-	26,172	32,950	-	32,950

3 EXPENDITURE

	Unrestricted Fund	Restricted Fund	Endowment Fund	Total 2024	Total 2023
	£	£	£	£	£
3.1 Raising funds					
Investment management fees	-	-	1,384	1,384	1,788
	-	-	1,384	1,384	1,788
3.2 Charitable activities					
Awards:					
Radio & Television Awards	65,936	-	-	65,936	66,668
Outreach:					
Church & Media Conference	-	317	-	317	-
Entertainment/hospitality	65	-	-	65	64
Public Relations & Communications:					
Show reels & videos	-	-	-	-	90
Website	627	-	-	627	818
Marketing	-	-	-	-	1,131
Governance:					
Trustees' meetings	3,564	-	-	3,564	972
Independent examiner fee	1,158	-	-	1,158	1,303
Advisory Groups	6	-	-	6	71
Consultants	1,340	-	-	1,340	10,776
Staff Contractors	45,735	-	-	45,735	46,275
Staff Salaries	36,049	-	-	36,049	44,273
Training	133	-	-	133	410
Office Premises	12,768	-	-	12,768	6,879
Office Computers	4,742	-	-	4,742	5,025
Depreciation	-	-	-	-	-
Administration	2,632	-	-	2,632	2,686
	174,754	317	-	175,071	187,441
Total Expenditure	174,754	317	1,384	176,455	189,229

3.3 Staff Costs	2024	2023
	£	£
Wages and salaries	35,347	34,563
Social security costs	-	-
Other pension costs	702	710
Termination payment	-	9,000
	36,049	44,273

The Trust currently has 2 employees, who both work part-time.

No employee received more than £60,000 in employee benefits.

No employee left employment in the year. The termination payment was paid to one employee as compensation, due to the circumstances of their leaving the Trust's employment. (2023: one person left employment)

3 EXPENDITURE (continued)

3.4 Key Management Personnel

The Trustees consider the board of Trustees and the (part-time) Executive Secretary as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. All Trustees give of their time freely and no trustee remuneration was paid in the year. Details of Trustee expenses are shown in Note 4 and related party transactions are shown in Note 9 in the accounts. Details of key management personnel remuneration is also covered on page 18 of the trustees' report.

4 TRUSTEE INFORMATION

None of the trustees received or waived emoluments in the current or preceding year. During the year four trustees (2023: three) received reimbursed expenses of £1,394 (2023: £1,160). All reimbursed expenses related to travel, subsistence or accommodation costs.

There were no donations from trustees (2020: nil).

5 TANGIBLE FIXED ASSETS

	Computer equipment
	£
Cost	
At 1 January 2024	6,975
Additions	-
Disposals	-
At 31 December 2024	6,975
Accumulated depreciation	
At 1 January 2024	6,975
Charge for year	-
At 31 December 2024	6,975
Net book value	
at 31 December 2024	-
at 31 December 2023	-

6 FIXED ASSET INVESTMENTS

	2024	2023
	£	£
Fair valuation		
At 1 January 2024	625,701	810,855
Acquisitions at cost	-	-
Sales proceeds of disposals	(100,507)	(201,836)
Realised gain/(loss) on disposal	20,531	33,857
Unrealised gain/(loss) on revaluation	2,775	(17,175)
At 31 December 2024	548,500	625,701
Cash held for investment	442	51,419
Total	548,942	677,120
Historic cost		
At 31 December 2024	427,595	507,571
Comprising:	%	%
Multi-asset Funds	99	99
Alternatives - Property	-	-
Cash held for investment	1	1
	100	100

7 DEBTORS

	2024	2023
	£	£
Tax refunds recoverable	43	43
Accrued income	-	456
Taxation and social security	-	7,484
Prepayments	3,765	381
	3,808	8,364

Financial assets are measured at amortised cost. They comprise the tax refunds recoverable and accrued income balances included in Note 7.

8 CREDITORS

	2024	2023
	£	£
Trade creditors	5,317	19,247
Accruals	8,900	4,443
Taxation and social security	248	-
Other creditors	164	195
	14,629	23,885

Financial liabilities are measured at amortised cost. They comprise the trade creditors and accruals balances included in Note 8.

9 RELATED PARTIES

There were no related party transactions in 2024, or in 2023.

10 FUNDS

	Balance 1.1.24	Income	Expenditure	Transfers	Net Gains (Losses)	Balance 31.12.24
	£	£	£	£	£	£
Unrestricted Fund	-	26,172	(174,754)	148,582	-	-
Restricted Funds:	2,288	-	(317)	-	-	1,971
Dulverton Trust	2,288	-	(317)	-	-	1,971
Endowment Fund	679,984	-	(1,384)	(148,582)	23,306	553,324
	682,272	26,172	(176,455)	-	23,306	555,295

The unrestricted fund is a general fund held for the general objects of the Trust's work.

The restricted funds represent donations towards the cost of developing the Trust's charitable activities.

The expendable endowment fund represents the Trust's capital. Income from investments and short term deposits is available for unrestricted general purposes of the Trust. The trustees have absolute discretionary power to apply the expendable endowment of the Trust for its charitable purposes. Amounts are transferred to the unrestricted fund to support the charity's activities.

11 ANALYSIS OF ASSETS BETWEEN FUNDS

	Unrestricted	Restricted	Endowment	2024 Total
	£	£	£	£
Fixed Assets	-	-	-	-
Investment Assets	-	-	548,500	548,500
Net Current Assets	-	1,971	4,824	6,795
	-	1,971	553,324	555,295

	Unrestricted	Restricted	Endowment	2023 Total
	£	£	£	£
Fixed Assets	-	-	-	-
Investment Assets	-	-	625,701	625,701
Net Current Assets	-	2,288	54,283	56,571
	-	2,288	679,984	682,272

SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

England & Wales - Charity number 277370

Accounts

The Sandford St Martin Trust

Promoting Excellence in Broadcasting about Religion, Ethics and Spirituality

The Sandford St Martin (Church of England) Trust

Annual Report and Financial Statements

31 December 2023

Registered Charity No: 277370

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Annual Report and Financial Statements for the year ending 31 December 2023

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THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Annual Report of the Trustees for the year ending 31 December 2023

The Trustees present their Annual Report and Financial Statements for the charity for the year ended 31 December 2023. The financial statements have been prepared in accordance with the accounting policies set out in Note 1 to the accounts and comply with the charity's Trust Deed, 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 published on 16 July 2014.

Objectives and activities for the public benefit

When the Trust was established in 1978, its objects were defined as the promotion of the advancement of the principles and practice of the Christian religion through radio and television broadcasting, films, visual aids and other methods of visual and oral communication. In the forty-five years since then, broadcasting and media technology have evolved considerably – as has the face of religious Britain. These changes are reflected in the parallel evolution of the focus, projects and outreach work undertaken by the Trust, , its widened scope to embrace the range of UK faiths, its lobbying and by the Sandford St Martin Awards through the introduction of new categories to include digital and online media as well as entries from suppliers of video on demand. These activities - through which the Trust engages with an ever-widening circle of content-producers, policymakers, broadcasters, faith groups and members of the public – have enabled the Trust to more effectively advocate for the role of religiously literate broadcasting that promotes a better understanding and awareness of the UK's diverse faith communities, and dialogue between people of different faiths or none. Activities undertaken are designed to support the Trust's core tenets that a) belief is a prime motivator of both individuals and communities, impacting on political, economic, ethical and social behaviour, b) religiously literate broadcasting plays a key role in the promoting the public understanding of how religion impacts on human experience and c) better religious literacy can contribute towards combatting the prejudice and bigotry that lead to crime and other societal problems, and hinder cooperative endeavour at local, national and international levels.

The trustees confirm they have referred to the Charity Commission's guidance on public benefit when reviewing the Trust's aims and objectives, in planning future activities, and in the administration of the annual Sandford St Martin Awards competition.

Religious programming is generally considered to be core public service broadcasting (PSB) territory. However, the increasing influence of social media and digital platforms, and moves over recent years towards the greater commercialisation, competition and the privatisation of many UK broadcasters, including pressure on BBC funding and the ownership of Channel 4 have led to what Ofcom research published in 2020 identified as the steady dramatic decline in both the hours and investment in traditional public service broadcast content and in religious programming particularly. This decline has been exacerbated in the years since Ofcom's report by economic pressures on the operational, workforce and production schedules in the industry and the current economic downturn. Against this background and exacerbated by uncertainty over the future of public service media in the UK, many broadcasters and production companies are now facing acute budgeting and financial challenges and 2023 has seen a slowdown in commissioning by UK broadcasters.[1]

In August Ofcom's Media Nations report, reviewing key trends in the broadcast media sector and setting out how audiences are being served, painted a mixed picture of the UK's TV industry.[1] The report noted that the weekly audience for UK broadcast TV has seen its steepest annual decline since records began. For radio the overall reach has remained high, while listening has continued to shift online. Other forms of audio including

[1] https://www.ofcom.org.uk/__data/assets/pdf_file/0029/265376/media-nations-report-2023.pdf

podcasts have gained popularity, especially but not exclusively with younger audiences. The report also notes that while there has been a surge in digital and online consumption public perception of public service broadcast services has remained positive and that, for TV, "public service broadcasters still dominate most-watched list with valued national TV moments"

In April 2022 the government published a white paper on broadcasting that outlined plans both to privatise Channel 4 and to freeze the BBC's funding for two years until April 2024, after which it will rise in line with inflation until the next Charter review in 2027.

Concerned with the impact both these proposals will have on the quantity and quality of religious and ethical programme content available to UK audiences, the Sandford St Martin Trust has been active over the last two years in advocating for the continued public ownership of Channel 4 and for the protection of key public service genres at the BBC. This work has been undertaken through a series of events and public awareness campaigns both alone and in partnership with organisations such as the Voice of the Listener and Viewer, We Own It, the International Broadcasting Trust, the Children's Media Foundation, and the UK Coalition for Cultural Diversity among others. During 2023 we have seen some progress including, in January 2023, the government announcement that Channel 4 would remain in public ownership.

However, at the time of writing there remain several key concerns for the Sandford St Martin Trust including ongoing financial pressures on the BBC which have resulted in, among other things, cuts to local radio output. Programmes, including religious programming, is now shared throughout most of the day across the BBC's local stations. Since their introduction, these changes have attracted a considerable backlash. [5]

It is against this background that the Department for Culture Media and Sport published its Draft Media Bill during the spring of 2023. The Sandford St Martin Trust has been active in its response to the draft and particularly to the Bill's lack of clarity regarding what public service media content will be required and on what bases, and the lack of protection for specific and key public service content genres such as religious and ethical programming.

Among our key concerns are that:

- in addition to the provisions already in the Bill, the PSB remit should include objectives for providing high standard and quantity of education, entertainment, arts, matters of international significance **and religion**

- Ofcom should be given powers to intervene and hold PSBs to account to protect the public service broadcast regime and ensure broadcasters are meeting their public service remit

- all PSB content should remain universally available and easily discoverable by audiences across all broadcast platforms (so that core PSB genres cannot be 'buried' on online or VOD platforms).

By December 2023 the Media Bill had reached the Committee Stage and several MPs tabled amendments around these concerns. It is expected that the Bill will pass to the House of Lords in the new year at which point SSMT will refocus its lobbying efforts on the second House.

Based on the current issues dominating UK broadcast policy and impacting on the provision of a good quality and quantity of content that engages with religious, ethical and spiritual themes, the Trust believes its work should concentrate on three key areas over the next year:

- **Advocating for the protection of public service broadcasting in the face of new economic pressures and ongoing threats to funding at both the commissioning and production levels**

- **Continued lobbying for the inclusion in the Media Bill of rules around genres including religious programming, prominence, spending and meaningful reporting and regulation of these to ensure religiously-literate content is prominent, available and easily accessible across platforms**

- **Action with respect to promoting better representation of the UKs diverse religious and cultural communities both on and off screen in the broadcast industry.**

The Trust fulfils its charitable purposes for the public benefit through:

- lobbying and consulting with broadcasters, policymakers, public officials and partner organisations and contributing to relevant public consultations to advocate for a good quantity and quality of religiously literate broadcasting and content that engages with the UK's diverse faiths and faith communities;

- writing articles and contributing to news and editorial coverage in both specialist and general media outlets concerned with broadcast policy/practice, religious programming and religious literacy;

- producing and contributing to outreach activities, including conferences, meetings, public symposia, stakeholder events and professional training to further the objects of the charity.

- identifying, promoting and rewarding the best examples of UK broadcast content engaging with religious or ethical themes through the Sandford St Martin Awards. Content entered for an award must meet criteria that include the exploration of belief or an examination of broader aspects of particular interest or concern to faith communities while appealing to a wider more general audience. The Trust funds prizes for winners and runners-up across four main categories - TV/Video, Radio/Audio, Journalism and the Young Audience Awards - in addition to making Trustees' Awards and sponsoring the Radio Times Readers' Award, in which the public vote for their favourite programme exploring religious or ethical themes. In 2023 the Awards ceremony was held in Manchester, for the first time outside London.

The Sandford St Martin Awards

Increasingly well-known and now an established annual event for which many content-makers plan, the Sandford St Martin Awards are a key mechanism through which the Trust delivers its remit. Broadcasters, content-makers, faith communities and the general public all benefit from the Awards' recognition, celebration and promotion of the best examples of religious and ethical content-making.

The Awards bring together key stakeholders representing all levels of the UK's broadcasting industry to showcase and celebrate religiously and ethically literate content of the last year, and to share experience and expertise. The quality of the Awards' shortlists and winners serves as a compelling argument for the commissioning and prominent provision of this kind of content to a wide audience, across a range of formats on traditional and new broadcasting platforms.

To ensure the Awards continue to contribute to the public benefit, Trustees review the awards criteria and categories annually and adjustments are made to reflect trends or technological changes in a rapidly evolving media sector.

The Awards further benefit UK audiences and the wider public who, research has shown, are invested and interested in good religious programming-content that reflects their own experience, improves their understanding of religion or spiritual issues and/or brings a religious or spiritual perspective to bear on political, social or economic arguments.

The Trust invites entries and raises awareness of its awards through a year-long outreach and social media campaign - this includes a partnership with the Radio Times magazine – as well as through directly targeting key broadcasters, content-makers and production companies. Entries are encouraged from programmes with a strong religious, spiritual or ethical dimension – for example, reflecting, investigating or exploring a religious or spiritual approach to life and its meaning, seeking to evoke a religious or spiritual response in the audience, bringing a religious or spiritual perspective to bear on political, social and economic arguments, or explaining a religious or spiritual point of view or an ethical dilemma. In order to encourage entries from a wide range of broadcasters representing all budgets and all areas of the sector, there is no entry fee. Full details of the entry criteria and a link to the Awards entry platform are available on the Trust's website https://sandfordawards.org.uk/the-awards/.

At the first stage of judging, entries are reviewed and scored by select panels of between 4 and 10 category shortlisters. Shortlisters are recruited for their professional working-knowledge of the category in which they are shortlisting, and for their awareness of the issues currently affecting religious broadcasting and content-makers engaging with these themes. In keeping with an initiative launched in 2021, six post-graduate broadcast media students were invited to help shortlist the awards. A further four post-graduate students and six six-formers were invited to intern, gaining first-hand work experience, at the live Awards ceremony.

Once a shortlist of six finalists in each category has been identified, shortlists are forwarded to new judging panels comprised of leading figures from across the broadcasting industry.

For 2023:

- The TV/Video category was chaired by the award-winning investigative journalist, TV and Radio presenter Hayley Hassal. She was joined by Angela Epstein (journalist and broadcaster), Amber Haque (presenter and documentary maker) and Mark Radice (TV and film director and producer).

- Writer and Director of the Theos think tank, Chine McDonald chaired the Radio/Audio judges panel, which comprised Canon Tim Daykin (formerly of BBC Radio Solent), Hussein Kesvani (journalist, writer and podcaster) and Dixi Stewart (Managing Director of SandStone Global production company).

- The Young Audience category was chaired by the author A.M. Dassu; on her panel were Jackie Edwards (former Chair of the BFI Young Audience Fund), Vanessa Harriss (editor of 'The Week Junior' magazine) and Ewan Vinnicombe-Wallis (Executive Producer).

- The Journalism category was chaired by the journalist Shelina Begum with support from Dan Damon (best known for hosting World Update on the BBC World Service), Dr Michael Munnik (Senior Lecturer at Cardiff University) and Adama Juldeh Munu (TRT World, Al-Jazeera).

Profiles and a full list of 2023 judges and shortlisters are published on the Trust's website: https://sandfordawards.org.uk/2023-judges/

Winning programmes received bespoke Sandford St Martin trophies and prize money of £1,000 each which is intended to be shared by members of the production team and to encourage the development and production of future broadcast projects exploring religion or ethics. Runners-up and other finalists receive specially commissioned certificates.

Winners in 2023 were as follow:

- **TV/VIDEO:** "Children of Ukraine" (Renegade Pictures for ITV 1); runner up: "Help" (The Forge for Channel 4)

- **RADIO/AUDIO:** "Faith, Sex and Me" (Loftus Radio for Hits Radio Pride); runner up: "Things Fell Apart" (BBC Audio for BBC Radio 4/BBC Sounds)

- **YOUNG AUDIENCE:** "Autism, Hinduism & Me" (CTVC for TrueTube.co.uk); runner up: "What's On Your Head?" (Gold Wala for CBeebies)

- **JOURNALISM**: "Beyond Belief: Putin's Religious War' (BBC Religion and Ethics for BBC Radio 4); joint runners up: "Pope Francis in Iraq" (BBC Heart and Soul for BBC World Service) "Witness: The Women of Standing Rock" (Red Queen Media and Playart Productions for Al Jazeera English)

- **RADIO TIMES READERS' AWARD:** "Good Grief with the Rev Richard Coles" (Bowled Over Media Ltd for Channel 4)

In 2023 the Trustees' Award was presented by the actor Ricky Tomlinson to:

- **JIMMY McGOVERN:** In recognition of his commitment to creating challenging, thought-provoking drama that never shies away from exploring belief.

The full list of winners and shortlisted programmes with links to their websites is published on the Trust's website: https://sandfordawards.org.uk/2023-award-winners/

Achievement and performance

The benefits of the Trust's work are felt through the effective support and advocacy for the quantity and quality of broadcast content and programmes that engage with religion, belief and ethics. Because of its huge reach, broadcasting - and public service broadcasting in particular – is at the frontline of promoting religious literacy: a key dimension of cultural competence in an increasingly diverse and pluralistic world. This, in turn, supports religious-content producers and broadcasters, faith communities and interested audiences through raising awareness of what constitutes best practice: including questions around how to create engaging content, good journalism and content production, and how to disseminate religious literacy. Through this work we widen the conversation around the complex roles religions or beliefs can play in the public and private space and create opportunities for dialogue between our different stakeholder groups.

In addition to our awards during 2023, this work included:

A. **Response to Government proposals to remove C4's publisher-broadcaster restriction – April 12 2023**

Following more than two years of organised and vocal opposition including submissions and lobbying from SSMT, the government formally abandoned plans to privatise Channel 4 in January 2023. Instead, it announced a package of "measures to support (Channel 4's) sustainability in the long term" including reform of the so-called "publisher-broadcaster" model which prevents Channel 4 from making or owning content.

The Sandford St Martin Trust was invited by the DCMS to respond to these proposals. Following consultation with our stakeholders working in the UK television production sector, we concluded that the proposed plan would risk undermining the independent production sector – and particularly smaller indies. As our annual award ceremony has evidenced, the UK's smaller indies make a disproportionately large contribution to the quantity and quality of religious and ethical broadcast content available. Any negative impact on their viability would therefore also likely negatively impact religious and ethical programming.

B. "What will the draft Media Bill cost public service broadcasting?" VLV Conference London - 24 May 2023

The Trust's Executive Director Anna McNamee participated in a panel discussion, chaired by Prof Steven Barnett of the University of Westminster, on the subject of the draft Media Bill, whether it will be good news for the creative industries sector or citizens and, what the impact would be on public service broadcasting. Also participting were Tim Suter, specialist advisor to media companies, governments and regulators on media policy and regulation (former Ofcom Board and former Head of Broadcasting Policy, DCMS), Lord Tom McNally, former leader of the Liberal Democrat party and crossbencher in House of Lords, and Sophie Chalk, VLV's policy expert. You can watch a video of the VLV session here

C. Response to DCMS Committee pre-legislative scrutiny of the draft Media Bill – May 2023

On 29 March, the Department for Culture Media and Sport took significant steps in making good the Government's intention to update the 2003 Communications Act when it published a draft Media Bill. Much has changed in the world of broadcast technology in the twenty years since the 2003 Communications Act was passed and the new draft is extensive. The principal concern for SSMT is that the new Bill will do enough to protect core public service genres such as religious and ethical programming in the new multi-platform, digital future. You can read SSMT's submission to the DCMS here.

D. Submission to Ofcom consultation on changes to the performance measurement framework (PMF) used to assess the BBC – June 2023

Ofcom is the regulator for all UK communications – broadband, phone services and the post – as well as the UK's broadcast media and, since 2017, the BBC. It's a big job and with the growth of subscription video on demand and digital platforms, Ofcom's remit is continuing to expand. In spring 2023 Ofcom launched a public consultation on proposed changes to the performance measurement framework (PMF) used to moves to expand the scope of Ofcom's approach to monitor the BBC's performance across new platforms, we were concerned that the proposed PMF would not be rigorous enough to guard against the decline of core public service genres such as religious broadcasting, and said so in our submission.

E. 'Interfaith Manchester' film - June 2023

This year marked the Trust's 45th anniversary. Reflecting on its remit and the question of how to tell a better story about religion in the UK today, it was decided that the 2023 Awards ceremony should move for the first-time outside London. Manchester was chosen both because of it is an important broadcast hub but also because of the strength of the interfaith community there. In preparation for the event, local faith leaders were consulted and interviewed about their views on religious identity, diversity and broadcasting. A film of one of those conversations – featuring the Rt Revd Prof David Walker, Bishop of Manchester, Mohammed Amin, Co-chair of the Muslim Forum of Greater Manchester, Rabbi Warren Elf, Faith Network 4 Manchester, and Gill Brennan, Co-chair for the Greater Manchester Combined Authority's Faith and Belief Advisory Panel – was premiered at our awards ceremony and remains available online.

F. The Sandford St Martin 2023 Awards

Held on the evening of 21 June, in Manchester University's historic Whitworth Hall, this was the Trust's first in-person awards ceremony outside London. Welcoming guests, Dr Tony Stoller, Chair of the Sandford St Martin Trust, said:

"There is probably nobody in the room who is unaware of the ongoing debate around the future of public service broadcasting. Whether it's Channel 4, or the BBC, or the challenges around safeguarding online content, broadcasting and the media are very hot issues. The awards are not going to resolve any of these issues, but they do shine a spotlight on the creativity, production excellence and the immense value of some core public service content: that's broadcast content that explores religion, ethics or spirituality. Programmes that are not just great entertainment but that also educate, enlighten and inform because they explore the big questions and reflect the rich diversity of cultures and beliefs that make up our world."

In addition to including the premier of the Trust's 'Interfaith Manchester' film, the ceremony featured speeches and award presentations in four categories, interviews with winners, the presentation of the Trustees' Awards, and video showcases featuring examples of the best religious and ethical broadcasting content from the last year and content-makers talking about their work.

The ceremony was attended by approximately 150 people many of whom represented the local broadcast or faith communities. Those unable to attend in person were able to follow live updates on social media (Twitter and Instagram) including live announcements of the results, video clips from winning programmes and excerpts from judges' speeches.

As per custom, the Radio Times Readers' Award was launched online and via newsstand copies of the Easter edition of the magazine. Through its partnership with the Radio Times, the Trust has worked to actively engage the public in significant policy debates as well as the consideration of the range and value of religious and ethical programme content available.

Approximately two thousand readers voted in the competition resulting in a win for "Good Grief with the Reverend Richard Coles" filmed after the death of his husband as he tried new experiences while seeking to cope with his loss.

Talking about the series Rev Richard Coles said:
"...As a parish priest I spent many hours with the dying and the bereaved. I know what happens when death comes, from the bureaucracy of registration and dealing with the bank, to the peculiar creativity of devising the funeral and the wake. What I was not prepared for was the difference between looking at bereavement from the outside and experiencing it from the inside... That led to an invitation to make a Channel 4 documentary for others trying to find their way, too – what is it like, what support is available, is there such a thing as good grief?"

G. "SUNDAY: In Conversation with Edward Stourton"- 19 October 2023

For more than 50 years the BBC's flagship *'Sunday'* programme has investigated how religion impacts on world affairs. To mark the occasion Edward Stourton, who has been the programme's main presenter since 2010 and Sunday's former editor Amanda Hancox joined Chine McDonald, Director of the religion and society think tank, Theos for a special salon at St Ethelburga's Centre for Reconciliation and Peace in London. In front of a live audience, they reflected on the changing face of this Radio 4 stalwart, on how religion is reported in an ever-evolving religious-Britain and their new book *"Sunday: A History of Religious Affairs through 50 Years of Conversations and Controversies"*. This event was produced in partnership with the UK's leading religion and society think tank Theos and SPCK Publishing, a recognised market-leader in the areas of Theology and Christian Spirituality.

H. Post-graduate Journalism workshops, Nottingham Trent University, November 2023

As part of the Trust's strategy to support professional development and awareness of religious literacy in the media, the Trust created resources for and participated in a master class on the Trust's work and 'how to make an award-winning documentary' for post-graduate students.

Monitoring achievement

In order to improve practice and make the work of the Trust more effective, the Sandford St Martin Trust uses a range of qualitative and quantitative measures to assess need, inform strategy and track the organisation's progress. These include regular interviews with key stakeholders and the collection and analysis of feedback from those who interact with the Trust.

A. Quantitative impact assessment of the Sandford St Martin 2022 Awards:

i. Number of awards entries:

There were 133 individual entries for the 2022 Awards across four categories. This is the lowest number of entries received since 2015 when the Awards competition was relaunched. A review by the board and informal discussions with stakeholders suggest the decline may be the result of a series of factors including the impact of the post-lockdown slowdown in commissioning and production schedules which has meant a smaller percentage of new content being made, and increasing financial pressures on broadcasters and independent production companies..

Details of Sandford Award entries from 2014 – 2023

Year	Radio/Audio	Television/Video	Young Audience	Other*	Journalism	Total
2023	67	32	12		22	133
2022	51	28	9	-	17	105
2021	57	37	11	88	14	207
2020	82	47	14	-	20	163
2019	71	36	22	-	35	164
2018	85	37	13	23		158
2017	86	46	16	31		179
2016	63	35	16	19		133
2015	73	24	23			120
2014	29	18		13		60

* In 2021 entries and nominations were invited for the Trustees' Award. The Journalism category was introduced in 2019; previously, between 2016-2018, the fourth category was for Interviews. In 2014, the categories included the "Local/Community/Online Broadcasting Award".

ii. Audience engagement:

To mark its 45th anniversary, the Sandford St Martin 2023 Award ceremony was held in Manchester, travelling outside London and its traditional home at Lambeth Palace. Additional resources were allocated for research into and liaison with local broadcasters and faith communities who made up the majority of the guests attending..

B. Qualitative assessment based on stakeholder feedback:

In order to monitor and improve the impact of the Trust's work, stakeholders and those who attend or participate in Sandford St Martin events are regularly consulted for feedback and their comments on our work and effectiveness. Some of what they've said is collated below:

i.The Sandford St Martin Awards:

Short videos with some of our Award winners speaking about the impact of winning an award feature on our website: https://sandfordawards.org.uk/2023-awards-ceremony/

Awards finalist are also sent a follow-up survey in which they are asked about the impact of being involved and how this has affected their work:

- **Natalie Steed – Producer 'Living With Feeling', Rhubarb Rhubarb for Queen Mary Centre for the History of Emotion, 2023 Radio/Audio finalist**

How has / how will receiving a Sandford St Martin Award contributed to you or your production company's business and/or reputation?

I am a very small production company without large resources or influence. I generally only work on things that I think are meaningful or important. A Sandford St Martin Award nomination helps me to raise the profile of my work and is a good way of celebrating the work we've achieved with clients.

How has winning an award influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

I think religious/ethical content can sometimes feel quite specialised and its interesting and heartening to see the wide range of high-quality material being produced. The Sandford St Martin Awards really does enable this.

- **Will Davies – Producer 'Unreported World – Anti-vaxx preachers and the race to vaccinate South Sudan', ITN and Channel 4 News, 2023 Journalism runner up**

It's only been a week but just going to the award ceremony was the biggest impact – I met some lovely people, bumped into some old friends. It was a real shame the rest of my team who worked on the film couldn't make t when the trains went wrong!

- **Natalia Goysheva – Presenter/Producer, 'No Country for Azov Greeks' BBC World Service, 2023 Radio/Audio finalist**

(Being shortlisted) gave validation to my professional effort. I will feel more confident while pitching stories of a similar character across the media. The best thing about being nominated is the opportunity to come together and meet other likeminded professionals. I look forward to expanding my professional profile as a result of it.

- **Sheila Marshall – Producer and Director, 'After the Flood: The Church, Slavery and Reconcilliation', 2023 TV/Video finalist**

Being shortlisted) inspired us in showing there is an audience for religious and ethical that the UK's main broadcasters are still making content for... Being shortlisted with programmes that had a lot more resources and backing is encouraging.

- **Drew Ambrose - Series Producer, 'A Sense of Community: Iztapalapa', 2023 Journalism Award finalist**

(The Sandford St Martin Award) is pretty much the only award out there that focuses on religion/spirituality. The standard of excellence is always high so I think it's a great honour to have been nominated... it's another avenue for our show to demonstrate that we produce strong content in this area.

- **Heidi Gomes - Executive Producer, 'Good Grief with the Rev Richard Coles' Bowled Over Media for Channel 4, 2023 Radio Times Readers' Award winner**

How has winning a SSM award contributed positively to your production company's business and/or reputation?

I can't describe the impact that winning this award has already had on our company and on our team morale to know that the doc resonated so well with the audience and hopefully helped them... Being able to say 'Good Grief' has won his award, especially up against such fantastic competition, means that a small indie like ours gets noticed and has other commissions considered.. I had a meeting with Channel 5 and the BBC this week about other projects and being able to tell them our news definitely made a big impact and gave them faith in a small indie's ability to deliver quality programming.

Has winning an award influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcast ecosystem?

We are certainly pursuing projects in this territory and having won this award we are putting more of our efforts into pitching them into being! Many of the other programmes nominated were inspirational to us and it's caused us to think more about programmes that speak to faith and the human experience.

- **Bob Ayres – Executive Producer 'Autism, Hinduism and Me' CTVC for TrueTube.co.uk, 2023 Young Audience winner**

How has winning a SSM award contributed positively to your production company's business and/or reputation?

Being given a prestigious award has many benefits: it gives our work external validation and lets the team who worked on the film know that they are doing something right! It also gives us a kind of accreditation that we can show future clients who want to be assured that we know what we are doing and that we will produce quality work for them. And an award reassures the teachers who use TrueTube and show our films to their pupils that our work has been endorsed by an organisation that recognises excellence in filmmaking about religion and ethics...

We are a company that specialises in content about religious and ethical issues... I think what the Sandford St Martin Awards do is let the industry know that content covering these subjects is appreciated and has a very wide reach. Most people are interested in conversations about their beliefs – whatever they are – and most people are interested in how other people's beliefs affect their actions.

How might you spend the prize money?

The money will go straight back into making a film for TrueTube. We have already had conversations with Tommy Chavennes (the producer) about what that film might look like, and we would especially like to use this money to provide access for a disabled person so they can work on the crew or be a contributor.

- **Mike Peacock – Writer and Narrator 'Angel's Delight', United Christian Broadcasters, 2023 Young Audience finalist**

How has receiving a Sandford St Martin Award contributed to you or your production company's business and/or reputation?

On a personal level – as the principal creator of the project – it has been an incredible confidence boos and has inspired me on to new endeavours. Being associated with the awards is also great for our professional reputation incrasing our visibility and hopefully opening doors of new partnerships in the future. I recorded my second novel 'Angel's Surprise' in partnership with UCB earlier this year.

- **Eleanor McDowell, Executive Producer 'Short Cuts: Mattie's Broadcast', Falling Tree for BBC World Service, 2023 Radio/Audio finalist**

We're glad to have the spiritual dimension of the work we're making in Short Cuts illuminated like this. And for the producer who made it, for whom the work had a deep personal and spiritual connection, it was very touching to see their feature given life beyond its initial radio broadcast.... (Being shortlisted) allow a moment to pause, reflect on and revisit work that might easily evaporate into the broadcasting ether.

Impact statements gathered from Twitter:

Had a lot of fun at the @sandfordawards. Didn't win but we had a lovely special mention for @KMTV_Kent for the quality of #GenerationGenome. Huge news for us on the way - watch this space!" **Andy Richards** @AndyKMTV

"Thank you for an evening of inspiration, learning about productions that were moving, giving voice to the voiceless." **Mark Chater**

"So many beautiful programmes blending faith&life." **Azariah France-Williams**

"A great pleasure to attend @sandfordawards in Manchester, the Awards showcase thought provoking films on religion, spirituality and broadcasting with some really standout productions, great to meet so many across the industry." **Zara Mohammed, Sec Gen Muslim Council of Great Britain**

"We had a lovely time in Manchester for the @sandfordawards, which our film, After the Flood, was a finalist for. A truly inspiring event showcasing content that educates, celebrates, questions and challenges religion and ethics. Congratulations to all the winners" **@atfdocumentary**

Sandford St Martin Media Salons and Professional Development events:

The Sandford St Martin Media Salons are a series of live, ticketed events aimed at sparking conversations between media experts, practitioners and an engaged and invested audience regarding the biggest issues around broadcast coverage of faith, ethics and/or morality today. To help gauge impact, attendees are asked to complete questionnaires or to send feedback by email.

'SUNDAY: In conversation with Edward Stourton:
47 people attending.

In keeping with the Trust's strategy of cooperating and building relationships with like-minded organisations, this salon was held in partnership with the Theos think tank and SPCK publishing and, in the lead up to the event, the Radio Times magazine published an article by Ed Stourton in which he considered the history and ongoing relevance of religious journalism.

Three interns on work-experience contributed to the running of the event and one six-former worked in tandem with the professional photographer on the night.

A recording of the event has been made available online.

Sandford St Martin Masterclass for MA Journalism students: Nottingham Trent University
Following on from SSMT's 2022 Masterclass at NTU, six post-graduate students were recruited to help shortlist entrants across the four 2023 awards categories. Lecturer Angela Robson said "*Chatting about the entries each week in our seminars has been a very interesting aspect of the shortlisting process. We had documentary maker, Nick Hamer, one of Sandford's former winners talk to the students last week. It's been a fascinating part of their learning this year, weaving the awards into the MA degree teaching.*"

Amie, one of the student-shortlisters said:
"I have finalised marking for the Journalism category for the awards, and just wanted to thank you for the opportunity. I really enjoyed working through the submissions, it has been so beneficial to look at a broad spectrum of work, and with a new eye for specific criteria. I am really looking forward to seeing which pieces progress in the process."

In November 2023, SSMT led a new masterclass at Nottingham Trent. Participants from the Documentary Journalism graduate course have been invited to apply to help shortlist the 2024 Awards categories.

Financial review

Historically the Trust has received the financial support needed to deliver its remit through careful stewardship of its fund. The adoption of a new strategy in 2014 in response to an increasing threat to religious and ethical broadcasting has resulted in the growth of the Trust and its impacts but has also put new and additional pressure on the Trust's resources. Following a further strategic review in 2017, trustees agreed that new resources should be sought to allow the Trust to continue to run its annual Awards ceremony in addition to maintaining and even augmenting its advocacy work - lobbying and pro-actively engaging with key stakeholders, media and partner organisations.

Income in 2023 was £32,950 (2022: £90,919 and expenditure was £189,228 (2022: £180,382). Expenditure on charitable activities increased to £187,440 from £178,306 in 2022.

The overall net movement in funds was a deficit of £139,596 (2022: deficit £189,394). Unrestricted funds decreased by £133,122 (2022: decreased by £162,128) after taking into account the net gain of £16,682 (2022: net loss of £99,031) arising from revaluation of the charity's investment portfolio. Restricted funds decreased by £6,474 (2022: decrease £27,176).

Investment Policy & Performance

The charity's long term investment objective is primarily to seek a high distribution from the investment portfolio, while aiming to maintain the capital in real terms. The portfolio is now invested in the Cazenove Responsible Multi-Asset Fund (RMAF) which has a Responsible investment policy with exclusionary screens and with a focus on sustainable companies and impact. Over the long term, the Fund targets a return of CPI+4%, with a strategy of holding 70% in global equities, 10% in property, 10% in fixed income, 8% in alternatives and 2% in cash. Whilst around 4% would normally be distributed each year, 25% was distributed in 2023 (2022: 5%)

The portfolio is managed by Cazenove Capital Management Ltd, and no direct investment is to be made in companies involved with the manufacture of arms.

Investments are stated at market value at the balance sheet date. The Statement of Financial Activities (SOFA) includes the net gains and losses arising on the revaluation and disposals throughout the year.

In 2023, the income return was £31,775 (2022: £35,294). The charity's investment portfolio made a net gain on revaluation of £16,682 (2022 net loss £99,031).

Risk Management

In January 2023 the trustees, overseen by the Deputy Chair, conducted a full review and update of the charity's risk register as part of its Q1 general meeting. The register will be monitored quarterly by the Finance Advisory Group, and all new outputs or projects are assessed for risk before they are signed off by the trustees.

Risks are considered in ten key areas: loss of key staff; loss of access to buildings; IT failure; operating outside the terms of the Trust; reputational risk; market risk (investment performance), theft of funds, cyber-attack, depletion of funds and data protection risk.

All identified risks are assessed for both the likelihoods of occurrence and potential financial and reputational impact. Mitigating controls are then considered and adopted as deemed prudent. The Trust's risk management

strategy forms part of the Trust's planning and future strategy process, against which the trustees review progress every year.

Reserves Policy

The trustees recognise that the current level of free reserves of £679,984 (2022: £813,106) out of total reserves of £682,272 (2022: £821,868) are insufficient to meet the purposes of the Trust in the longer term as, in most recent years, the Trustees have drawn on the Expendable Endowment funds in order to deliver the strategy as reviewed in 2017.

With little additional funds being drawn in the year, trustees needed to draw on the Expendable Endowment funds in order to cover expenditure. The Trustees will continue to review the fundraising strategy to ensure the charity's future solvency and to ensure it has sufficient funds to continue to pursue its charitable purposes.

Plans for the future

The Sandford St Martin Trust is a lasting testimony to the generosity and charitable concerns of the founder, Sir David Wills. For more than 45 year's the Trust has delivered on its purpose of promoting a better understanding of religion and religious literacy through the administration of the annual Sandford St Martin Awards. However, since 2014 the Trust has more actively worked to extend its reach and influence through new outreach projects, many of which are undertaken with partners such as The Bradford Literature Festival, The Voice of the Listener and Viewer, the Wales Screen Summit, the Children's Media Conference, the House of St Barnabas, the International Anthony Burgess Foundation among others.

Among the Trust's priorities for 2024 are:

- To continue to demonstrate the value of good religious and ethical broadcasting, to celebrate the best examples of this kind of content on broadcast and social media platforms and to advocate for the prominence of this genre so that it is both available and easy to find across the UK's broadcast platforms;

- To make the case for effective broadcasting or commissioning strategies that will protect and promote the genre by liaising directly with decision-makers in the broadcasting industry, regulatory and government levels;

- To support religious literacy for journalists and broadcasters including through outreach events such as the Media Salons, professional development workshops and participation in professional symposia, festivals or conferences hosted by partners;

- To use the Trust's online platforms, social media and press engagement to bring like-minded individuals and organisations together to share expertise;

- To update the Trust's development strategy to ensure new outputs will continue to support and deliver for content makers;

- A review of the Trust's funding and income strategy with the aim of developing increasingly financially self-sufficient outputs.

In the next 12 months, the trustees also anticipate:

- Undertaking a funding and strategy review;

- Lobbying and response relating to the Government's Media Bill to advocate for measures that will protect a good quality and quantity of religious and ethical programming as a core part of public service broadcasters' obligations;

- An extension of the Trust's participation in public and industry outreach projects with partner organisations;

- New outreach focused on stakeholders working outside "traditional" religious broadcasting and those working in digital and social media.

Structure, governance and management

The Sandford St Martin (Church of England) Trust is a registered charity, number 277370, regulated by a declaration of trust dated 30 November 1978 as varied on 22 October 1981, 25 July 1989, 30 September 1998, by a Charity Commission Scheme dated 24 July 2006, and in July 2017.

The Trust was established by an initial gift from Sir David Wills in 1978. Previously funded by careful stewardship of our Founder's gift and passive support from a number of charitable trusts, the Sandford St Martin Trust's new advocacy work sees the Trust working harder to extend its influence and build new partnerships in government, among regulators, in the broadcasting industry, among programme-makers and in education and training.

New trustees may be sought by open advertisement, social media or through dialogue with key stakeholder groups working in the media, partner or religious organisations. They are appointed by the Chair with the support of the trustees. Trustees serve for five years after which they may put themselves forward for re-appointment for one further term. The Trust Deed provides for a minimum of five trustees to a maximum of twelve trustees.

Further work implementing the Trust's activities is undertaken by trustee advisory groups, which focus on key areas of the Trust's work. These include an Awards Group, an Events and Development Group, a Finance Advisory Group and a Management Group.

At quarterly trustees' meeting, the trustees agree on the broad strategy and areas of activity for the Trust, including the administration of the Awards, new outreach projects, risk management and performance. The day-to-day administration of the Awards and the Trust's activities are delegated to an Executive Director who is supported by an Events and Content Producer, an Office Administrator and an Accountant. The Trust also relies on a network of consultants who are engaged on an ad hoc basis to support, produce and deliver the Awards and other activities as required. These include solicitors and Human Resources Consultant with a specialisation in advice for small non-profit organisations.

The trustees seek to follow the good practice set out by "The Essential Trustee" issued by the Charity Commission and "The Good Trustee Guide" published by the NCVO. The Management Group reviews skills and the composition of the trustee body. Succession planning and recruitment of new trustees for their experience, empathy and knowledge of the charity and its objectives, is undertaken by the board, as required.

On appointment, new trustees sign a trustee declaration. The induction process has been adapted to follow the NCVO's good practice and includes an initial meeting with the Chair and the trustees, as well as a series of meetings with the Executive Director to discuss projects, powers and responsibilities of the board and the advisory groups. The Trustee welcome pack includes a history of the Trust, copies of the minutes from the

most recent three trustee meetings, the current annual budget and cash flow statements, copies of the last annual report, a copy of the governing trust deed and copies of the Charity Commission's guidance 'The Essential Trustee: What you Need to Know' and the NCVO's 'The Good Trustee Guide'.

The Trust is a member of the NCVO which provides information, resources and training on good practice, changes in the law affecting charities and acts as an authoritative lobby on behalf of charitable foundations with government and regulators.

Key management personnel remuneration

The trustees consider the board of trustees and the (part time) Executive Director as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. All trustees give of their time freely and no trustee remuneration was paid in the year. Details of trustee expenses and related party transactions are disclosed in the accounts.

Trustees are required to disclose all relevant interests and register them with the board. Trustees and consultants are asked to declare any potential conflicts of interest at the beginning of every Trust meeting. In the event of potential conflicts of interest, the Trust's policy is that trustees should withdraw from the decision-making process; dependant on the majority decision of the board, the conflicted trustee or board member may also be asked to withdraw from any discussions of the matter. The Trust does not proselytise, nor does it undertake any religious activities as an organisation.

The fees paid to the charity's Executive Director, the Events and Content Producer, the Office Administrator and ad hoc consultants are reviewed annually. Pay for consultants is bench-marked through comparisons with pay for similar roles in organisations of comparable size and activity to ensure that the remuneration is fair and not out of line with that generally paid for similar roles. Interns and students doing work-experience are also paid. The Trust's pay structure is regularly reviewed and is in keeping with a commitment to pay at least the Living Wage.

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the Trust to prepare financial statements for each financial year which give a true and fair view of the situation of the Trust and of its income and expenditure for that period. In preparing the financial statements, the Trust is required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Trust will continue in operation for the foreseeable future; and
- Observe the methods and principles in the Charities SORP (FRS 102).

Approved by the Trustees on 9 February 2024:

Dr Tony Stoller
Chair

Reference and Administrative Details

Name of Charity
The Sandford St Martin (Church of England) Trust

Registered Charity Number
277370

Registered Office
Room 202, Church House, Great Smith Street, London SW1P 3AZ

Bankers
CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ

Investment Advisers
Cazenove Capital Management Ltd, 12 Moorgate, London EC2R 6DA

Independent Examiner
David Wilsdon, Green Accountancy Ltd, Signal Court, Old Station Way, Eynsham, Oxford OX29 4TL

Solicitors
Sarah Humphrey, Trethowans LLP, The Pavilion, Botleigh Grange Business Park, Hedge End, Southampton SO30 2AF
Carla Whalen, Russell-Cooke LLP, 8 Bedford Row, London WC1R 4BX

Trustees

Dr Tony Stoller (Chair)	appointed 23 February 2023
Ngunan Adamu	
Emyr Afan	retired 15 March 2023
Aaqil Ahmed	
Bridget Cass	
Tim Daykin	appointed 19 May 2023
Torin Douglas MBE	retired 1 May 2023
Duncan Irvine	
Tom Loxley	
The Rt Rev Beverley Mason	appointed 19 May 2023
Nicola Meyrick	retired 15 March 2023
Joanna Moriarty	
Paresh Solanki	retired 22 September 2023
David Strachan	appointed 19 May 2023

Executive Director
Anna McNamee

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Independent Examiner's report to the Trustees of The Sandford St Martin (Church of England) Trust

I report to the trustees on my examination of the accounts of the The Sandford St Martin (Church of England) Trust (the Trust) for the year ended 31 December 2023.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

David Wilsdon.

David Wilsdon FCCA
Green Accountancy Ltd, Signal Court, Old Station Way, Eynsham, Oxford OX29 4TL

Date: 20 March **2024**

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Statement of Financial Activities for the year ended 31 December 2023

	Notes	Unrestricted Fund	Restricted Fund	Endowment Fund	Total 2023	Unrestricted Fund	Restricted Fund	Endowment Fund	Total 2022
		£	£	£	£	£	£	£	£
Income and endowments from:									
Donations	2.1	463	-	-	463	28,158	26,405	-	54,563
Investments	2.2	32,487		-	32,487	35,456		-	35,456
Total Income and endowments		32,950	-	-	32,950	63,614	26,405	-	90,019
Expenditure on:									
Raising funds	3.1	-	-	1,788	1,788	-	-	2,076	2,076
Charitable activities	3.2	97,112	90,328	-	187,440	74,591	103,715	-	178,306
Total expenditure		97,112	90,328	1,788	189,228	74,591	103,715	2,076	180,382
Net Operating Expenditure		(64,162)	(90,328)	(1,788)	(156,278)	(10,977)	(77,310)	(2,076)	(90,363)
Net gains (losses) on investments	6	-	-	16,682	16,682	-	-	(99,031)	(99,031)
Net income (expenditure) for the year		(64,162)	(90,328)	14,894	(139,596)	(10,977)	(77,310)	(101,107)	(189,394)
Transfer between funds	10	64,162	83,854	(148,016)	-	3,654	50,134	(53,788)	-
Net Movement in Funds		-	(6,474)	(133,122)	(139,596)	(7,323)	(27,176)	(154,895)	(189,394)
Total funds brought forward at 1 January 2023		-	8,762	813,106	821,868	7,323	35,938	968,001	1,011,262
Total funds carried forward at 31 December 2023	10	-	2,288	679,984	682,272	-	8,762	813,106	821,868

All activities derive from continuing operations. A statement of recognised gains and losses is not required as all gains and losses are included in the statement of financial activities.

The notes on pages 22-30 form part of these financial statements.

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Balance Sheet as at 31 December 2023

	Notes	2023		2022	
		£	£	£	£
Fixed Assets					
Tangible assets	5		-		-
Investments	6		625,701		810,855
Current assets					
Debtors	7	8,364		4,471	
Cash held for Investment	6	51,419		928	
Cash at bank		20,673		17,276	
		80,456		22,675	
Current liabilities					
Amounts falling due within one year	8	(23,885)		(11,662)	
Net current assets			56,571		11,013
Net assets			682,272		821,868
Represented by:					
Unrestricted Fund	10		-		-
Restricted Fund	10		2,288		8,762
Expendable Endowment Fund	10		679,984		813,106
			682,272		821,868

The financial statements were approved by the trustees on 9 February 2024 and signed on their behalf by:

Dr Tony Stoller
Chair

1 ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation or uncertainty in the preparation of the financial statements are as follows.

Basis of accounting

The financial statements have been prepared under the Charities Act 2011 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102). The financial statements are drawn up on the historical cost basis of accounting except for investment assets, which are shown at fair value.

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with Accounting and Reporting by Charities, preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn. We understand that this has been done in order for the accounts to show a true and fair view in accordance with the Generally Accepted Accounting Practice for reporting periods beginning on or after 1 January 2015.

The financial statements include all transactions, assets and liabilities for which the charity is responsible in law. The charity meets the definition of a public benefit entity under FRS 102. For the financial year 2015, the Charity SORP Update Bulletin 1 applying from 1 January 2016 was early-adopted; this gave exemption to smaller charities on including a cash flow statement. The presentational currency is sterling, rounded to the nearest £1.

Going Concern

There are no material uncertainties about the charity's ability to continue and accordingly the accounts have been drawn up on a going concern basis.

Income Recognition

Voluntary income and donations (including legacies) are accounted for once the charity has entitlement to the income, it is probable the income will be received and the amount of income receivable can be reliably measured. Income from the recovery of tax on gift aided donations or investment income is accounted for in the period to which the relevant donation or investment income is received. Grant income is recognised on a receivable basis. Investment income arises from a portfolio of investments which are managed by Cazenove Capital Management Ltd. All income is accounted for gross.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Where applicable, expenditure included in Raising Funds includes amounts incurred in obtaining grants and other donations.

Expenditure Recognition
Expenditure is accrued as soon as a liability is considered probable, and the amount of the obligation can be measured reliably. Longer term liabilities are discounted to present value. The charity is not registered for VAT and accordingly expenditure includes VAT where appropriate.

Charitable expenditure includes those costs in fulfilling the charity's principal objects, as outlined in the Report of the Trustees. These include grants payable, governance costs and an apportionment of support costs. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding or constructive obligation on the charity. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees. Salary costs include employers' National Insurance and pension contributions, together with any termination payments which may be due when an employee leaves the Trust. Such termination payments could include payments in lieu of notice, outstanding holiday pay, or any agreed redundancy or compensation payments due on leaving.

Tangible Fixed Assets
Tangible Fixed Assets used on a continuing basis for the work of the Trust are depreciated on a straight-line basis over three years (computer equipment) or ten years (fixtures and fittings). Individual items of computer equipment and fixtures and fittings with a purchase price of £1,000 or less are expensed when the asset is acquired.

Fixed Asset Investments
Investments are stated at fair value at the balance sheet date. The SOFA includes the net gains and losses arising on revaluation and disposals throughout the year.

Debtors
Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand
Cash at bank and in hand includes cash and short term deposits with a withdrawal notice period of no more than 90 days.

Creditors
Creditors are recognised where the charity has a present obligation arising from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are recognised at their settlement amount.

Financial Instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Critical accounting estimates and areas of judgement
In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Fund accounting
The funds held by the charity are either:

Unrestricted funds that can be used for the charity's ordinary purposes. These include funds designated for a particular purpose by the trustees.

Restricted funds represent donations received for a specific object or invited by the charity for a specific object. The funds may only be expended on the specific object for which they were given. Any balance remaining unspent at the end of each year must be carried forward as a balance on that fund.

The expendable endowment fund represents the charity's capital. Income from investments and short term deposits is available for the unrestricted general purposes of the charity. The trustees have absolute discretionary power to apply the expendable endowment of the charity for its charitable purposes.

2 INCOME

2.1 Donations

	Unrestricted Fund	Restricted Fund	Total 2023	Unrestricted Fund	Restricted Fund	Total 2022
	£	£	£	£	£	£
Donations received	463	-	463	28,158	26,405	54,563
	463	-	463	28,158	26,405	54,563

2.2 Investments

	Unrestricted Fund	Restricted Fund	Total 2022	Unrestricted Fund	Restricted Fund	Total 2021
	£	£	£	£	£	£
Investment income	31,775	-	31,775	35,294	-	35,294
Tax recoverable	-	-	-	-	-	-
Bank interest	712	-	712	162	-	162
	32,487	-	32,487	35,456	-	35,456
Total Income	32,950	-	32,950	63,614	26,405	90,019

3 EXPENDITURE

	Unrestricted Fund	Restricted Fund	Endowment Fund	Total 2023	Total 2022
	£	£	£	£	£
3.1 Raising funds					
Investment management fees	-	-	1,788	1,788	2,076
	-	-	1,788	1,788	2,076
3.2 Charitable activities					
Awards:					
Radio & Television Awards	-	66,668	-	66,668	70,672
Outreach:					
Church & Media Conference	-	-	-	-	628
Entertainment/hospitality	64	-	-	64	50
Public Relations & Communications:					
Show reels & videos	-	90	-	90	240
Website	818	-	-	818	590
Marketing	-	1,131	-	1,131	9,858
Governance:					
Trustees' meetings	972	-	-	972	1,869
Independent examiner fee	1,303	-	-	1,303	1,072
Advisory Groups	71	-	-	71	143
Consultants	10,776	-	-	10,776	2,420
Staff Contractors	46,275	-	-	46,275	37,878
Staff Salaries	21,833	22,440	-	44,273	37,351
Office Premises	6,879	-	-	6,879	9,968
Office Computers	5,025	-	-	5,025	1,181
Depreciation	-	-	-	-	584
Administration	2,686	-	-	2,686	3,802
	97,112	90,328	-	187,441	178,306
Total Expenditure	97,112	90,328	1,788	189,229	180,382

3.3 Staff Costs	2023	2022
	£	£
Wages and salaries	34,563	33,106
Social security costs	-	-
Other pension costs	710	646
Termination payment	9,000	3,599
	44,273	37,351

The Trust currently has 2 employees, who both work part-time.

No employee received more than £60,000 in employee benefits.

The termination payment was paid to one employee as compensation, due to the circumstances of their leaving the Trust's employment. (2022: one person left employment)

3 EXPENDITURE (continued)

3.4 Key Management Personnel

The trustees consider the board of trustees and the (part-time) Executive Secretary as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. All trustees give of their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are shown in Note 4 and related party transactions are shown in Note 9 in the accounts. Details of key management personnel remuneration is also covered on page 18 of the trustees' report.

4 TRUSTEE INFORMATION

None of the trustees received or waived emoluments in the current or preceding year. During the year three trustees (2022: three) received reimbursed expenses of £1,160 (2022: £1,160). All reimbursed expenses related to travel, subsistence and accommodation costs.

There were no donations from trustees (2022: nil).

5 TANGIBLE FIXED ASSETS

	Computer equipment
	£
Cost	
At 1 January 2023	6,975
Additions	-
Disposals	-
At 31 December 2023	6,975
Accumulated depreciation	
At 1 January 2023	6,975
Charge for year	-
At 31 December 2023	6,975
Net book value	
at 31 December 2023	-
at 31 December 2022	-

6 FIXED ASSET INVESTMENTS

	2023	2022
	£	£
Fair valuation		
At 1 January 2023	810,855	959,885
Acquisitions at cost	-	-
Sales proceeds of disposals	(201,836)	(50,000)
Realised gain/(loss) on disposal	33,857	8,004
Unrealised gain/(loss) on revaluation	(17,175)	(107,034)
At 31 December 2023	625,701	810,855
Cash held for investment	51,419	928
Total	677,120	811,783
Historic cost		
At 31 December 2023	507,571	675,550
Comprising:	%	%
Multi-asset Funds	99	99
Alternatives - Property	-	-
Cash held for investment	1	1
	100	100

7 DEBTORS

	2023	2022
	£	£
Tax refunds recoverable	43	43
Accrued income	456	356
Taxation and social security	7,484	-
Prepayments	381	4,072
	8,364	4,471

Financial assets are measured at amortised cost. They comprise the tax refunds recoverable and accrued income balances included in Note 7.

8 CREDITORS

	2023	2022
	£	£
Trade creditors	19,247	7,375
Accruals	4,443	3,880
Taxation and social security	-	254
Other creditors	195	153
	23,885	11,662

Financial liabilities are measured at amortised cost. They comprise the trade creditors and accruals balances included in Note 8.

9 RELATED PARTIES

There were no related party transactions in 2023. In 2022, Dr Catherine Wills, trustee, was also a trustee of The HDH Wills 1965 Charitable Trust, from whom the charity received an unrestricted donation of £28,119 during that year.

There were no other related party transactions in 2023(2022: none).

10 FUNDS

	Balance 1.1.23	Income	Expenditure	Transfers	Net Gains (Losses)	Balance 31.12.23
	£	£	£	£	£	£
Unrestricted Fund	-	32,950	(97,112)	64,162	-	-
Restricted Funds:	8,762	-	(90,328)	83,854	-	2,288
Dulverton Trust	2,288	-	-	-	-	2,288
AllChurches Trust	6,474	-	(23,660)	17,186	-	-
HDH Wills 1965 Charitable	-	-	(66,668)	66,668	-	-
Endowment Fund	813,106	-	(1,788)	(148,016)	16,682	679,984
	821,868	32,950	(189,228)	-	16,682	682,272

The unrestricted fund is a general fund held for the general objects of the Trust's work.

The restricted funds represent donations towards the cost of developing the Trust's charitable activities.

The expendable endowment fund represents the Trust's capital. Income from investments and short term deposits is available for unrestricted general purposes of the Trust. The trustees have absolute discretionary power to apply the expendable endowment of the Trust for its charitable purposes. Amounts are transferred to the unrestricted fund to support the charity's activities.

11 ANALYSIS OF ASSETS BETWEEN FUNDS

	Unrestricted	Restricted	Endowment	2,023 Total
	£	£	£	£
Fixed Assets	-	-	-	-
Investment Assets	-	-	625,701	625,701
Net Current Assets	-	2,288	54,283	56,571
	-	2,288	679,984	682,272

	Unrestricted	Restricted	Endowment	2022 Total
	£	£	£	£
Fixed Assets	-	-	-	-
Investment Assets	-	-	810,855	810,855
Net Current Assets	-	8,762	2,251	11,013
	-	8,762	813,106	821,868

SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

England & Wales - Charity number 277370

Accounts

The Sandford St Martin Trust

Promoting Excellence in Broadcasting about Religion, Ethics and Spirituality

The Sandford St Martin (Church of England) Trust

Annual Report and Financial Statements

31 December 2022

Registered Charity No: 277370

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Annual Report and Financial Statements for the year ending 31 December 2022

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THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Annual Report of the Trustees for the year ending 31 December 2022

The Trustees present their Annual Report and Financial Statements for the charity for the year ended 31 December 2022. The financial statements have been prepared in accordance with the accounting policies set out in Note 1 to the accounts and comply with the charity's Trust Deed, 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 published on 16 July 2014.

Objectives and activities for the public benefit

When the Trust was established in 1978, its objects were defined as the promotion of the advancement of the principles and practice of the Christian religion through radio and television broadcasting, films, visual aids and other methods of visual and oral communication. In the forty-four years since, broadcasting and media technology have evolved considerably – as has the face of religious Britain. These changes are reflected in the parallel evolution of the focus, projects and outreach work undertaken by the Trust, its lobbying and by the Sandford St Martin Awards through the introduction of new categories to include digital and online media as well as entries from suppliers of video on demand. These activities - through which the Trust engages with an ever-widening circle of content-producers, policymakers, broadcasters, faith groups and members of the public – have enabled the Trust to more effectively advocate for the role of religiously literate broadcasting that promotes a better understanding and awareness of the UK's diverse faith communities, and dialogue between people of different faiths or none. Activities undertaken are designed to support the Trust's core tenets that a) belief is a prime motivator of both individuals and communities, impacting on political, economic, ethical and social behaviour, b) religiously literate broadcasting plays a key role in the promoting the public understanding of how religion impacts on human experience and c) better religious literacy can contribute towards combatting the prejudice and bigotry that lead to crime and other societal problems, and hinder cooperative endeavour at local, national and international levels.

The trustees confirm they have referred to the Charity Commission's guidance on public benefit when reviewing the Trust's aims and objectives, in planning future activities, and in the administration of the annual Sandford St Martin Awards competition.

Religious programming is generally considered to be core public service broadcasting (PSB) territory. However, the increasing influence of social media and digital platforms, and moves over recent years towards the greater commercialisation, competition and the privatisation of many UK broadcasters, including pressure on BBC funding and government proposals to privatise Channel 4 have led to what Ofcom research published in 2020 identified as the steady dramatic decline in both the hours and investment in traditional public service broadcast content and in religious programming particularly. This decline has been exacerbated by economic pressures on the operational, workforce and production schedules in the industry and the current economic downturn. Against this background and exacerbated by uncertainty over the future of PSB in the UK, many broadcasters and production companies are now facing acute budgeting and financial challenges.

In the circumstances it is no surprise that the future of public service broadcasting has risen up the political agenda in recent years with debates on how the BBC should be funded and how broadcasters can compete in a competitive media environment. During 2022 there have been both Ofcom and parliamentary committee inquiries in both the Lords and the Commons to examine these issues.

In April 2022 the government published a white paper on broadcasting and the culture secretary Nadine Dorries announced via Twitter and an interview in a Sunday newspaper that the government was freezing the BBC's funding for two years until April 2024, after which it will rise in line with inflation until the next Charter review in 2027.

In response

- the BBC has announced cuts to BBC Local Radio and the World Service, the closure of regional TV news programmes and the move of CBBC from terrestrial channels to an online platform. While these changes have been introduced as part of the broadcaster's plans to "move decisively to a digital-first BBC to better deliver value for all audiences" [1]
- Ofcom have proposed and are consulting on the removal of all genre quotas for the BBC – including quotas for religious and children's content – in favour of allowing the BBC to set and report back on annual targets.

Over the past year the Trust has actively engaged in discussions, lobbying and advocacy in response in addition to continuing to advocate for the continued public ownership of Channel 4. This work has been undertaken through a series of events and public awareness campaigns both alone and in partnership with organisations such as the Voice of the Listener and Viewer, We Own It, the International Broadcasting Trust, the Children's Media Foundation and the Grierson Trust , among others. The focus has included actively advocating for new primary legislation to be introduced to update the Communications Act 2003 including updating the rules around prominence and quotas for genres such as religious broadcasting to ensure that the PSB compact is sustainable within the new, increasingly internet-based broadcast landscape.

UK content-makers and broadcasters played a key role during the COVID-19 pandemic in supporting citizens during a very difficult time. Religious content-makers in particular rallied to provide opportunities for people to celebrate, congregate or simply to communicate with others in their faith community remotely or online. In the last year, as society, work and public spaces have opened up, many of these content-makers have repurposed the skills and technical solutions acquired during lockdown and applied them to new projects. The trustees feel this has resulted in both a surge in creativity but also moves towards a more diverse and representative industry both on and behind screens and microphones. This was reflected both through the entries and the results of the Sandford St Martin 2022 Awards.

Based on the current issues dominating UK broadcast policy and impacting on the provision of a good quality and quantity of content that engages with religious, ethical and spiritual themes, the Trust believes its work should concentrate on three key areas over the next year:

- **Advocating for the protection of public service broadcasting in the face of new economic pressures, threats to funding and proposed changes to ownership and regulation.**

- **Lobbying for new legislation and regulations that will update the rules around prominence, spending and the regulation and reporting of these are introduced to ensure religiously literate content is prominent, available and easily accessible across a range of paltforms.**

[1] https://radiotoday.co.uk/2022/05/26/tim-davies-full-speech-to-bbc-staff-on-a-digital-first-future/

- **Action with respect to promoting better representation of the UKs diverse religious and cultural communities both on and off screen in the broadcast industry.**

The Trust fulfils its charitable purposes for the public benefit through:

- lobbying and consulting with broadcasters, policymakers, public officials and partner organisations and contributing to relevant public consultations to advocate for a good quantity and quality of religiously literate broadcasting and content that engages with the UK's diverse faiths and faith communities;

- writing articles and contributing to news and editorial coverage in both specialist and general media outlets concerned with broadcast policy/practice, religious programming and religious literacy;

- producing and contributing to outreach activities, including conferences, meetings, public symposia, stakeholder events and professional training to further the objects of the charity. During 2022 the Trust's outreach focussed in the main on the nature and importance of public service broadcasting, the role religious broadcasting plays within PSB and the value of representation;

- identifying, promoting and rewarding the best examples of UK broadcast content engaging with religious or ethical themes through the Sandford St Martin Awards. Content entered for an award must meet criteria that include the exploration of belief or an examination of broader aspects of particular interest or concern to faith communities while appealing to a wider more general audience. The Trust funds prizes for winners and runners-up across four main categories - TV/Video, Radio/Audio, Journalism and the Young Audience Awards - in addition to making Trustees' Awards and sponsoring the Radio Times Readers' Award, in which the public vote for their favourite programme exploring religious or ethical themes. Traditionally a gala awards ceremony has been held at Lambeth Palace, however, due to planned restoration works at the Palace the 2022 Awards ceremony was held at Christ Church, Spitalfields.

The Sandford St Martin Awards

Increasingly well-known and now an established annual event for which many content-makers plan, the Sandford St Martin Awards are a key mechanism through which the Trust delivers its remit. Broadcasters, content-makers, faith communities and the general public all benefit from the Awards' recognition, celebration and promotion of the best examples of religious and ethical content-making.

The Awards bring together key stakeholders representing all levels of the UK's broadcasting industry to showcase and celebrate religiously and ethically literate content of the last year, and to share experience and expertise. The quality of the Awards' shortlists and winners serves as a compelling argument for the commissioning and prominent provision of this kind of content to a wide audience, across a range of formats on traditional and new broadcasting platforms.

To ensure the Awards continue to contribute to the public benefit, Trustees review the awards criteria and categories annually and adjustments are made to reflect trends or technological changes in a rapidly evolving media sector.

The Awards further benefit UK audiences and the wider public who, research has shown, are invested and interested in good religious programming-content that reflects their own experience, improves their

understanding of religion or spiritual issues and/or brings a religious or spiritual perspective to bear on political, social or economic arguments.

The Trust invites entries and raises awareness of its awards through a year-long outreach and social media campaign - this includes a partnership with the Radio Times magazine – as well as through directly targeting key broadcasters, content-makers and production companies. Entries are encouraged from programmes with a strong religious, spiritual or ethical dimension – for example, reflecting, investigating or exploring a religious or spiritual approach to life and its meaning, seeking to evoke a religious or spiritual response in the audience, bringing a religious or spiritual perspective to bear on political, social and economic arguments, or explaining a religious or spiritual point of view or an ethical dilemma. In order to encourage entries from a wide range of broadcasters representing all budgets and all areas of the sector, there is no entry fee. Full details of the entry criteria and a link to the Awards entry platform are available on the Trust's website https://sandfordawards.org.uk/the-awards/.

At the first stage of judging, entries are reviewed and scored by select panels of between 4 and 10 category shortlisters. Shortlisters are recruited for their professional working-knowledge of the category in which they are shortlisting, and for their awareness of the issues currently affecting religious broadcasting and content-makers engaging with these themes. In keeping with an initiative launched in 2021, four post-graduate broadcast media students who participated in one of the Trust's professional outreach activities, were invited to help shortlist the awards. A further four post-graduate students and six six-formers were invited to intern, gaining first-hand work experience, at the live Awards ceremony.

Once a shortlist of six finalists in each category has been identified, shortlists are forwarded to new judging panels comprised of leading figures from across the broadcasting industry.

For 2022:

- The TV/Video category was chaired by the Managing Director of Naked Television, Fatima Salaria. She was joined by Suyin Haynes (Editor in Chief, gal-dem), Dr Keith Kahn-Harris (writer and academic) and David Strachan (Creative Scotland).

- Writer, author and broadcaster Johny Pitts chaired the Radio/Audio judges panel, which comprised Peter Hanington (writer and former Deputy Editor BBC News), Diyora Shadijanova (podcaster and journalist) and Mona Siddiqui (broadcaster and academic).

- The Young Audience category was chaired by Jackie Edwards, Chair of the BFI Young Audience Fund; on her panel were Anna Bassi (editor of 'The Week Junior' magazine), Jayne Kirkham (Children's Media Foundation) and Ewan Vinnicombe-Wallis (Executive Producer).

- The Journalism category was chaired by the journalist and former editor of BBC Radio 4's 'Today' programme Sarah Sands, with support from Bernard P Achampong (We Are Unedited), Genelle Alldred (Deputy Chair, Women in Journalism) and Catrin Nye (BBC News).

Profiles and a full list of 2022 judges and shortlisters are published on the Trust's website: https://sandfordawards.org.uk/2022-judges/

Winning programmes received bespoke Sandford St Martin trophies and prize money of £1,000 each which is intended to be shared by members of the production team and to encourage the development and production

of future broadcast projects exploring religion or ethics. Runners-up receive specially commissioned certificates. Smaller certificates are presented to all those who appear on the shortlists.

Winners in 2022 were as follow:

- **TV/VIDEO:** "Brotherhood: The Inner Life of Monks" (Intrepid Media Ltd for BBC Four); runner up: "Help" (The Forge for Channel 4)
- **RADIO/AUDIO:** "A Uyghur Ramadan" (CTVC for 'things unseen' podcast); runner up: "Things Fell Apart" (BBC Audio for BBC Radio 4/BBC Sounds)
- **YOUNG AUDIENCE:** "This Girl's Changed" (Clockwork Films for BBC Three); runner up: "What's On Your Head?" (Gold Wala for CBeebies)
- **JOURNALISM:** "Is the Church Racist?" (BBC Panorama for BBC One); joint runners up: "Pope Francis in Iraq" (BBC Heart and Soul for BBC World Service) "Witness: The Women of Standing Rock" (Red Queen Media and Playart Productions for Al Jazeera English)
- **RADIO TIMES READERS' AWARD:** "Time" by Jimmy McGovern (BBC Studios for BBC One)

In 2022 there were two Trustees' Award winners:

- **SIR LENNY HENRY:** In recognition of his ongoing campaign to address inequality and under-representation in broadcasting.
- **RUKHSHANA MEDIA:** In recognition of the Afghan news organisation's unwavering commitment to journalism and making Afghan women's stories heard.

The full list of winners and shortlisted programmes with links to their websites is published on the Trust's website: https://sandfordawards.org.uk/2022-award-winners/

Achievement and performance

The benefits of the Trust's work are felt through the effective support and advocacy for the quantity and quality of broadcast content and programmes that engage with religion, belief and ethics. Because of its huge reach, broadcasting - and public service broadcasting in particular – is at the frontline of promoting religious literacy: a key dimension of cultural competence in an increasingly diverse and pluralistic world. This, in turn, supports religious-content producers and broadcasters, faith communities and interested audiences through raising awareness of what constitutes best practice: including questions around how to create engaging content, good journalism and content production, and how to disseminate religious literacy. Through this work we widen the conversation around the complex roles religions or beliefs can play in the public and private space and create opportunities for dialogue between our different stakeholder groups. During 2022, this work was exemplified in part through:

A. "In Conversation with Heidi Thomas" a Sandford St Martin Media Salon, London, 24 May.

A live and in-person audience with the multi-award winning (including a Sandford St Martin Radio Times' Readers Award) creator of "Call the Midwife", Heidi Thomas at the House of St Barnabas in Soho. Heidi is one of the UK's most successful screenwriters having turned the little-known memoir of a midwife trained by nuns during the 1950s into an international television hit. Eleven series in, and Call The Midwife continues to dominate audience figures in both the UK and the US. But perhaps what's particularly compelling about Heidi's work is how she's turned it into a manifesto for living compassionately and humanely.

https://sandfordawards.org.uk/heidi-thomas-creator-of-call-the-midwife/

B. "PSB Under Threat?", Wales Screen Summit, Cardiff, 15-16 June.

Hot off the heels of Channel 4's Chief Content Officer, Ian Katz's keynote address, this session continued the discussion of privatisation and pull apart both sides of the argument. Chaired by Broadcast Editor-in-chief, Chris Curtis, this timely debate asked what role Public Service Broadcast plays in the modern world. Represented on the five person panel by a trustee, Aaqil Ahmed, and the Trust's Executive Director, Anna McNamee, the discussion included discussion of the long decline in religious and ethical content provided by public service broadcasters as a result of increasing commercial pressures, the failure of PSBs to give equal airtime to all of the UK's faith communities and the impact that a fall in BBC funding and the proposed privatisation of Channel 4 will have on core PSB genres.

https://www.walesscreensummit.com/en/

C. The Sandford St Martin 2022 Awards

Against the backdrop of the ongoing row over the future of the UK's public service broadcasting industry, the entries shortlisted for the Sandford St Martin 2022 Awards put the emphasis squarely on diversity, representation and inclusion.

Held on the evening of 22 June, this was the Trust's first in-person awards ceremony since 2019 and the start of the COVID pandemic. In defiance of national rail strikes and with reference to the ceremony's venue at Christ Church in the heart of London's East End, the Rt Revd Dr Helen-Ann Hartley, Bishop of Ripon and Chair of the Sandford St Martin Trust, said:

"For many of us the last couple of years have been exhausting – both physically and emotionally. Here in Spitalfields, surrounded by stories of resilience and hope as well as of hardship and suffering, I'm reminded of how important it is to share our stories and of the vital role broadcasters play in bringing those stories to a wider audience."

The ceremony featured speeches and award presentations by judging category Chairs, interviews with winners, two Trustees' Awards, and video showcases featuring interviews with content makers and examples of the best religious and ethical broadcasting content from the last year from around the UK.

The team of independent consultants who produce the Awards were joined this year by two new SSM employees: an Events and Content Producer and another who oversaw administration.

The ceremony was attended by approximately 125 people. Guest numbers were significantly impacted by national rail strikes which meant many of those who planned to attend did not travel. Those unable to attend in person were able to follow live updates on social media (Twitter and Instagram) which included live announcements of results and images from the ceremony, video clips from winning programmes and excerpts from judges' speeches.

As per custom, the Radio Times Readers' Award was launched online and via newsstand copies of the Easter edition of the magazine. Through its partnership with the Radio Times, the Trust has worked to actively engage the public in significant policy debates as well as the consideration of the range and value of religious and ethical programme content available.

Approximately two thousand readers voted in the competition resulting in a win for "Time" Jimmy McGovern's powerful prison drama starring Sean Bean and Stephen Graham revolving around wrongdoing and redemption, revealing the torment of guilt – and the power of forgiveness.

Talking about the series and the stigma around going to prison in the Radio Times, Jimmy McGovern said:

"...you know, it isn't shameful. In a poverty-stricken area you do get people ending up in prison. I can only speak for myself, but as a young man when I was skint, I did things that were very naughty in order to survive... Just pinching and stealing things. Nothing major. I wasn't brave enough to do a big bank robbery or anything like that – but I could've ended up on the wrong side of the law. I could have, but I didn't and I was lucky... (It's) my kind of story – a man who needs to atone, but can't even begin to, who's paralysed with guilt and grief and suffering. And of course he gets picked on..."

https://sandfordawards.org.uk/2022-awards-ceremony/

D. "What's the point of religious broadcasting?", Bradford Literature Festival, 25 June.

Produced in partnership with the Bradford Literature Festival, this panel discussion in front of a live audience explored what role religious programming serves in a contemporary context and debated what place it has in a multi-platform, multi-cultural, multi-faith and increasingly secular Britain.

https://www.bradfordlitfest.co.uk/event/what-is-the-point-of-religious-broadcasting/

E. Submission to the Ofcom's Consultation: Modernising the BBC's Operating Licence, 14 September 2022.

The BBC has been lobbying Ofcom for more flexibility with regard its Operating Licence including what and how the broadcaster will deliver. This has included plans to move CBBC entirely online.
https://sandfordawards.org.uk/wp-content/uploads/Modernising-the-BBCs-Operating-Licence-Sept-2022.pdf

F. "BBC: 100 Years", Religion Media Centre briefing, 18 October 2022.

Participation in the RMC's online session in which past and present broadcasters traced the way content around worship, news, documentaries and general programming have eolved to meet the challenges of an ever-changing religious and media landscape.
https://religionmediacentre.org.uk/rmc-briefings/briefing-100-years-of-religion-at-the-bbc/

G. **"Where is Truth Now? - BBC Event" 9 November 2022.**

Participation in a conference looking at the ideas presented in the book "***The War Against the BBC***" by Patrick Barwise and Peter York.

H. Post-graduate Journalism workshops, Nottingham Trent University, November 2021

As part of the Trust's strategy to support professional development and awareness of religious literacy in the media, the Trust created resources for and participated in a master class on the representation of belief for post-graduate students.

I. "Burnley Revisited: In Conversation with Ed Thomas, Bp Mick Fleming and Fr Alex Frost" a Sandford St Martin Media Salon, Manchester, 28 November 2022.

A Sandford St Martin Media Salon looking at how award-winning media coverage during the pandemic has affected Burnley's poorest communities. The last few years have done much to expose and exacerbate social inequality in the UK. This was brought into stark relief by the BBC News correspondent Ed Thomas in a series of reports which gave viewers a rare insight into the resilience of one of the nation's most vulnerable communities but of the vital role grassroots organisations like the Church have played in supporting them. Two years after they were first broadcast, we asked what has been the legacy of the media attention Burnley received. And, as the country finds itself in the middle of a cost-of-living crisis, what next for their community?
https://sandfordawards.org.uk/events-and-meetings/

Monitoring achievement

In order to improve practice and make the work of the Trust more effective, the Sandford St Martin Trust uses a range of qualitative and quantitative measures to assess need, inform strategy and track the organisation's progress. These include regular interviews with key stakeholders and the collection and analysis of feedback from those who interact with the Trust.

A. Quantitative impact assessment of the Sandford St Martin 2022 Awards:

i) Number of awards entries:

There were 105 individual entries for the 2022 Awards across four categories. This is the lowest number of entries received since 2015 when the Awards competition was relaunched. A review by the board and informal discussions with stakeholders suggest the decline may be the result of a series of factors including the impact of the post-lockdown slowdown in commissioning and production schedules which has meant a smaller percentage of new content being made, and increasing financial pressures on broadcasters and independent production companies. Upon review, the Trustees are satisfied that the Awards continue to attract entries

from a range of content-makers however the situation will continue to be monitored and new efforts will be undertaken during 2023 towards understanding what appears to have been a downturn in the religious and ethical content being made and broadcast.

Details of Sandford Award entries from 2014 – 2022

Year	Radio/Audio	Television/Video	Young Audience	Other*	Journalism	Total
2022	51	28	9	-	17	105
2021	57	37	11	88	14	207
2020	82	47	14	-	20	163
2019	71	36	22	-	35	164
2018	85	37	13	23		158
2017	86	46	16	31		179
2016	63	35	16	19		133
2015	73	24	23			120
2014	29	18		13		60

* In 2021 entries and nominations were invited for the Trustees' Award. The Journalism category was introduced in 2019; previously, between 2016-2018, the fourth category was for Interviews. In 2014, the categories included the "Local/Community/Online Broadcasting Award".

ii) **Audience engagement:**

The Sandford St Martin 2022 Award ceremony was the first in-person event since 2019 and the beginning of the COVID pandemic. Due to the schedule of essential restoration works underway at its historical home in Lambeth Palace, the ceremony was held at Christ Church, Spitalfields on the evening of 22 June. National rail strikes greatly impacted guest numbers as many of those expected were unable to travel from outside London.

B. Qualitative assessment based on stakeholder feedback:

In order to monitor and improve the impact of the Trust's work, stakeholders and those who attend or participate in Sandford St Martin events are regularly consulted for feedback and their comments on our work and effectiveness. Some of what they've said is collated below:

i) The Sandford St Martin Awards:

Asked about the impact of being involved in either judging, being nominated for or wining an award and how this changed their attitudes to religious and ethical broadcasting, stakeholders said:

- **Kristine Pommert – Head of Radio CTVC Ltd, winnerr 2023 Radio/Audio Award**

How has / how will receiving a Sandford St Martin Award contributed to you or your production company's business and/or reputation?

Winning this award is a source of pride not just for our Radio and Podcast team, but the entire company. It demonstrates that we are up there with the best, and we were particularly pleased that our podcast prevailed in a field of BBC-funded productions.

We believe that receiving this award will further enhance our reputation as programme makers and in the field of religious broadcasting and beyond.

How has winning an award influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

As an independent production company that specializes in religious and ethical content, we have never had any doubt that such content can be of the highest quality and occupy an important place in quality broadcasting on all platforms. We are proud to be one of the few indies that have successfully specialized in this field. The award is cause for celebration for all our teams, several of whom helped directly or indirectly with the winning podcast.

What would you say the greatest impact of winning an award has been?

We hope that it will ultimately help win us more commissions from domestic radio networks, also and in particular on religious subjects.

How might you spend the prize money?

Half of the prize money will go to the freelance producer who worked on the podcast. The other half will be ploughed back into making podcasts for Things Unseen, our in-house podcast, which is otherwise entirely funded by a grant. The prize money will enable us to either make an extra podcast this year, or to make one which is more sophisticated than our normal funds would allow.

- **Faraz Osman – Managing Director and Executive Producer, Gold Wala, runner up, 2023 Young Audience Award**

How has / how will receiving a Sandford St Martin Award contributed to you or your production company's business and/or reputation?

These awards are a unique achievement that we are particularly proud of, as they chime with our own values as a business. It gives us an authentic stamp of approval that we are fulfilling our ambition of 'making content with a purpose'.

Attending the awards and being commended was a particular highlight. Being in the room with so many other influential members of the broadcasting community allows us to market our work in the most authentic and celebratory way, to an audience we hope to work with soon.

And the photo was circulated by our commissioner internally at BBC Children's, to a new team that we are continuing to forge links with. We think that it is more than a coincidence that the recommission for our series happened just days later!

How has winning an award influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

We have added the award crest to our email signatures and the certificate is proudly displayed on our walls. More than just an ego boost, these serve as a constant reminder to our staff and creatives that creating work with purpose, that celebrates diversity, inclusion and spirituality, has clear benefits and is recognised for its excellence.

As a small company with limited resources, we need to make difficult decisions about the programming we want to develop and make. Awards like this show that our focus on religion, ethics and spirituality have a real chance of success

and can help with growing our business.

How might you spend the prize money?

After a tricky recovery from the pandemic, cashflow has been a real tricky challenge. The prize money was a delightful surprise, allowing us to pay for one of our juniors for an extra week - a small but real value to the team that we are trying to build.

- **Shannon Kring – Producer/Director, Red Queen Media, runner up, 2023 Journalism Award**

How has receiving a Sandford St Martin Award contributed to you or your production company's business and/or reputation?

Such a prestigious award reflects highly on all winners and runners up, and perhaps even more so for a tiny, woman-owned production company such as ours. More important than what it will do for Red Queen Media is what the recognition has already done for our film's subjects. Their response to the great news? "Lililili!"—the high-pitched Lakota cry for praise. The Women of Standing Rock have been left vulnerable and voiceless through years of systematic racial, economic, gender, geographic, and religious oppression. Woplia tanka, thank you, for honouring their journey, amplifying their story, and reaffirming their commitment to walk in prayer.

How has winning an award influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

The effects of Colonization run wide and deep, as evidenced by our struggle to get this film seen. When trying to get END OF THE LINE: THE WOMEN OF STANDING ROCK into Cannes Film Festival, a top festival programmer said of our film, "If you get an A-List man to vouch for you ladies, we'll let you in. Otherwise, you have no shot." A top Hollywood executive said to me, "Making this film will be career suicide. Is this really your problem, anyway?" A European film distributor said of our violent footage, "Frankly, I don't see what's the big deal. Nobody wants to see women crying around for 90 minutes. It's not much more violence than at a Bible School picnic." We could give endless examples such as this. Instead of deterring us, such resistance emboldens us. The Sandford St Martin Award stands for all that is good in the world of broadcasting, and the world itself.

What would you say the greatest impact of winning an award has been?

This was our first major award nomination since we entered the distribution phase of our project. It may be a coincidence, but we have since received two more high-profile nominations (Humanitas Prize and Hollywood Critics Association). Throughout our six-year filmmaking journey, it has been our experience that awards attract awards. It is quite possible that the Sandford St Martin Award is the catalyst for many great things to come. It certainly has given our team a much-appreciated morale boost!

How might you spend the prize money?

The prize money will be added to a scholarship that we will be giving to a Lakota woman for her schooling this fall.

- **Heenan Bhatti – Filmmaker, Clockwork Films, winner 2023 Young Audience Award**

How has receiving a Sandford St Martin Award contributed to you or your production company's business and/or reputation?

The feedback we've had our side has been excellent and very humbling. For a company such as ClockWork Films, early In our development, the award's so important for us in that it's recognition of the quality of work we're doing both in story terms as well as our production values – in short a mark of excellence for the 'brand'. In doing so, this enhances and builds our reputation which in turn will translate, we hope, into further commissions and work for the company.

Has winning an award influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

Yes – it's given us a lot more confidence in our belief that religious and ethical content can sit at the heart of the schedules and programming on all channels – and it's a theme central to modern documentary-making.

- **Nick Hamer – Producer/Director, Intrepid Media, winner 2023 TV/Video Award**

How has receiving a Sandford St Martin Award contributed to you or your production company's business and/or reputation?

This is a significant accolade which will support the growth of my production company. I am absolutely delighted, it is a great encouragement to me personally, fuel for the fire, motivation.

How has winning an award influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

It is my vision and intention to produce documentaries that present religion and ethics to audiences outside of the tradition religious slots in the TV schedule. Brotherhood: The Inner Life of Monks is not considered a religious programme by the BBC, instead it sits in the documentary strand as a general interest programme. Partially due to the decline in religion in general in the UK, programmes with religious themes now provide audiences with interesting insight into minority communities in the UK. The landscape of religious broadcasting is shifting, but the task of the documentary filmmaker is to examine universal themes in surprising or hard to reach contexts. I believe a broad audience, without any knowledge of the Roman Catholic community, can engage with Brotherhood: The Inner Life of Monks, because it examines universal themes.

I am absolutely committed to making documentary films about religion and ethics. I'm certain I will continue to be interested in these ideas for the rest of my career. So, you can expect further entries in forthcoming years.

How might you spend the prize money?

As an independent filmmaker working with unusual and niche subject matters, it is hard to win TV commissions for my films without giving away editorial control, something I'm not really prepared to do. This means most of my work that appears on TV (including Brotherhood: The Inner Life of Monks) is by way of acquisition after the completion of the film (which I fund myself). Broadcasters will pay less than 10% of the total budget for an acquisition like this. So it's quite hard to make a comfortable living from filmmaking in this way. Because of this, my company generates most of its revenue through corporate and commercial filmmaking which financially supports my documentary filmmaking. The prize money will contribute significantly to my personal income to cover my family's living expenses this month. Thank you!

- **Rajeev Gupta, Series Producer for Heart & Soul, BBC Audio, runner up, 2023 Journalism Award**

How has receiving a Sandford St Martin Award contributed to you or your production company's business and/or reputation?

It's lovely to be recognised for the hard work that goes into making H&S. Although it was runners up I shall wear the badge of 2nd place with pride and also helps us win the trust of our commissioners and wider reputation within the BBC.

How has winning an award influenced either your own (or your company's) ideas about how religious or ethical content fits into the larger broadcasting ecosystem?

This certainly helps show that religious broadcasting is important and recognised on wider platforms. It personally encourages me to strive to do bigger and better things in future with in the R.E. space and continue to push for more awards in future.

- **Zahra Joya, founder Rukhshana Media, winner 2023 Trustees' Award**

Thank you for following our journalism work and a special thank you for recognising what we are doing...I never imagined that Afghanistan would fall to the Taliban so quickly and that my family would be forced to live in exile and that my colleagues would be forced to live in hiding...Your support and kind messages have motivated us to keep going in the middle of chaos.

- **Lenny Henry, comedian/actor/activist, winner 2023 Trustees' Award**

I think that what we're doing here with equality and inclusion is very much what my mother inculcated in me this idea of helping people that are less fortunate than myself ...I'd like to thank the SSMT for giving me this award...Let's keep doing this.

Sandford St Martin Media Salons and Professional Development events:

The Sandford St Martin Media Salons are a series of live, ticketed events aimed at sparking conversations between media experts, practitioners and an engaged and invested audience regarding the biggest issues around broadcast coverage of faith, ethics and/or morality today. This year saw these move from online engagements back to in-person venues. In order to help gauge impact, attendees were asked to complete questionnaires or to send feedback by email.

Call the Midwife: In Conversation with Heidi Thomas

70 people attending.
Income from ticket sales: £440
Feedback from attendees included:
"Thank you for a great event in beautiful location with an elegant guest and engaging interviewer" and "It deserved a bigger audience. I hope you can put it online somehow".

PSB Under Threat: Wales Screen Summit

200 people attending.

What's the point of religious broadcasting? Bradford Literature Festival

12 people attending – event impacted by rail strikes.

Sandford St Martin Masterclass for MA Journalism students: Nottingham Trent University

12 people attending.
Feedback from attendees included: "Thank you for the session, I found it really inspiring and left with a spring in my step! It was great to hear firsthand accounts of really indulging yourself in your subject and reflecting your personal findings in the edit."

Back to Burnley: In Conversation with Bp Mick Fleming, Fr Alex Frost and Ed Thomas

31 people attending.
Net income: £102.05
Feedback from attendees included: "Brilliantly run and excellent speakers". In response to 'In terms of today's salon is there anything you would change?': "A longer chat! So much to hear and the panellists' brilliant work." "Talk very informative but could have been longer."

Financial review

Historically the Trust has received the financial support needed to deliver its remit through careful stewardship of its fund.

The adoption of a new strategy in 2014 in response to an increasing threat to religious and ethical broadcasting has resulted in the growth of the Trust and its impacts but has also put new and additional pressure on the Trust's resources. Following a further strategic review in 2017, trustees agreed that new resources should be sought to allow the Trust to continue to run its annual Awards ceremony in addition to maintaining and even augmenting its advocacy work - lobbying and pro-actively engaging with key stakeholders, media and partner organisations.

In 2019 the Trust received the promise of three years restricted funding totalling £79,310 and spread over three years (2020-2022 inclusive) from the **Allchurches Trust** (renamed Benefact Trust in 2022) to support the development of new outputs such as the Sandford St Martin Media Salons and other professional development events for those working in religious and ethical broadcasting. The Trust engaged a new part-time (2.5 days/week) Events and Content Producer since 2021 to help deliver this strategy. In 2022 Sandford St Martin received the final instalment of this grant from Allchurches.

The **HDH Wills 1965 Charitable Trust** matched the funding from Allchurches and from the income generated by ticket sales.

Income in 2022 was £90,019 (2021: £88,778) and expenditure was £180,382 (2021: £157,321). Expenditure on charitable activities increased to £178,306 (2021: £155,032) which was largely due to increased resources for the development of new activities.

The overall net movement in funds was a deficit of £189,394 (2021: surplus £20,012). Unrestricted funds decreased by £162,218 (2021: increased by £85,262) after taking into account the loss of £99,031 (2020: gain of £88,555) arising from revaluation of the charity's investment portfolio. Restricted funds decreased by £27,176 (2021: decrease £65,250).

Investment Policy & Performance

The charity's long term investment objective is primarily to seek a high distribution from the investment portfolio, while aiming to maintain the capital in real terms. The portfolio is now invested in the Cazenove Responsible Multi-Asset Fund (RMAF) which has a Responsible investment policy with exclusionary screens and with a focus on sustainable companies and impact. Over the long term, the Fund targets a return of CPI+4%, with a strategy of holding 70% in global equities, 10% in property, 10% in fixed income, 8% in alternatives and 2% in cash. Approximately 5% was distributed in the year (2021: nil) and normally around 4% would be distributed each year.

The portfolio is managed by Cazenove Capital Management Ltd and no direct investment is to be made in companies involved with the manufacture of arms.

Investments are stated at market value at the balance sheet date. The Statement of Financial Activities (SOFA) includes the net gains and losses arising on the revaluation and disposals throughout the year.

In 2022, the income return was £35,294 (2021: £34,544) and the charity's investment portfolio made a net loss on revaluation of £99,031 (2021: net gain of £88,555).

Risk Management

In February 2022, the trustees, overseen by the Chair, conducted a full review and update of the charity's risk register as part of its Q1 general meeting. The register will be monitored quarterly by the Finance Advisory Group, and all new outputs or projects are assessed for risk before they are signed off by the trustees.

Risks are considered in ten key areas: loss of key staff; loss of access to buildings; IT failure; operating outside the terms of the Trust; reputational risk; market risk (investment performance), theft of funds, cyber-attack, depletion of funds and data protection risk.

All identified risks are assessed for both the likelihoods of occurrence and potential financial and reputational impact. Mitigating controls are then considered and adopted as deemed prudent. The Trust's risk management strategy forms part of the Trust's planning and future strategy process, against which the trustees review progress every year.

Reserves Policy

The trustees recognise that the current level of free reserves of £813,106 (2021: £975,324) out of total reserves of £821,868 (2021: £1,011,262) are insufficient to meet the purposes of the Trust in the longer term as, in most recent years, the Trustees have drawn on the Expendable Endowment funds in order to deliver the strategy as reviewed in 2017. This included a new fundraising strategy which has resulted in additional funds being received in the year, but insufficient to avoid having to draw on the Expendable Endowment funds. The Trustees will continue to review the fundraising strategy to ensure the charity's future solvency and to ensure it has sufficient funds to continue to pursue its charitable purposes.

Plans for the future

The Sandford St Martin Trust is a lasting testimony to the generosity and charitable concerns of the founder, Sir David Wills. The core of the trustees' approach to promoting religion and religious literacy is the administration of the annual Sandford St Martin Awards. However, since 2014, in the interests of spreading its influence and more effectively delivering its remit, the Trust has more actively worked to participate in engage with and produce a series of innovative outreach projects with partners such as The Bradford Literature Festival, The Voice of the Listener and Viewer, the Wales Screen Summit, the Children's Media Conference, the House of St Barnabas, the International Anthony Burgess Foundation and others.

Under the chairmanship of the Rt Revd. Dr Helen-Ann Hartley, Bishop of Ripon the Trust outputs have included new income-generating activities which also support the Trust's remit to promote religious literacy in the media.

Among the Trust's priorities for 2023 are:

- To continue to demonstrate the value of good religious and ethical broadcasting, to celebrate the best examples of this kind of content on broadcast and social media platforms and to advocate for the prominence of this genre so that it is both available and easy to find on the UK's broadcast platforms;

- To make the case for effective broadcasting or commissioning strategies that will protect and promote the genre by liaising directly with decision-makers in the broadcasting industry, regulatory and government levels;
- To support religious literacy for journalists and broadcasters including through outreach events such as the Media Salons, professional development workshops and participation in professional symposia, festivals or conferences hosted by partners;
- To use the Trust's online platforms, social media and press engagement to bring like-minded individuals and organisations together to share expertise;
- To update the Trust's development strategy to ensure new outputs will continue to support and deliver for content makers;
- A review of the Trust's funding and income strategy with the aim of developing increasingly financially self-sufficient outputs.

In the next 12 months, the trustees also anticipate:

- Greater focus on the role and future viability of public service broadcasting and the place of religious and ethical programming in it, in line with the government's mid-term review of the BBC Charter;
- An extension of the Trust's participation in public and industry outreach projects with partner organisations;
- New outreach focused on stakeholders working outside "traditional" religious broadcasting and those working in digital and social media;
- The launch of a new bursary, in the name of the late Dr. Catherine Wills, former trustee and daughter of the Trust's founder, to support post-graduate broadcast journalism students who can demonstrate a commitment to religious and ethical literacy.

Structure, governance and management

The Sandford St Martin (Church of England) Trust is a registered charity, number 277370, regulated by a declaration of trust dated 30 November 1978 as varied on 22 October 1981, 25 July 1989, 30 September 1998, by a Charity Commission Scheme dated 24 July 2006, and in July 2017.

The Trust was established by an initial gift from Sir David Wills in 1978. Previously funded by careful stewardship of our Founder's gift and passive support from a number of charitable trusts, the Sandford St Martin Trust's new advocacy work sees the Trust working harder to extend its influence and build new partnerships in government, among regulators, in the broadcasting industry, among programme-makers and in education and training. This has resulted in an increase in the Trust's revenue need and in order to fulfil its objects, the Trust launched a funding review and has developed a new strategy which was launched in 2020.

New trustees may be sought by open advertisement, social media or through dialogue with key stakeholder groups working in the media, partner or religious organisations. They are appointed by the Chair with the support of the trustees. Trustees serve for five years after which they may put themselves forward for re-appointment. The Trust Deed provides for a minimum of five trustees to a maximum of twelve trustees. Until June of this year, respecting the ethos of the Trust to continue the charitable work intended by its founder, Sir David Wills, his daughter Dr Catherine Wills occupied a seat on the board and her views were taken into account on all matters of business. Sadly, Dr Wills died in July 2022; she was the last of Sir David's direct descendants.

Further work implementing the Trust's activities is undertaken by trustee advisory groups, which focus on key areas of the Trust's work. These include an Awards Group, an Events and Development Group, a Finance Advisory Group and a Management Group.

At quarterly trustees' meeting, the trustees agree on the broad strategy and areas of activity for the Trust, including the administration of the Awards, new outreach projects, risk management and performance. The day-to-day administration of the Awards and the Trust's activities are delegated to an Executive Director who is supported by an Events and Content Producer, an Office Administrator and an Accountant. The Trust also relies on a network of consultants who are engaged on an ad hoc basis to support, produce and deliver the Awards and other activities as required.

The trustees seek to follow the good practice set out by "The Essential Trustee" issued by the Charity Commission and "The Good Trustee Guide" published by the NCVO. The Management Group reviews skills and the composition of the trustee body. Succession planning and recruitment of new trustees for their experience, empathy and knowledge of the charity and its objectives, is undertaken by the board as a whole, as required. These include solicitors and from 2022 a Human Resources Consultant with a specialisation in advice for small non-profit organisations.

On appointment, new trustees sign a trustee declaration. The induction process has been adapted to follow the NCVO's good practice and includes an initial meeting with the Chair and the trustees, as well as a series of meetings with the Executive Director to discuss projects, powers and responsibilities of the board and the advisory groups. The Trustee welcome pack includes a history of the Trust, copies of the minutes from the most recent four trustee meetings, the annual budget, copies of the last annual report, a copy of the governing trust deed and copies of the Charity Commission's guidance 'The Essential Trustee: What you Need to Know' and the NCVO's 'The Good Trustee Guide'.

The Trust is a member of the NCVO which provides information, resources and training on good practice, changes in the law affecting charities and acts as an authoritative lobby on behalf of charitable foundations with government and regulators.

Key management personnel remuneration

The trustees consider the board of trustees and the (part time) Executive Director as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. All trustees give of their time freely and no trustee remuneration was paid in the year. Details of trustee expenses and related party transactions are disclosed in the accounts.

Trustees are required to disclose all relevant interests and register them with the board. Trustees and consultants are asked to declare any potential conflicts of interest at the beginning of every Trust meeting. In the event of potential conflicts of interest, the Trust's policy is that trustees should withdraw from the decision-making process; dependant on the majority decision of the board, the conflicted trustee or board member may also be asked to withdraw from any discussions of the matter. The Trust does not proselytise, nor does it undertake any religious activities as an organisation.

The fees paid to the charity's Executive Director, the Events and Content Producer, the Office Manager and ad hoc consultants are reviewed annually. Pay for consultants is bench-marked through comparisons with pay for similar roles in organisations of comparable size and activity to ensure that the remuneration is fair and not out of line with that generally paid for similar roles. Interns and students doing work-experience are also

paid. The Trust's pay structure is regularly reviewed and is in keeping with the Church of England's commitment to pay at least the Living Wage.

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the Trust to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Trust and of its income and expenditure for that period. In preparing the financial statements, the Trust is required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Trust will continue in operation for the foreseeable future; and
- Observe the methods and principles in the Charities SORP (FRS 102).

Approved by the Trustees on 20 January 2023:

Ms Joanna Moriarty
Deputy Chair

Reference and Administrative Details

Name of Charity
The Sandford St Martin (Church of England) Trust

Registered Charity Number
277370

Registered Office
Room 202, Church House, Great Smith Street, London SW1P 3AZ

Bankers
CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ

Investment Advisers
Cazenove Capital Management Ltd, 12 Moorgate, London EC2R 6DA

Independent Examiner
David Wilsdon, Green Accountancy Ltd, Signal Court, Old Station Way, Eynsham, Oxford OX29 4TL

Solicitors
Helen Harvie, H3 Solicitors, 2 The Courtyard, Rosier Business Park, Coneyhurst Road, Billingshurst, West Sussex RH14 9DE
Sarah Humphrey, Trethowans LLP, The Pavilion, Botleigh Grange Business Park, Hedge End, Southampton SO30 2AF

Trustees

The Rt Revd Dr Helen-Ann Hartley, Bishop of Ripon (Chair)	retired 28 November 2022
Ngunan Adamu	
Emyr Afan	
Aaqil Ahmed	
Bridget Cass	
Torin Douglas MBE	
Duncan Irvine	
Tom Loxley	
Nicola Meyrick	
Joanna Moriarty	
Paresh Solanki	
Dr Catherine Wills	died 29 July 2022

Executive Director
Anna McNamee

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Independent Examiner's report to the Trustees of The Sandford St Martin (Church of England) Trust

I report to the trustees on my examination of the accounts of the The Sandford St Martin (Church of England) Trust (the Trust) for the year ended 31 December 2022.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

David Wilsdon FCCA
Green Accountancy Ltd, Signal Court, Old Station Way, Eynsham, Oxford OX29 4TL

Date: 27 January **2023**

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Statement of Financial Activities for the year ended 31 December 2022

	Notes	Unrestricted Fund £	Restricted Fund £	Endowment Fund £	Total 2022 £	Unrestricted Fund £	Restricted Fund £	Endowment Fund £	Total 2021 £
Income and endowments from:									
Donations	2.1	28,158	26,405	-	54,563	27,724	26,500	-	54,224
Investments	2.2	35,456		-	35,456	34,554		-	34,554
Total Income and endowments		63,614	26,405	-	90,019	62,278	26,500	-	88,778
Expenditure on:									
Raising funds	3.1	-	-	2,076	2,076	-	-	2,289	2,289
Charitable activities	3.2	74,591	103,715	-	178,306	63,282	91,750	-	155,032
Total expenditure		74,591	103,715	2,076	180,382	63,282	91,750	2,289	157,321
Net Operating Expenditure		(10,977)	(77,310)	(2,076)	(90,363)	(1,004)	(65,250)	(2,289)	(68,543)
Net gains (losses) on investments	6	-	-	(99,031)	(99,031)	-	-	88,555	88,555
Net income (expenditure) for the year		(10,977)	(77,310)	(101,107)	(189,394)	(1,004)	(65,250)	86,266	20,012
Transfer between funds	10	3,654	50,134	(53,788)	-	-		-	-
Net Movement in Funds		(7,323)	(27,176)	(154,895)	(189,394)	(1,004)	(65,250)	86,266	20,012
Total funds brought forward at 1 January 2021		7,323	35,938	968,001	1,011,262	8,327	101,188	881,735	991,250
Total funds carried forward at 31 December 2022	10	-	8,762	813,106	821,868	7,323	35,938	968,001	1,011,262

All activities derive from continuing operations. A statement of recognised gains and losses is not required as all gains and losses are included in the statement of financial activities.

The notes on pages 24-33 form part of these financial statements.

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Balance Sheet as at 31 December 2022

	Notes	2022 £	£	2021 £	£
Fixed Assets					
Tangible assets	5		-		584
Investments	6		810,855		959,885
Current assets					
Debtors	7	4,471		917	
Cash held for Investment	6	928		928	
Cash at bank		17,276		62,343	
		22,675		64,188	
Current liabilities					
Amounts falling due within one year	8	(11,662)		(13,395)	
Net current assets			11,013		50,793
Net assets			821,868		1,011,262
Represented by:					
Unrestricted Fund	10		-		7,323
Restricted Fund	10		8,762		35,938
Expendable Endowment Fund	10		813,106		968,001
			821,868		1,011,262

The financial statements were approved by the trustees on 20 January 2023 and signed on their behalf by:

Ms Joanna Moriarty
Deputy Chair

1 ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation or uncertainty in the preparation of the financial statements are as follows.

Basis of accounting

The financial statements have been prepared under the Charities Act 2011 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102). The financial statements are drawn up on the historical cost basis of accounting except for investment assets, which are shown at fair value.

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with Accounting and Reporting by Charities, preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn. We understand that this has been done in order for the accounts to show a true and fair view in accordance with the Generally Accepted Accounting Practice for reporting periods beginning on or after 1 January 2015.

The financial statements include all transactions, assets and liabilities for which the charity is responsible in law. The charity meets the definition of a public benefit entity under FRS 102. For the financial year 2015, the Charity SORP Update Bulletin 1 applying from 1 January 2016 was early-adopted; this gave exemption to smaller charities on including a cash flow statement. The presentational currency is sterling, rounded to the nearest £1.

Going Concern

There are no material uncertainties about the charity's ability to continue and accordingly the accounts have been drawn up on a going concern basis.

Income Recognition

Voluntary income and donations (including legacies) are accounted for once the charity has entitlement to the income, it is probable the income will be received and the amount of income receivable can be reliably measured. Income from the recovery of tax on gift aided donations or investment income is accounted for in the period to which the relevant donation or investment income is received. Grant income is recognised on a receivable basis. Investment income arises from a portfolio of investments which are managed by Cazenove Capital Management Ltd. All income is accounted for gross.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Where applicable, expenditure included in Raising Funds includes amounts incurred in obtaining grants and other donations.

Expenditure Recognition
Expenditure is accrued as soon as a liability is considered probable, and the amount of the obligation can be measured reliably. Longer term liabilities are discounted to present value. The charity is not registered for VAT and accordingly expenditure includes VAT where appropriate.

Charitable expenditure includes those costs in fulfilling the charity's principal objects, as outlined in the Report of the Trustees. These include grants payable, governance costs and an apportionment of support costs. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding or constructive obligation on the charity. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees. Salary costs include employers' National Insurance and pension contributions, together with any termination payments which may be due when an employee leaves the Trust. Such termination payments could include payments in lieu of notice, outstanding holiday pay, or any agreed redundancy or compensation payments due on leaving.

Tangible Fixed Assets
Tangible Fixed Assets used on a continuing basis for the work of the Trust are depreciated on a straight-line basis over three years (computer equipment) or ten years (fixtures and fittings). Individual items of computer equipment and fixtures and fittings with a purchase price of £1,000 or less are expensed when the asset is acquired.

Fixed Asset Investments
Investments are stated at fair value at the balance sheet date. The SOFA includes the net gains and losses arising on revaluation and disposals throughout the year.

Debtors
Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand
Cash at bank and in hand includes cash and short term deposits with a withdrawal notice period of no more than 90 days.

Creditors
Creditors are recognised where the charity has a present obligation arising from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are recognised at their settlement amount.

Financial Instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Critical accounting estimates and areas of judgement
In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Fund accounting
The funds held by the charity are either:

Unrestricted funds that can be used for the charity's ordinary purposes. These include funds designated for a particular purpose by the trustees.

Restricted funds represent donations received for a specific object or invited by the charity for a specific object. The funds may only be expended on the specific object for which they were given. Any balance remaining unspent at the end of each year must be carried forward as a balance on that fund.

The expendable endowment fund represents the charity's capital. Income from investments and short term deposits is available for the unrestricted general purposes of the charity. The trustees have absolute discretionary power to apply the expendable endowment of the charity for its charitable purposes.

2 INCOME

2.1 Donations

	Unrestricted Fund	Restricted Fund	Total 2022	Unrestricted Fund	Restricted Fund	Total 2021
	£	£	£	£	£	£
Donations received	28,158	26,405	54,563	27,724	26,500	54,224
	28,158	26,405	54,563	27,724	26,500	54,224

2.2 Investments

	Unrestricted Fund	Restricted Fund	Total 2022	Unrestricted Fund	Restricted Fund	Total 2021
	£	£	£	£	£	£
Investment income	35,294	-	35,294	34,544	-	34,544
Tax recoverable	-	-	-	-	-	-
Bank interest	162	-	162	10	-	10
	35,456	-	35,456	34,554	-	34,554
Total Income	63,614	26,405	90,019	62,278	26,500	88,778

3 EXPENDITURE

	Unrestricted Fund	Restricted Fund	Endowment Fund	Total 2022	Total 2021
	£	£	£	£	£
3.1 Raising funds					
Investment management fees	-	-	2,076	2,076	2,289
	-	-	2,076	2,076	2,289
3.2 Charitable activities					
Awards:					
Radio & Television Awards	-	70,672	-	70,672	58,229
Outreach:					
Church & Media Conference	-	628	-	628	142
Entertainment/hospitality	50	-	-	50	25
Public Relations & Communications:					
Show reels & videos	-	240	-	240	1,212
Website	590	-	-	590	980
Marketing	180	9,678	-	9,858	20,594
Governance:					
Trustees' meetings	1,869	-	-	1,869	234
Independent examiner fee	1,072	-	-	1,072	1,100
Advisory Groups	35	108	-	143	49
Consultants	2,420	-	-	2,420	-
Staff Contractors	37,878	-	-	37,878	37,957
Staff Salaries	14,975	22,376	-	37,351	17,769
Office Premises	9,968	-	-	9,968	10,775
Office Computers	1,181	-	-	1,181	1,747
Depreciation	584	-	-	584	584
Administration	3,789	13	-	3,802	3,635
	74,591	103,715	-	178,306	155,032
Total Expenditure	74,591	103,715	2,076	180,382	157,321

3.3 Staff Costs	2022	2021
	£	£
Wages and salaries	33,106	17,456
Social security costs	-	-
Other pension costs	646	313
Termination payment	3,599	-
	37,351	17,769

The Trust has 2 employees, who both work part-time.

No employee received more than £60,000 in employee benefits.

The termination payment was paid to one employee as compensation, due to the circumstances of their leaving the Trust's employment.

3 EXPENDITURE (continued)

3.4 Key Management Personnel

The trustees consider the board of trustees and the (part-time) Executive Secretary as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. All trustees give of their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are shown in Note 4 and related party transactions are shown in Note 9 in the accounts. Details of key management personnel remuneration is also covered on page 18 of the trustees' report.

4 TRUSTEE INFORMATION

None of the trustees received or waived emoluments in the current or preceding year. During the year three trustees (2021: two) received reimbursed expenses of £1,160 (2021: £215). All reimbursed expenses related to travel, subsistence and accommodation costs.

There were no donations from trustees (2020: nil).

5 TANGIBLE FIXED ASSETS

	Computer equipment
	£
Cost	
At 1 January 2022	6,975
Additions	-
Disposals	-
At 31 December 2022	6,975
Accumulated depreciation	
At 1 January 2022	6,391
Charge for year	584
At 31 December 2022	6,975
Net book value at 31 December 2022	-
at 31 December 2021	584

6 FIXED ASSET INVESTMENTS

	2022	2021
	£	£
Fair valuation		
At 1 January 2022	959,885	869,923
Acquisitions at cost	-	35,949
Sales proceeds of disposals	(50,000)	(34,542)
Realised (loss)/gain on disposal	8,004	432
Unrealised gain/(loss) on revaluation	(107,034)	88,123
At 31 December 2021	810,855	959,885
Cash held for investment	928	928
Total	811,783	960,813
Historic cost		
At 31 December 2022	675,550	717,546
Comprising:	%	%
Multi-asset Funds	99	99
Alternatives - Property	-	-
Cash held for investment	1	1
	100	100

7 DEBTORS

	2022	2021
	£	£
Tax refunds recoverable	43	43
Accrued income	356	-
Prepayments	4,072	874
	4,471	917

Financial assets are measured at amortised cost. They comprise the tax refunds recoverable and accrued income balances included in Note 7.

8 CREDITORS

	2022	2021
	£	£
Trade creditors	7,375	9,399
Accruals	3,880	3,855
Taxation and social security	254	1
Other creditors	153	140
	11,662	13,395

Financial liabilities are measured at amortised cost. They comprise the trade creditors and accruals balances included in Note 8.

9 RELATED PARTIES

Dr Catherine Wills, trustee, was also a trustee of The HDH Wills 1965 Charitable Trust, from whom the charity received an unrestricted donation of £28,119 during the year (2021: £26,880).

There were no other related party transactions in 2022 (2021: none).

10 FUNDS

	Balance 1.1.22	Income	Expenditure	Transfers	Net Gains (Losses)	Balance 31.12.22
	£	£	£	£	£	£
Unrestricted Fund	7,323	63,614	(74,591)	3,654	-	-
Restricted Funds:	35,938	26,405	(103,715)	50,134	-	8,762
Dulverton Trust	2,288	-	-	-	-	2,288
AllChurches Trust	13,112	26,405	(33,043)	-	-	6,474
HDH Wills 1965 Charitable	20,538	-	(70,672)	50,134	-	-
Endowment Fund	968,001	-	(2,076)	(53,788)	(99,031)	813,106
	1,011,262	90,019	(180,382)	-	(99,031)	821,868

The unrestricted fund is a general fund held for the general objects of the Trust's work.

The restricted funds represent donations towards the cost of developing the Trust's charitable activities.

The expendable endowment fund represents the Trust's capital. Income from investments and short term deposits is available for unrestricted general purposes of the Trust. The trustees have absolute discretionary power to apply the expendable endowment of the Trust for its charitable purposes. Amounts are transferred to the unrestricted fund to support the charity's activities.

11 ANALYSIS OF ASSETS BETWEEN FUNDS

	Unrestricted	Restricted	Endowment	2022 Total
	£	£	£	£
Fixed Assets	-	-	-	-
Investment Assets	-	-	810,855	810,855
Net Current Assets	-	8,762	2,251	11,013
	-	8,762	813,106	821,868

	Unrestricted	Restricted	Endowment	2021 Total
	£	£	£	£
Fixed Assets	-	-	584	584
Investment Assets	-	-	959,885	959,885
Net Current Assets	7,323	35,938	7,532	50,793
	7,323	35,938	968,001	1,011,262

SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

England & Wales - Charity number 277370

Accounts

The Sandford St Martin Trust

Promoting Excellence in Broadcasting about Religion, Ethics and Spirituality

The Sandford St Martin (Church of England) Trust

Annual Report and Financial Statements

31 December 2021

Registered Charity No: 277370

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THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Annual Report of the Trustees for the year ending 31 December 2021

The Trustees present their Annual Report and Financial Statements for the charity for the year ended 31 December 2021. The financial statements have been prepared in accordance with the accounting policies set out in Note 1 to the accounts and comply with the charity's Trust Deed, 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 published on 16 July 2014.

Objectives and activities for the public benefit

When the Trust was established in 1978, its objects were defined as the promotion of the advancement of the principles and practice of the Christian religion through radio and television broadcasting, films, visual aids and other methods of visual and oral communication. In the forty-three years since, the face of religious Britain, broadcasting and media technology have evolved considerably. These changes are reflected in the parallel evolution of the projects and outreach work undertaken by the Trust, its lobbying and by the Sandford St Martin Awards through the introduction of new categories and the recognition of digital and online media as well as entries from suppliers of video on demand. These activities - through which the Trust engages with an ever-widening circle of content-producers, policymakers, broadcasters, faith groups and members of the public – have enabled the Trust to more effectively advocate for the role of good religious or ethical broadcasting in promoting awareness and understanding of religion, and dialogue between the UK's different communities no matter their faith. Activities undertaken are designed to support the Trust's core tenets that a) religion is a prime motivator of both individuals and communities, impacting on political, economic, ethical and social behaviour, b) religiously literate broadcasting plays a key role in the promoting the public understanding of how religion impacts on human experience and c) better religious literacy can contribute towards combatting prejudice and bigotry that lead to crime and other societal problems, and, hinder cooperative endeavour at local, national and international levels.

The trustees confirm they have referred to the Charity Commission's guidance on public benefit when reviewing the Trust's aims and objectives, in planning future activities, and in the administration of the annual Sandford St Martin Awards competition.

Religious programming is generally considered to be core public service broadcasting (PSB) territory. However, the increasing influence of social media and digital platforms, and moves over recent years towards the greater commercialisation, competition and the privatisation of many UK broadcasters, including current moves by the government to privatise Channel 4, have led to what Ofcom research published in 2020 identified as the steady dramatic decline in both the hours and investment in traditional public service broadcasting and in religious programming particularly. This decline has been exacerbated by what at the time of writing has been nearly two years of pandemic-related pressures on the operational, workforce and production schedules in the industry. These, in turn, have contributed to new budgeting and financial challenges for many broadcasters.

Somewhat ironically, while the combination of a decline in income from advertising revenue and the license fee for the BBC have meant public service broadcasters have operated on increasingly tighter budgets, its public value has never been clearer. During the pandemic growing numbers of people across all ages and demographics relied on PSBs for crucial up-to-the-minute information and as a way of countering isolation during periods of social distancing. Responding to the public demand to stay informed and to be entertained, both traditional PSBs and new content-producers using online streaming services rose to the challenge. This was particularly true during the lockdown that extended from just before Christmas 2020 to March 2021,

when many religious content-makers rallied again to provide opportunities for people to celebrate, congregate or simply to communicate with others in their faith community remotely. These developments were reflected and echoed by the Sandford St Martin 2021 Awards and the presentation, for the first time, of four Trustees' Awards to broadcasters whose work was designed to support or maintain religious or belief communities during the pandemic.

Based on the current issues dominating broadcast policy and impacting on the provision of a good quality and quantity of content that engages with religious, ethical and spiritual themes, the Trust believes its work should concentrate on three key areas over the next year:

- **Advocating for the protection of public service broadcasting in the face of new economic pressures, threats to funding and proposed changes in public ownership.**

- **Lobbying for new legislation and regulations that will update the rules around prominence and spending to protect the quantity and quality of religious and ethical content on PSBs.**

- **Action with respect to promoting better representation of the UKs diverse religious and cultural communities both on and off screen in the broadcast industry.**

Over the summer of 2021, the Government launched a public consultation on the future ownership of Channel 4 in which it stated that its preferred option would be to privatise the channel. At the time of writing, a final report on the results of the consultation or the government's decision have yet to be published but the Trust remains mobilised to lobby for the protection and strengthening of Channel 4's remit with regard to religious diversity on and behind the screen.

Further, the Trust believes that it is now time for new primary legislation to be introduced to update the Communications Act 2003 and, in particular, to update the rules around prominence and quotas for genres such as religious broadcasting to ensure that the PSB compact is sustainable within the new, increasingly internet-based broadcast landscape.

The Trust fulfils its charitable purposes for the public benefit through:

- identifying, promoting and rewarding the best examples of religious and ethical broadcasting in the UK. Programmes entered into the Sandford St Martin Awards must meet criteria that include the exploration of religious themes or an examination of broader aspects of particular interest or concern to religious communities while appealing to a wider more general audience. The Trust funds prizes for winners and runners-up across four main categories - TV/Video, Radio/Audio, Journalism and Children's Broadcasting (which will be renamed the Young Audience Award for 2022) in addition to making Trustees' Awards and sponsoring the Radio Times Faith Award, in which the public vote for their favourite religious or ethical programme. Traditionally winners are announced at a gala ceremony at Lambeth Palace in front of an audience of peers/programme makers, commissioning editors and other representatives from the main broadcasters, religious organisations, policy makers and members of the press. In response to pandemic-related, social-distancing regulations the 2020 and 2021 awards ceremonies took place online;

- producing outreach events, and participating in conferences, meetings, public symposia and professional training to further the objects of the charity including the importance of religious literacy in the media and a greater understanding the complex roles faith plays in all dimensions of human experience. In order to

help deliver these, the Trust created a new staff role and, since August, has employed a part-time Events and Content Producer;

- lobbying and consulting with broadcasters, policymakers and public officials, and contributing to relevant public consultations to advocate for religious broadcasting;

- writing articles and contributing to news and editorial coverage in both specialist and general media outlets concerned with broadcast policy/practice, religious programming and religious literacy.

The Sandford St Martin Awards

Key to delivering this remit, the annual Sandford St Martin Awards benefit broadcasters and content-makers as well as invested audiences representing faith communities and, through the promotion of better religious literacy, the general public as well.

The Awards bring together key stakeholders representing all level of the UK's broadcasting industry to showcase and celebrate the best religious and ethical broadcast content of the last year, and to share experience and expertise. The quality of the Awards' shortlists and its winners serves as a compelling argument for the commissioning and prominent provision of new ethical and religious content to a wide audience, across a range of formats on traditional and new broadcasting platforms.

To ensure the Awards continue to contribute to the public benefit, Trustees review the awards criteria and categories annually and adjustments are made to reflect trends or technological changes in a rapidly evolving media sector.

The Awards further benefit UK audiences and the wider public who, surveys have shown, are invested and interested in good religious programming-content that reflects their own experience, improves their understanding of religion or spiritual issues and/or brings a religious or spiritual perspective to bear on political, social or economic arguments.

The Trust invites entries and raises awareness of its awards through a seven-month outreach and social media campaign - this includes a partnership with the Radio Times magazine – as well as through directly targeting key broadcasters, content-makers and production companies. Entries are encouraged from programmes with a strong religious or spiritual dimension – for example, reflecting, investigating or exploring a religious or spiritual approach to life and its meaning, seeking to evoke a religious or spiritual response in the audience, bringing a religious or spiritual perspective to bear on political, social and economic arguments, or explaining a religious or spiritual point of view or an ethical dilemma. In order to encourage entries from a wide range of broadcasters representing all budgets and all areas of the sector, there is no entry fee. Full details of the entry criteria and a link to the Awards entry platform are available on the Trust's website https://sandfordawards.org.uk/the-awards/.

At the first stage of judging, entries are reviewed and scored by select panels of between 4 and 10 category shortlisters. Shortlisters are recruited for their professional working-knowledge of the category in which they are shortlisting, and for their awareness of the issues currently affecting religious broadcasting and content-makers engaging with these themes. As part of a new initiative, in 2021 three post-graduate broadcast media students were also invited to help shortlist the awards. Once a shortlist of six entries in each category has been identified, shortlists are forwarded to final judging panels comprising leading figures from the broadcasting industry.

For 2021:

- The TV/Video category was chaired by the journalist and broadcaster Adnan Sarwar; he was joined by Flora Gregory (Executive Producer at One World Media), Jonathan Levi (Content Kings) and David Strachan (Creative Scotland).

- TV and Radio (KISS Breakfast) presenter Swarzy Macaly chaired the Radio/Audio judges panel, which comprised Bernard P Achampong (Unedited), Felicity Finch (journalist, broadcaster and actress) and Abdul Rehman Malik (writer and broadcaster).

- The Children's category was chaired by the writer Tony Walsh; on his panel were Anna Bassi (editor of 'The Week Junior' magazine), Kay Benbow (former Controller of CBeebies) and Ewan Vinnicombe-Wallis (Executive Producer).

- The Journalism category was chaired by the journalist and broadcaster Dame Jenni Murray, with support from Innes Bowen (Executive Producer), Ceri Thomas (Tortoise Media) and Rosamund Urwin (The Sunday Times).

Profiles and a full list of 2021 judges and shortlisters are published on the Trust's website: https://sandfordawards.org.uk/2021-judges/

Winning programmes received bespoke Sandford St Martin trophies and prize money of £1,000 each which is intended to be shared by members of the production team and to encourage the development and production of future broadcast projects exploring religion or ethics. Runners-up receive specially commissioned certificates. Smaller certificates are presented to all those who appear on the shortlists.

Winners in 2020 were as follow:

- **TV/VIDEO:** "Ashes to Ashes" (Rees Films for 'Witness' Al Jazeera English); runner up: "Exposed: The Church's Darkest Secrets" (Top Hat Productions for BBC Two)

- **RADIO/AUDIO:** "The Paddle Out" (Falling Tree Productions for BBC World Service); joint runners up: "The Deadly Saris" (Documentary on One for RTÉ Radio 1) and "The Punch" (Just Radio Ltd for BBC Radio 4)

- **CHILDREN'S BROADCASTING:** "Sol" (Paper Owl Films for TG4, SG4 and BBC Alba); runner up: "My Best Friend Married a Warrior" (Drummer TV for BBC iPlayer)

- **JOURNALISM**: "Hidden Children of the Church" (BBC Religion and Ethics for BBC Radio 4); runner up: "Buddha in Africa" (A Momento Film and Thinking String Media for Al Jazeera English).

- **RADIO TIMES READERS' AWARD:** "It's a Sin" (Red Production Company for Channel 4 and HBO)

For the **2021 TRUSTEES' AWARD** trustees decided to pay tribute to the exceptional work done by so many broadcasters and content-makers in response to the COVID-19 pandemic. To do so they identified two sub-categories: Content (for broadcasting that explored the impact of COVID or lockdown through a religious lens) and Community (for broadcasting designed to support or maintain religious or belief communities during lockdown). Winners were:

TRUSTEES CONTENT AWARD:

- "Burnley Crisis" (BBC News for BBC One, BBC iPlayer, BBC Radio 4 and BBC 5Live), and
- "Ramadan in Lockdown" (Clockwork Films for Channel 4)

TRUSTEES COMMUNITY AWARD:

- "Psalm 23" (UK Jewish Film for YouTube), and
- "Radio Wanno" (religious services on local prison radio by Radio Wanno and HMP Wandsworth chaplaincy team)

The full list of winners and shortlisted programmes with links to their websites is published on the Trust's website: https://sandfordawards.org.uk/2021-award-winners/

Achievement and performance

The benefits of the Trust's work are felt through the effective support and advocacy for the quantity and quality of broadcast content and programmes that engage with religion, belief and ethics. Because of its huge reach, broadcasting - and public service broadcasting in particular – is at the frontline of promoting religious literacy: a key dimension of cultural competence in an increasingly diverse and pluralistic world. This, in turn, supports religious-content producers and broadcasters, faith communities and interested audiences through raising awareness of what constitutes best practice: including questions around how to create engaging content, good journalism and content production, and how to disseminate religious literacy. Through this work we widen the conversation around the complex roles religions can play in the public and private space and create opportunities for dialogue between our different stakeholder groups. During 2020, this work was exemplified in part through:

A. Research Project: "How have broadcast and social media been used to support faith during the COVID-19 pandemic?"

For research commissioned by the Trust, the MA Journalism student Connie Dimsdale spoke to a wide range of people from different faith communities to learn more about how broadcasting and social media was used to support their religion practice, community and identity during the pandemic. Her research was published on the Trust's website and informed the shape and scope of the 2021 Trustees' Award and outreach activities such as the "Broadcasting in the Time of Corona" media salon.
https://sandfordawards.org.uk/how-has-broadcasting-to-support-faith-during-covid-19/

B. "Broadcasting in the Time of Corona: Strategies for Journalists and Producers": an online Sandford St Martin Media Salon, 20 January 2021.

This webinar explored how broadcasters have responded to some of the challenges posed by COVID-19, comparing coping strategies, issues around the practicalities of making good content and earning a living at the same time. Panellists offered personal stories and insights into how to manage the challenges of working under the restrictions: from social distancing guidelines to cancellations, studio closures, remote working and new technologies. They also spoke about how audience-demands and their relationships with those audiences have changed during the pandemic. Panellists were Remona Aly (journalist/broadcaster and Director of

Communications for Exploring Islam Foundation), Olive Clancy (senior producer, BBC Audio North), Dan Lucas (producer, BBC Radio Visualisation), Angela Robson (journalist, documentary-maker and communications consultant) and David Strachan (television producer, strategist and founding managing director of Tern Television).
https://sandfordawards.org.uk/sandford-events/corona-webinar/

C. Ofcom: Small Screen: Big Debate: The Future of Public Service Media, March 2021

A submission to Ofcom's review examining how public service broadcasting can be strengthened and maintained for the next decade and beyond, "in the face of unprecedented changes to technology, financing and viewer behaviour". The Trust's response put the emphasis on what has been a long decline in religious and ethical content provided by public service broadcasters. It's understood that against the background of a global pandemic, increasing funding-pressure and the rise of global streaming services, traditional PSB is at a crossroads. More reason, the Trust argued, that core PSB content (news, arts/culture, children's and religious and ethical content) is properly defined and safeguarded before broadcasters accelerate their transformation for the digital age. https://sandfordawards.org.uk/wp-content/uploads/Sandford-St-Martin-Trust_Submission-to-Ofcom_Small-Screen-Big-Debate_March-2021.pdf

D. The Sandford St Martin 2021 Awards

In response to continued uncertainty around lockdown measures, Trustees decided early in 2021 that the annual awards ceremony should once again take place virtually. However, drawing on experience gained when the 2020 Awards moved online during the first UK lockdown, 2021's ceremony was adapted and enhanced to enable the Trust to feature live reactions and acceptance speeches from winners and a special live and interactive "after show" during which content makers were interviewed about their winning entries and members of the audience could ask them questions about their work. This was in addition to a several edited showcases featuring examples of the best religious and ethical broadcasting content from the last year from around the UK, contributions from leading industry figures, and the announcement of the year's winners.

The team of independent consultants who produce the Awards was expanded to include several new roles two new production/research roles in addition to the digital consultant and designer retained in 2020. The live ceremony was broadcast on the evening of Tuesday June 8th to a live audience of approximately 250 people. Live updates on social media included video clips from winning programmes and winners' acceptance speeches further engaging the audience and stakeholders.

As per custom, the Radio Times Readers' Award was launched online and via newsstand copies of the Easter edition of the magazine. In a column that ran alongside the shortlist of programmes in the running for the RT Award, the Trust's Chair commented on the BBC's promise of "more (Easter) content than ever before" and questioned the BBC's Religion and Ethics strategy. The column elicited a strong response from RT readers and led to discussions between the Trust and the BBC itself.

Through its partnership with the Radio Times, the Trust has worked to actively engage the public in significant policy debates as well as the consideration of the range and value of religious and ethical programme content available.

Approximately two thousand readers voted in the competition resulting in a win for "It's A Sin", Russell T Davies' dramatic miniseries about the lives of a group of gay men and their friends set in 1980s Britain during the HIV/AIDS crisis.

Accepting the Award, Russell T Davies said:

"I'm not sure that we ever expected to be successful to be honest. It's such a tough subject and a tough look back at the past so we're delighted that it's chimed with people especially for an award like this."

Producer Phillip Colinson said:

"For a little time, for a few days it felt like the whole country was talking about this show and the whole country was talking about HIV and AIDs and what happened back then and that's the real reason why we've got to keep making brilliant drama."

Addressing the moral and ethical themes explored in the series and its popularity with a general audience, The Guardian newspaper said:

"It is (writer Russell T) Davies's great gift to be able to create real, flawed, entirely credible bundles of humanity and make it clear, without even momentary preachiness, how much they have to lose." Ultimately "It's A Sin" nudges its audience gently towards compassion, empathy and understanding. And it reminds us to remember with joy those who have been lost before their time."

https://sandfordawards.org.uk/awards_2021/

E. Broadcasters Directory

Feedback from our stakeholders confirmed that for many, in addition to being a showcase for the best religious and ethical broadcasting in the UK, the Sandford St Martin Awards ceremony has long served as a much anticipated and valuable networking opportunity for broadcast executives, content-makers and contributors to meet each other, to learn, share expertise and to forge valuable professional connections. In the absence of being unable to meet in person – either at the SSM Awards or following the suspension of many other industry events due to COVID restrictions – the Trust commissioned and has published a comprehensive database of all the content-makers who entered the 2021 Awards. The directory includes synopses of all entries, links to production company websites, credit lists, contact details and acts as a portal to online platforms where programmes can be reviewed. https://sandfordawards.org.uk/2021-broadcasters-directory/

F. "What 4? How will the privatisation of Channel 4 affect religious diversity?" an online Sandford St Martin media salon, 6 September 2021.

On the same day Channel 4 launched its new Leeds headquarters and a week before the deadline for public submissions to the government's inquiry on the future ownership of Channel 4, the Sandford St Martin Trust hosted a live and interactive webinar asking what impact a change in ownership at Channel 4 would have on religious diversity both on and off screen. Our panellists considered what, for a broadcaster with multiculturalism and diversity at its core, privatisation would mean when it comes to public service content? And how would the proposed changes affect religious and ethical content-makers working in the UK's creative sector? The discussion was chaired by SSM trustee, the former BBC media correspondent Torin

Douglas and the panel included Aaqil Ahmed (former Head of Religion and Ethics at both the BBC and Channel 4), Maggie Brown (writer, media historian and author of two histories of Channel 4) and Marcus Ryder MBE (Head of External Consultancies at the Sir Lenny Henry Centre for Media Diversity).
https://sandfordawards.org.uk/what-4/

G. Submission to the House of Lords, Communications & Digital Select Committee: Call for Evidence on The Future of Channel 4, 17 September 2021.

In response to the DCMS's proposals for a change of ownership at Channel 4, the House of Lords opened its own process asking interested parties to address a separate list of questions and to submit evidence on how the government's proposals would impact audience experience and the future of the UK's creative industry.
https://sandfordawards.org.uk/wp-content/uploads/SSMT-submission_HoL_Future-of-C4_Sept-2021.pdf

H. Submission to the Department of Culture, Media and Sport: Consultation on a change of ownership of Channel 4 Television Corporation, 14 September 2021.

In July 2021, the government published a document that strongly argued the case for the sale of Channel 4 – the UK's self-funded publicly owned broadcaster – and invited public and interested parties to respond. This is not the first time the government has made the argument that Channel 4 should be privatised. The Trust responded to a similar consultation held in 2016 in which proposals were abandoned after the government decided the public value of Channel 4's remit and the benefits Channel 4 brings to the UK creative economy outweighed the benefits of privatisation.

It's debatable how much has changed since 2016 however the government is now arguing that Channel 4 is in urgent need of outside investment and changes to its remit if it's to compete with Netflix, Amazon or any of the other international streaming companies offering video on demand. Channel 4 itself has repeatedly insisted it does not need external funding to secure its future and has earned that a for-profit owner would likely cut its investment in public service orientated, original British programming.

As it was in 2016, the Sandford St Martin Trust's main concern is how the proposed change in ownership would impact the quality and quantity of religious and ethical content available to UK audiences.
https://sandfordawards.org.uk/wp-content/uploads/SSMT_Change-of-ownership-of-C4_DCMS-submission_Sept-2021.pdf

I. "Why Black Media Matters" a live, in-person Sandford St Martin media salon, 28 October 2021

With input from a live and in-person audience, this salon explored the media representation of diverse communities and their stories. The conversation ranged from Channel 4's "Black to Front" season, asked why the major broadcasters struggle to retain talent or to attract diverse audiences, reviewed funding and celebrated the power of DIY-content creation and what the future might hold for content-makers representing all parts of the UK.

J. Post-graduate Journalism workshops, City and Nottingham Trent Universities, November 2021

As part of the Trust's new strategy to support professional development and awareness of religious literacy in the media, the Trust has created resources for and participated in two sessions attended by post-graduate students to talk about reporting on religion and race.

Monitoring achievement

Indicators of the quantitative and qualitative impact of the Awards are measured through a number of quantitative and qualitative methods:

A. Quantitative impact assessment of the Sandford St Martin 2021 Awards:

i) Number of awards entries:

There were 207 individual entries for the 2021 Awards 163 across six categories. This is an overall increase on 2020 but closer analysis shows that there has been a decline in the number of entries in each of the core Awards categories. Informal discussions with stakeholders suggest this may be the effect of the pandemic: a slowdown both in commissioning and production schedules which literally means that less content has been made or broadcast generally during the eligibility period (Jan1-Dec 31, 2020) and a greater number of repeats. Upon review, the Trustees are satisfied that the Awards continue to attract entries from a reasonably wide range of content-makers, and it was noted in 2021 a good number of entries were received from previously less well-represented production units/broadcasters such as Channel 4, Al Jazeera English and United Christian Broadcasters. The rise of new and niche content providers in response to the demand for specifically religious content during the pandemic (generally focussed on worship or education) was also notable this year. Efforts will continue with regard to engaging with and attracting entries from digital broadcast platforms such as Netflix and Amazon as well as local or more niche content-producers broadcasting on podcast platforms or limited networks.

Details of Sandford Award entries from 2010 – 2021

Year	Radio/Audio	Television/Video	Children's	Other*	Journalism	Total
2021	57	37	11	88	14	207
2020	82	47	14	-	20	163
2019	71	36	22	-	35	164
2018	85	37	13	23		158
2017	86	46	16	31		179
2016	63	35	16	19		133
2015	73	24	23			120
2014	29	18		13		60
2013	35	17	-			52
2012	55	15	-			70
2011	45	24	-			69
2010	61	27	-			88

* For 2021 entries and nominations were invited for the Trustees' Award. Between 2016-2018 the Awards included an Interview category which was replaced by the Journalism category in 2019. In 2014 the categories included one for a "Local/Community/Online Broadcasting Award".

ii) Audience engagement:

For the second year running, the Sandford St Martin 2021 Awards took place virtually. Approximately 250 people watched the Awards ceremony live.

Twitter analytics data for the 2021 Awards found that during June 2021, @sandfordawards:

- posted 56 tweets.
- tweets were seen 144K times ('Tweet impressions')
- profile was visited 7,158 times
- @Sandfordawards was mentioned 129 times
- gained 26 new followers

The Top Tweet earning 34.3K impressions:

"The winner of the #Sandford2021 @RadioTimes Readers Award is #ItsASin - a programme that seemed to get the whole country talking for weeks. Congratulations to @russelldavies63 and everybody involved." pic.twitter.com/0V8LmkZCw6

Top mention earned 399 engagements was posted by @RemonaAly:

"Loving the beautifully crafted/presented @sandfordawards ceremony live now! Such crucial recognition of thought-provoking broadcasting in religion, ethics and spirituality. Loved meeting the wonderful @wmarybeard 5 years ago and feeling starstruck. #sandford2021" pic.twitter.com/57DwAkTL6Z

B. Qualitative assessment based on stakeholder feedback:

In order to monitor and improve the impact of the Trust's work, stakeholders and those who attend or participate in Sandford St Martin events are regularly consulted for feedback and their comments on our work and effectiveness. Some of what they've said is collated below:

i) The Sandford St Martin Awards:

Asked about the impact of being involved in either judging, being nominated for or wining an award and how this changed their attitudes to religious and ethical broadcasting, stakeholders said:

- **Nalini Sivathasan – Highly commended finalist for the Trustees' Award**

"The Sandford St Martin Trustees' Award is very prestigious and well known, so being highly commended for an award gives legitimacy and backing to the work of Asian Network, both within the BBC and outside of it.

"There's often a blanket assumption that British society is getting less religious, or that religion is just the preserve of older generations. However, this is not true. In our documentary, we featured young, diverse people in the UK practicing their faith in conventional/non-conventional ways. Being Highly Commended is recognition by the Sandford St Martin Trust of the way in which we represented younger audiences, and it indicates to the BBC and other broadcasters that religious/ethical content is vital in terms of serving younger, more diverse audiences (which is a key aim of so many media companies).

"(Being highly commended) 'gives me the confidence and self-belief that my work is of a high enough standard to be featured among such a distinguished and impressive line-up, and it spurs me on to produce more religious/ethical content."

- **Sylvia Sheridan – Highly commended finalist for the Trustees' Award**

"Covid-19 prevented us from doing face to face work in 2021, so we produced on-line resources and some short videos around Chanukah time, which were highly commended. This has really enhanced our reputation and being able to use the logo will enable us to inform many more people. The greatest impact to us has been to encourage us to continue thinking very creatively, not only in extraordinarily difficult circumstances of 2020 which demanded a high degree of 'thinking out of the box', but also more generally. It has also given the work we do a much higher profile, and we are very grateful to Sandford St Martin Trust for highly commending us. We rely on grants for the work we do, and our budget is really small, but we still managed to impress, and this should definitely help with future funding."

- **Sarah Cuddon – Winner, Radio / Audio category in 2020 and 2021**

"Receiving the award last year most definitely contributed positively to my career and I believe it gave greater weight to offers and ideas I then suggested to the BBC World Service for other programmes I'd like to make. (It) has also most definitely made me recognise my own interest in this kind of broadcasting and think more carefully about how to create more space for spiritual, ethical and religious ideas. I've also felt more inclined to open conversations with colleagues about this and explore other avenues where one might try and place such ideas / broadcasts. (The impact of winning an award has been) a sense of affirmation both personally and professionally and a respect within my work domain from others absolutely."

- **John McManus – Highly commended finalist for the Trustees' Award**

"The subject of my piece was Hasidic Jews; I can now say that the BBC has covered, and been recognised, for amplifying those often-unheard voices."

- **Faraz Osman– Highly commended finalist for the Trustees' Award**

"As a fairly new company that is making content that has broad appeal with younger audiences.(Being highly commended) provides authenticity to the work we are doing, particularly when considering issues of religion and ethics. Programming in this space has been dominated by a few specialist production companies, and we are excited to be considered part of a new generation of producers."

- **Jacob J Dunn (via Twitter)**

"Thank you! So many amazing programmes over all this year's categories so far. Inspiring is an understatement – all great examples of how we can responsibly discuss and engage wider audiences with the most challenging topics."

- **Remona Aly (via Twitter)**

"Literally tears in eyes at how beautiful and moving all these entries are @sandfordawards. What incredible content, makes me feel so proud as a person of faith to see the depth and nuance of such experiences expressed and conveyed so powerfully."

- **Peter Crumpler (via Twitter)**

"So good to be watching tonight's @sandfordawards. Such amazing, inspiring broadcasting."

Sandford St Martin Media Salons and Professional Development events:

The Sandford St Martin Media Salons are a series of live, ticketed events aimed at sparking conversations between media experts, practitioners and an engaged and invested audience regarding the biggest issues around broadcast coverage of faith, ethics and/or morality today. Launched in January 2020, the Trust was only able to host one in-person salon ("Is Truth Dead?") before the planned schedule was derailed by COVID-19 and restrictions on public gathering. As a result of ongoing uncertainty around social gatherings and greater reluctance on the part of many people to meet in person, the majority of salons during 2021 have been held online. In order to gauge impact, attendees were asked to complete questionnaires or to send feedback by email.

Broadcasting in the Time of Corona (online/Zoom)

68 tickets sold on a "Pay as You Wish" basis.
Net income: £123.98
Feedback from attendees using Zoom's chat function included:
With regard to resources materials created: "this is a great website for mental health advice. Highly recommended"
"Good to see so many female speakers on the panel talking about resilence and balancing"

What 4? How will the privatisation of Channel 4 affect religious diversity? (online)

40 tickets sold on a "Pay as You Wish" basis.
Net income: £26.35

Black Media Matters (in person at the House of St Barnabas)

40 tickets sold on a "Pay as You Wish" basis.
Net income: £237.56
Feedback scores were:
Overall satisfaction: 9/10
Relevancy: 9/10
Overall quality: 9/10
None of the respondents were familiar with SSMT before the event.
All the respondents said they would discuss the subject of the salon with others.

Financial review

Historically the Trust has received the financial support needed to deliver its remit th rough careful stewardship of its fund.

The adoption of a new strategy in 2014 in response to an increasing threat to religious and ethical broadcasting has resulted in the growth of the Trust and its impacts but has also put new and additional pressure on the Trust's resources. Following a further strategic review in 2017, trustees agreed that new resources should be sought to allow the Trust to continue to run its annual Awards ceremony in addition to maintaining and even augmenting its advocacy work - lobbying and pro-actively engaging with key stakeholders, media and partner organisations.

In 2018 the Trust's Future Strategy and Finance Groups developed a new fundraising strategy for the Trust. This strategy includes the launch of the Trust's new outreach projects (the Sandford St Martin Media Salons

and Professional Development Workshops) supported by pro-active and deeper engagement with potential new partners.

In 2021, the Trust received the second of three annual (restricted) grants from the **Allchurches Trust** which in total will amount to £79,310 spread over three years (2020-2022 inclusive). This grant supports the development of new income-generating outputs such as the Sandford St Martin Media Salons and other professional development events for those working in religious and ethical broadcasting. In summer 2021, the Trust engaged a new part-time (2.5 days/week) Events and Content Producer to help deliver this strategy.

Match-funding for the Allchurches grant and income from events was awarded by the **HDH Wills 1965 Charitable Trust.**

Income in 2021 was £88,778 (2020: £234,887) and expenditure was £157,321 (2020: £129,981). Expenditure on charitable activities increased to £155,032 (2020: £127,660), which was largely due to increasing resources tor the development of new income-generating activities.

The overall net movement in funds was a surplus of £20,012 (2020: surplus £65,104). Unrestricted funds increased by £85,262 (2020: decreased £33,796) after taking into account the gain of £88,555 (2020: loss of £39,802) arising from revaluation of the charity's investment portfolio. Restricted funds decreased by £65,250 (2020: increase £98,900).

Investment Policy & Performance

The charity's long term investment objective is primarily to seek a high distribution from the investment portfolio, while aiming to maintain the capital in real terms. The portfolio is now invested in the Cazenove Responsible Multi-Asset Fund (RMAF) which has a Responsible investment policy with exclusionary screens and with a focus on sustainable companies and impact. Over the long term, the Fund targets a return of CPI+4%, with a strategy of holding 70% in global equities, 10% in property, 10% in fixed income, 8% in alternatives and 2% in cash. Whilst around 4% would normally be distributed each year, no distribution was required during the year 2021.

The portfolio is managed by Cazenove Capital Management Ltd.

No direct investment is to be made in companies involved with the manufacture of arms.

Investments are stated at market value at the balance sheet date. The Statement of Financial Activities (SOFA) includes the net gains and losses arising on the revaluation and disposals throughout the year.

In 2021, the income return was £34,544 (2020: £29,083). The charity's investment portfolio made a net gain on revaluation of £88,555 (2019: net loss £39,802).

Risk Management

In February 2021, the trustees, overseen by the Chair, conducted a full review and update of the charity's risk register as part of its Q1 general meeting. The register will be monitored quarterly by the Finance Advisory Group, and all new outputs or projects are assessed for risk before they are signed off by the trustees.

Risks are considered in ten key areas: loss of key staff; loss of access to buildings; IT failure; operating outside the terms of the Trust; reputational risk; market risk (investment performance), theft of funds, cyber-attack, depletion of funds and data protection risk.

All identified risks are assessed for both the likelihoods of occurrence and potential financial and reputational impact. Mitigating controls are then considered and adopted as deemed prudent. The Trust's risk management strategy forms part of the Trust's planning and future strategy process, against which the trustees review progress every year.

Reserves Policy

The trustees recognise that the current level of free reserves of £975,324 (2020: £890,062) out of total reserves of £1,011,262 (2020: £991,250) are insufficient to meet the purposes of the Trust in the longer term as, in most recent years, the Trustees have drawn on the Expendable Endowment funds in order to deliver the strategy as reviewed in 2017. This included a new fundraising strategy which has resulted in additional funds being raised in the year, sufficient to avoid drawing on the Expendable Endowment funds. The Trustees will continue to review the fundraising strategy to ensure the charity's future solvency and to ensure it has sufficient funds to continue to pursue its charitable purposes.

Plans for the future

The Sandford St Martin Trust is a lasting testimony to the generosity and charitable concerns of the founder, Sir David Wills. The core of the trustees' approach to promoting religion and religious literacy is the administration of the annual Sandford St Martin Awards. However, since 2014, in the interests of spreading its influence and more effectively delivering its remit, the Trust has more actively worked to participate in and produce a small number of innovative outreach projects with partners such as The Media Society, The Children's Media Conference, The Jerusalem Trust, the Insight Film Festival, The Religion and Media Festival, the Sheffield International Documentary Festival and, most recently, the House of St Barnabas.

Under the chairmanship of the Rt Revd. Dr Helen-Ann Hartley, Bishop of Ripon the Trust has developed and launched a series of new income-generating activities which also support the Trust's remit to promote religious literacy in the media. This has taken place against what for many charities and for the Trust's main stakeholders have been turbulent and uncertain times as a result of the COVID-19 pandemic. In keeping with this, much of the Trust's focus during 2021 has been on supporting religious and ethical content-makers working at the coalface of the industry.

For a second year running, most of the Trust's outreach activities have had to migrate to virtual platforms. The board continues to monitor the situation and to work to develop strategies that insure the Trust's work remains relevant and benefits its stakeholders.

Among the Trust's priorities for 2022 are:

- To develop and implement new outputs that will support religious and ethical content-makers through the challenges imposed by continuing issues around the COVID-19 pandemic;
- To continue to demonstrate the value of good religious and ethical broadcasting and to celebrate the best examples of this kind of content on broadcast and social media platforms;

- To continue to expand and develop the Trust's funding base and to implement its new transformational strategy working towards greater financial self-sufficiency;
- To make the case for effective broadcasting or commissioning strategies that will protect and promote the genre by liaising directly with decision-makers in the broadcasting industry, regulatory and government levels;
- To support religious literacy for journalists and broadcasters including through outreach events such as the Media Salons, professional development workshops and participation in professional symposia, festivals or conferences hosted by partners;
- To use the Trust's online platforms, social media and press engagement to bring like-minded individual and organisations together to share expertise

In the next 12 months, the trustees also anticipate:

- A focus on the role of public service broadcasting and the safeguarding of religious and ethical programming in line with the government's mid-term review of the BBC Charter and the results of its consultation on the question of whether or not Channel 4 should be privatised.
- Continuation of participation in public and industry outreach projects with partner organisations.
- Extending benefit to new stakeholders particularly those working outside "traditional" religious broadcasting and those working in digital and social media.
- Ongoing contributions to forthcoming industry, Government and non-government-organisation consultations the shape and remit of public service broadcasting.

Structure, governance and management

The Sandford St Martin (Church of England) Trust is a registered charity, number 277370, regulated by a declaration of trust dated 30 November 1978 as varied on 22 October 1981, 25 July 1989, 30 September 1998, by a Charity Commission Scheme dated 24 July 2006, and in July 2017.

The Trust was established by an initial gift from Sir David Wills in 1978. Previously funded by careful stewardship of our Founder's gift and passive support from a number of charitable trusts, the Sandford St Martin Trust's new advocacy work sees the Trust working harder to extend its influence and build new partnerships in government, among regulators, in the broadcasting industry, among programme-makers and in education and training. This has resulted in an increase in the Trust's revenue need and in order to fulfil its objects, the Trust launched a funding review and has developed a new strategy which was launched in 2020.

New trustees may be sought by open advertisement, social media or through dialogue with key stakeholder groups working in the media, partner or religious organisations. They are appointed by the Chair with the support of the trustees. Trustees serve for five years after which they may put themselves forward for re-appointment. The Trust Deed provides for a minimum of five trustees to a maximum of twelve trustees. Respecting the ethos of the Trust to continue the charitable work intended by its founder, Sir David Wills, his daughter Dr Catherine Wills occupies a permanent seat on the board and her views are taken into account on all matters of business.

Further work implementing the Trust's activities is undertaken by trustee advisory groups, which focus on key areas of the Trust's work. These include an Awards Group, an Events and Development Group, a Finance Advisory Group, a Fundraising Group and a Management Group.

At quarterly trustees' meeting, the trustees agree on the broad strategy and areas of activity for the Trust, including the administration of the Awards, new outreach projects, risk management and performance. The day-to-day administration of the Awards and the Trust's activities are delegated to the Executive Director who is supported by an Events and Content Producer, an Office Manager and an Accountant. Ad hoc consultants to support, produce and deliver the Awards are engaged as required.

The trustees seek to follow the good practice set out by "The Essential Trustee" issued by the Charity Commission and "The Good Trustee Guide" published by the NCVO. The Management Group reviews skills and the composition of the trustee body. Succession planning and recruitment of new trustees for their experience, empathy and knowledge of the charity and its objectives, is undertaken by the board as a whole as is required.

On appointment, new trustees sign a trustee declaration. The induction process has been adapted to follow the NCVO's good practice and includes an initial meeting with the Chair and the trustees, as well as a series of meetings with the Executive Director to discuss projects, powers and responsibilities of the board and the advisory groups. The Trustee welcome pack includes a history of the Trust, copies of the minutes from the most recent four trustee meetings, the annual budget, copies of the last annual report, a copy of the governing trust deed and copies of the Charity Commission's guidance 'The Essential Trustee: What you Need to Know' and the NCVO's 'The Good Trustee Guide'.

The Trust is a member of the NCVO which provides information, resources and training on good practice, changes in the law affecting charities and acts as an authoritative lobby on behalf of charitable foundations with government and regulators.

Key management personnel remuneration

The trustees consider the board of trustees and the (part time) Executive Director as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. All trustees give of their time freely and no trustee remuneration was paid in the year. Details of trustee expenses and related party transactions are disclosed in the accounts.

Trustees are required to disclose all relevant interests and register them with the board. Trustees and consultants are asked to declare any potential conflicts of interest at the beginning of every Trust meeting. In the event of potential conflicts of interest, the Trust's policy is that trustees should withdraw from the decision-making process; dependant on the majority decision of the board, the conflicted trustee or board member may also be asked to withdraw from any discussions of the matter. The Trust does not proselytise, nor does it undertake any religious activities as an organisation.

The fees paid to the charity's Executive Director, the Events and Content Producer, the Office Manager and ad hoc consultants are reviewed annually. Pay for consultants is bench-marked through comparisons with pay for similar roles in organisations of comparable size and activity to ensure that the remuneration is fair and not out of line with that generally paid for similar roles. The Trust's pay structure is regularly reviewed and is in keeping with the Church of England's commitment to pay at least the Living Wage.

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the Trust to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Trust and of its income and expenditure for that period. In preparing the financial statements, the Trust is required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Trust will continue in operation for the foreseeable future; and
- Observe the methods and principles in the Charities SORP (FRS 102).

Approved by the Trustees on 4 February 2022:

+Helen-Ann Hartley.

The Rt Revd Dr Helen-Ann Hartley, Bishop of Ripon
Chair

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Annual Report of the Trustees for the year ending 31 December 2021

Reference and Administrative Details

Name of Charity
The Sandford St Martin (Church of England) Trust

Registered Charity Number
277370

Registered Office
Room 202, Church House, Great Smith Street, London SW1P 3AZ

Bankers
CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ

Investment Advisers
Cazenove Capital Management Ltd, 12 Moorgate, London EC2R 6DA

Independent Examiner
David Wilsdon, Green Accountancy Ltd, Signal Court, Old Station Way, Eynsham, Oxford OX29 4TL

Solicitors
Helen Harvie, H3 Solicitors, 2 The Courtyard, Rosier Business Park, Coneyhurst Road, Billingshurst, West Sussex RH14 9DE

Trustees
The Rt Revd Dr Helen-Ann Hartley, Bishop of Ripon (Chair)
Ngunan Adamu
Emyr Afan
Aaqil Ahmed — appointed 17 September 2021
Bridget Cass
Torin Douglas MBE
Duncan Irvine
Tom Loxley
Nicola Meyrick
Joanna Moriarty
Fatima Salaria — retired 7 May 2021
Paresh Solanki
Dr Catherine Wills

Executive Director
Anna McNamee

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Independent Examiner's report to the Trustees of The Sandford St Martin (Church of England) Trust

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I report to the trustees on my examination of the accounts of the The Sandford St Martin (Church of England) Trust (the Trust) for the year ended 31 December 2021.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

David Wilsdon.

David Wilsdon FCCA
Green Accountancy Ltd, Signal Court, Old Station Way, Eynsham, Oxford OX29 4TL

Date: 12 March **2022**

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Statement of Financial Activities for the year ended 31 December 2021

	Notes	Unrestricted Fund £	Restricted Fund £	Endowment Fund £	Total 2021 £	Unrestricted Fund £	Restricted Fund £	Endowment Fund £	Total 2020 £
Income and endowments from:									
Donations	2.1	27,724	26,500	-	54,224	29,290	176,405	-	205,695
Investments	2.2	34,554		-	34,554	29,192		-	29,192
					-				-
Total Income and endowments		62,278	26,500	-	88,778	58,482	176,405	-	234,887
Expenditure on:									
Raising funds	3.1	-	-	2,289	2,289	-	-	2,321	2,321
Charitable activities	3.2	63,282	91,750	-	155,032	50,155	77,505	-	127,660
Total expenditure		63,282	91,750	2,289	157,321	50,155	77,505	2,321	129,981
Net Operating Expenditure		(1,004)	(65,250)	(2,289)	(68,543)	8,327	98,900	(2,321)	104,906
Net gains (losses) on investments	6	-	-	88,555	88,555	-	-	(39,802)	(39,802)
Net income (expenditure) for the year		(1,004)	(65,250)	86,266	20,012	8,327	98,900	(42,123)	65,104
Transfer between funds	10	-		-	-	-		-	-
Net Movement in Funds		(1,004)	(65,250)	86,266	20,012	8,327	98,900	(42,123)	65,104
Total funds brought forward at 1 January 2020		8,327	101,188	881,735	991,250	-	2,288	923,858	926,146
Total funds carried forward at 31 December 2021	10	7,323	35,938	968,001	1,011,262	8,327	101,188	881,735	991,250

All activities derive from continuing operations. A statement of recognised gains and losses is not required as all gains and losses are included in the statement of financial activities.

The notes on pages 24-32 form part of these financial statements.

THE SANDFORD ST MARTIN (CHURCH OF ENGLAND) TRUST

Balance Sheet as at 31 December 2021

	Notes	2021		2020	
		£	£	£	£
Fixed Assets					
Tangible assets	5		584		1,168
Investments	6		959,885		869,923
Current assets					
Debtors	7	917		513	
Cash held for Investment	6	928		2,848	
Cash at bank		62,343		122,978	
		64,188		126,339	
Current liabilities					
Amounts falling due within one year	8	(13,395)		(6,180)	
Net current assets			50,793		120,159
Net assets			1,011,262		991,250
Represented by:					
Unrestricted Fund	10		7,323		8,327
Restricted Fund	10		35,938		101,188
Expendable Endowment Fund	10		968,001		881,735
			1,011,262		991,250

The financial statements were approved by the trustees on 4 February 2022 and signed on their behalf by:

The Rt Revd Helen-Ann Hartley, Bishop of Ripon
Chair

1 ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation or uncertainty in the preparation of the financial statements are as follows.

Basis of accounting

The financial statements have been prepared under the Charities Act 2011 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102). The financial statements are drawn up on the historical cost basis of accounting except for investment assets, which are shown at fair value.

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with Accounting and Reporting by Charities, preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn. We understand that this has been done in order for the accounts to show a true and fair view in accordance with the Generally Accepted Accounting Practice for reporting periods beginning on or after 1 January 2015.

The financial statements include all transactions, assets and liabilities for which the charity is responsible in law. The charity meets the definition of a public benefit entity under FRS 102. For the financial year 2015, the Charity SORP Update Bulletin 1 applying from 1 January 2016 was early-adopted; this gave exemption to smaller charities on including a cash flow statement. The presentational currency is sterling, rounded to the nearest £1.

Going Concern

There are no material uncertainties about the charity's ability to continue and accordingly the accounts have been drawn up on a going concern basis.

Income Recognition

Voluntary income and donations (including legacies) are accounted for once the charity has entitlement to the income, it is probable the income will be received and the amount of income receivable can be reliably measured. Income from the recovery of tax on gift aided donations or investment income is accounted for in the period to which the relevant donation or investment income is received. Grant income is recognised on a receivable basis. Investment income arises from a portfolio of investments which are managed by Cazenove Capital Management Ltd. All income is accounted for gross.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Where applicable, expenditure included in Raising Funds includes amounts incurred in obtaining grants and other donations.

Expenditure Recognition
Expenditure is accrued as soon as a liability is considered probable, and the amount of the obligation can be measured reliably. Longer term liabilities are discounted to present value. The charity is not registered for VAT and accordingly expenditure includes VAT where appropriate.

Charitable expenditure includes those costs in fulfilling the charity's principal objects, as outlined in the Report of the Trustees. These include grants payable, governance costs and an apportionment of support costs. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding or constructive obligation on the charity. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees.

Tangible Fixed Assets
Tangible Fixed Assets used on a continuing basis for the work of the Trust are depreciated on a straight-line basis over three years (computer equipment) or ten years (fixtures and fittings). Individual items of computer equipment and fixtures and fittings with a purchase price of £1,000 or less are expensed when the asset is acquired.

Fixed Asset Investments
Investments are stated at fair value at the balance sheet date. The SOFA includes the net gains and losses arising on revaluation and disposals throughout the year.

Debtors
Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand
Cash at bank and in hand includes cash and short term deposits with a withdrawal notice period of no more than 90 days.

Creditors
Creditors are recognised where the charity has a present obligation arising from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are recognised at their settlement amount.

Financial Instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Critical accounting estimates and areas of judgement
In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Fund accounting

The funds held by the charity are either:

Unrestricted funds that can be used for the charity's ordinary purposes. These include funds designated for a particular purpose by the trustees.

Restricted funds represent donations received for a specific object or invited by the charity for a specific object. The funds may only be expended on the specific object for which they were given. Any balance remaining unspent at the end of each year must be carried forward as a balance on that fund.

The expendable endowment fund represents the charity's capital. Income from investments and short term deposits is available for the unrestricted general purposes of the charity. The trustees have absolute discretionary power to apply the expendable endowment of the charity for its charitable purposes.

2 INCOME

2.1 Donations

	Unrestricted Fund	Restricted Fund	Total 2021	Unrestricted Fund	Restricted Fund	Total 2020
	£	£	£	£	£	£
Donations received	27,724	26,500	54,224	29,290	176,405	205,695
	27,724	26,500	54,224	29,290	176,405	205,695

2.2 Investments

	Unrestricted Fund	Restricted Fund	Total 2021	Unrestricted Fund	Restricted Fund	Total 2020
	£	£	£	£	£	£
Investment income	34,544	-	34,544	29,083	-	29,083
Tax recoverable	-	-	-	-	-	-
Bank interest	10	-	10	109	-	109
	34,554	-	34,554	29,192	-	29,192
Total Income	62,278	26,500	88,778	58,482	176,405	234,887

3 EXPENDITURE

	Unrestricted Fund	Restricted Fund	Endowment Fund	Total 2021	Total 2020
	£	£	£	£	£
3.1 Raising funds					
Investment management fees	-	-	2,289	2,289	2,321
	-	-	2,289	2,289	2,321
3.2 Charitable activities					
Awards:					
Radio & Television Awards	-	58,229	-	58,229	71,234
Outreach:					
Church & Media Conference	142	-	-	142	-
Entertainment/hospitality	25	-	-	25	75
Public Relations & Communications:					
Show reels & videos	-	1,212	-	1,212	-
Website	980	-	-	980	489
Marketing	-	20,594	-	20,594	6,271
Governance:					
Trustees' meetings	234	-	-	234	476
Independent examiner fee	1,100	-	-	1,100	458
Advisory Groups	49	-	-	49	79
Staff Contractors	37,957	-	-	37,957	33,980
Staff Salaries	6,733	11,036	-	17,769	-
Office Premises	10,775	-	-	10,775	10,835
Office Computers	1,633	114	-	1,747	1,644
Depreciation	584	-	-	584	584
Administration	3,070	565	-	3,635	1,536
	63,282	91,750	-	155,032	127,660
Total Expenditure	63,282	91,750	2,289	157,321	129,981

3.3 Staff Costs	2021	2020
	£	£
Wages and salaries	17,456	-
Social security costs	-	-
Other pension costs	313	-
	17,769	-

Two new part-time employees were recruited and began employment in June/July 2021.

No employee received more than £60,000 employee benefits.

3 EXPENDITURE (continued)

3.4 Key Management Personnel

The trustees consider the board of trustees and the (part-time) Executive Secretary as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. All trustees give of their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are shown in Note 4 and related party transactions are shown in Note 9 in the accounts. Details of key management personnel remuneration is also covered on page 18 of the trustees' report.

4 TRUSTEE INFORMATION

None of the trustees received or waived emoluments in the current or preceding year. During the year two trustees (2020: two) received reimbursed expenses of £215 (2020: £176). All reimbursed expenses related to travel, subsistence or accommodation costs.

There were no donations from trustees (2020: nil).

5 TANGIBLE FIXED ASSETS

	Computer equipment
	£
Cost	
At 1 January 2021	6,975
Additions	-
Disposals	-
At 31 December 2021	6,975
Accumulated depreciation	
At 1 January 2021	5,807
Charge for year	584
At 31 December 2021	6,391
Net book value	
at 31 December 2021	584
at 31 December 2020	1,168

6 FIXED ASSET INVESTMENTS

	2021	2020
	£	£
Fair valuation		
At 1 January 2021	869,923	912,917
Acquisitions at cost	35,949	681,543
Sales proceeds of disposals	(34,542)	(684,735)
Realised (loss)/gain on disposal	432	(192,060)
Unrealised gain/(loss) on revaluation	88,123	152,258
At 31 December 2021	959,885	869,923
Cash held for investment	928	2,848
Total	960,813	872,771
Historic cost		
At 31 December 2021	717,546	713,129
Comprising:	%	%
Multi-asset Funds	99	95
Alternatives - Property	-	4
Cash held for investment	1	1
	100	100

7 DEBTORS

	2021	2020
	£	£
Tax refunds recoverable	43	43
Prepayments	874	470
	917	513

Financial assets are measured at amortised cost. They comprise the tax refunds recoverable and accrued income balances included in Note 7.

8 CREDITORS

	2021	2020
	£	£
Trade creditors	9,399	2,000
Accruals	3,855	4,180
Taxation and social security	1	-
Other creditors	140	-
	13,395	6,180

Financial liabilities are measured at amortised cost. They comprise the trade creditors and accruals balances included in Note 8.

9 RELATED PARTIES

Dr Catherine Wills, trustee, is also a trustee of The HDH Wills 1965 Charitable Trust, from whom the charity received an unrestricted donation of £26,880 during the year (2020: restricted donation of £150,000 and unrestricted donation of £28,159).

There were no other related party transactions in 2021 (2020: none).

10 FUNDS

	Balance 1.1.21	Income	Expenditure	Transfers	Net Gains (Losses)	Balance 31.12.21
	£	£	£	£	£	£
Unrestricted Fund	8,327	62,278	(63,282)	-	-	7,323
Restricted Funds:	101,188	26,500	(91,750)	-	-	35,938
Dulverton Trust	2,288	-	-	-	-	2,288
AllChurches Trust	20,134	26,500	(33,522)	-	-	13,112
HDH Wills 1965 Charitable	78,766	-	(58,228)	-	-	20,538
Endowment Fund	881,735	-	(2,289)	-	88,555	968,001
	991,250	88,778	(157,321)	-	88,555	1,011,262

The unrestricted fund is a general fund held for the general objects of the Trust's work.

The restricted funds represent donations towards the cost of developing the Trust's charitable activities.

The expendable endowment fund represents the Trust's capital. Income from investments and short term deposits is available for unrestricted general purposes of the Trust. The trustees have absolute discretionary power to apply the expendable endowment of the Trust for its charitable purposes. Amounts are transferred to the unrestricted fund to support the charity's activities.

11 ANALYSIS OF ASSETS BETWEEN FUNDS

	Unrestricted	Restricted	Endowment	2021 Total
	£	£	£	£
Fixed Assets	-	-	584	584
Investment Assets	-	-	959,885	959,885
Net Current Assets	7,323	35,938	7,532	50,793
	7,323	35,938	968,001	1,011,262

	Unrestricted	Restricted	Endowment	2020 Total
	£	£	£	£
Fixed Assets	-	-	1,168	1,168
Investment Assets	-	-	869,923	869,923
Net Current Assets	8,327	101,188	10,644	120,159
	8,327	101,188	881,735	991,250