

TRUSTEES' REPORT 1999-2000

1. Registration

The PressWise Trust ('The Trust', otherwise known as 'PressWise'),

- i. registered as a limited company No. 3747192 under the Companies Acts 1985 & 1989 on 7 April 1999, and
- ii. registered with the Charity Commission as charity No. 1076002 on 15 June 1999;
- iii. is a separate legal entity to PressWise Ltd, the not-for-profit limited company which had previously provided essentially similar services from the same address, Unit 25 Easton Business Centre, Felix Road, Bristol BS5 0HE;
- iv. in the course of the year moved to larger premises at Unit 38 Easton Business Centre, Felix Road, Bristol BS5 0HE.

2. Aims and objects

The aims and objects of the PressWise Trust, as amended on 9 September 1999 under section 64 of the Charities Act 1993, are:

- A. *To promote for the benefit of the public compliance with ethical standards of conduct and with the law by journalists, broadcasters and all others engaged in or responsible for the media, in the United Kingdom and elsewhere, in particular (but not exclusively) by:*
 - i. *the provision of advice and assistance (not including individual representation except where the individual affected has insufficient means to afford legal or other specialist assistance) to members of the public concerning actual, possible or apprehended breaches of some recognised ethical standard or law.*
 - ii. *the advancement of the education and training of the public, of media students and professionals, and of all others engaged in or responsible for the media in respect of recognised ethical standards and the law;*
 - iii. *the education of the public and the carrying out of research (and the publication of the useful results thereof) into:*
 - a) *the ownership, distribution, consumption, control and influence of the media;*
 - b) *the legal and ethical context and effect of relevant law, guidelines, policies and codes of practice;*
 - c) *the methods and means available to members of the public for securing correction, redress, or remedy in relation to media coverage and journalistic activity;*
 - d) *the prevailing standards of the media and of media coverage and journalistic activity;*
 - e) *the actual, possible or apprehended instances of unethical, unlawful, unfair or inaccurate media coverage and journalistic activity (including instances of bias or misrepresentation) judged against recognised ethical standards and the law.*
- B. *To advance the education and training of the public and in particular members of charitable and non-charitable voluntary organisations in the UK and elsewhere in all forms of communication media and in particular the effective utilisation thereof.*

3. Founding Trustees

The signatories to the Trust's Articles and Memorandum, and its founding Trustees are:

Sir Louis Blom-Cooper
Ms Patricia Healy
Lady Naomi Sargant-McIntosh
Ms Linda Townley

4. **Co-opted Trustees**

At their meeting of 1 July 1999 the Trustees co-opted the following to serve as additional Trustees (under Cl 3.7 of the Articles) until the first AGM:

Mr Bob Borzello
Mr Brian Jones
Ms Annie McGann
Mr Julian Petley
Prof. Peter Townsend.

5. **Appointments**

At the same meeting the Trustees

- a. appointed Sir Louis Blom Cooper as Chair;
- b. appointed Ms Annie McGann as Hon Treasurer;
- c. confirmed the appointment of Mike Jempson, Executive Director of PressWise Ltd, as the Company Secretary to the Trust and, with effect from 1 October 1999, its Director delegating to him responsibility for day to day management of the Trust's activities including the contracting freelances and the management of projects in consultation with members of the Board;
- d. appointed the Yorkshire Bank, 5 Northgate Street, Gloucester GL1 2AH as the bankers to The Trust;
- e. approved the launch of The PressWise Trust website: www.presswise.org.uk

6. **Patrons**

During the year the Trustees conferred the honorary title of Patron on the following:

George Alagiah	Joe Ashton MP	Michael Cashman MEP
Gail Chester	Jean Corston MP	Baroness Flather
Lord Gilmour	Baroness Hollis	Most Rev Richard Holloway
Bruce Kent	Desiree Ntolo	Alex Pascall OBE
Diane Simpson	Clive Soley MP	Polly Toynbee
Tony Worthington MP		

7. Operating Policies

In the course of the first year the Trustees

- i. established a joint working party with the Board of PressWise Ltd to review policies covering equal opportunities, client confidentiality, contracts of employment, reimbursement of expenses, client confidentiality and procedures for dealing with complainants. The working party's proposals were adopted and now form the operating policies of the Trust. They are available for inspection in the office, and relevant sections are posted on the Trust's website: www.presswise.org.uk
- ii. set up a Reserve Fund of £7,500 to meet contractual obligations in the event of closure at one month's notice, with a commitment to increase the Reserve Fund to £10,000 in the year 2000-2001; this Fund, together with moneys not immediately required to meet operating costs, to be held on deposit.
- iii. resolved to produce a common PressWise Brochure covering the activities of both PressWise Ltd and The Trust, during the years 1999 and 2000 as a supplement to formal annual reports.

8. Funding

- A. Fundraising activities during the year resulted in the awarding of
 - i. a grant of £90,000 from **the Joseph Rowntree Charitable Trust (JRCT)** towards **core costs**, payable in quarterly instalments over three years;
 - ii. a grant of £10,000 from the **Barrow Cadbury Trust** towards **core costs**;
 - iii. a grant of £107,000 from the **Diana Princess of Wales Memorial Fund** towards the **Representing Lost Childhood** overseas training project, payable in four instalments over two years;
 - iv. a grant of £12,500 from the **JRCT Racial Justice Committee** to cover the research and development phase of the **Refugees, Asylum-seekers and the Mass media (RAM) project**;
 - v. a grant from the **EC Daphne Initiative** of 90,000 Euros towards the costs of **Children, Media Violence**, a joint pilot training project with the International Federation of Journalists (IFJ), payable in two instalments during the financial years 1999-2000 and 2001-2002.
- B. In addition the Trust received the sum of £6,573 from the Media Research Trust on its dissolution, and £6,773 from the PressWise Ltd towards designated project activities taken on by the Trust.

9. Activities

During the course of its first year the Trust

- i. provided free, confidential advice and mediation services to complainants about media malpractice, and assisted in processing of complaints through the media regulators;
- ii. provided a range of training and lecturing services on media issues to voluntary organisations and journalism students in further and higher education;
- iii. conducted research and provided media training and related communication services in line with its objective to promote high standards of ethics in journalistic practice, working in conjunction with the British Council, the IFJ, the World Health Organisation (WHO) and UNICEF in Austria, Bulgaria, Denmark, France, Germany, India, Latvia, Norway, Macedonia and the UK, as part of its funded project obligations,
- iv. supplied a wide range of information about media ethics through regular updates to its website;
- iv. contributed to public debate on media ethics issues through a range of publications and radio and television programmes in the UK and overseas;
- v. contributed to the work of the EC Information Society Forum at meetings in Portugal and Finland.

10. Conclusion

PressWise has achieved a great deal in its first year as a registered charity, continuing the hard work initiated by the founders and staff of PressWise Ltd. The Trust has successfully built upon the contacts, contracts and commitments of our not-for-profit predecessors and effected a smooth transfer of engagements during a busy six month period – October 1999 to March 2000.

The Trust is especially indebted to the pioneering work of Di Fricker, Pat Healy, Mike Jempson, David Joyce, Annie McGann, Bill Norris, Desiree Ntolo, Diane Simpson and Linda Townley, all of whom we are pleased have continued to play a part in the development of our work to promote high ethical standards in the media.

The reputation gained by PressWise Ltd has stood us in good stead to develop several ambitious projects in the UK and overseas, and we enter our first full financial year with healthy balances and a full agenda – thanks to our funders and staff.

Signed on behalf of the Trustees:

Sir Louis Blom-Cooper (Chair)

Date: 2 November 2000

The Presswise Trust Limited

Trustees Report

Review of activities, including objects of charity

The company was incorporated on 9th April 1999 and commenced operations in October 2000. The principal activity of the charitable company has been the provision of advice and training re media ethics, organisation of educational events and conferences.

Trustees who served during the year

Sir L.B.Cooper N.Sargant L.Townley P.Healy B.Borzello J.Petley P.Townsend B.Jones
A.Mcgann

Address of charity

38 Easton Business Centre
Felix Road
Bristol BS5 0HE

Trustees' responsibilities

Charity regulations and company law requires the Trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that period.

In preparing those accounts the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- Follow applicable accounting policies, subject to any material departures disclosed and explained in the accounts;
- Prepare accounts on the going concern basis unless it is inappropriate to presume the company will keep operating.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the accounts comply with the Companies Act 1985, and with the Statement of Recommended Practice Accounting for Charities.

They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In preparing the above report the Trustees have taken advantage of special exemptions applicable to small companies.

Accountant's Report to the Trustees on the unaudited accounts of The Presswise Trust Limited

We report on the financial statements set out on pages 3 to 6

Respective responsibilities of the Directors and auditor

As described on page 1 the Directors, also known as trustees for charity law purposes, are responsible for the preparation of the accounts, and they consider that the company is exempt from an audit. It is our responsibility to carry out procedures designed to enable us to report our opinion.

Basis of opinion

Our work was conducted in accordance with the Statement of Standards for Reporting Accountants and our procedures consisted of comparing the accounts with the accounting records kept by the company and making such limited enquiries of the officers of the company as was considered necessary for the purposes of the report. These procedures provide only the assurances expressed in our opinion.

Opinion

In our opinion

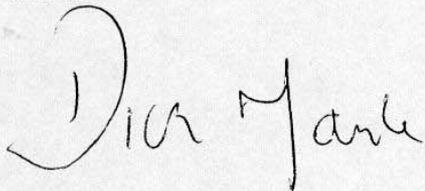
a) the financial statements are in agreement with the accounting records kept by the company under s.221 of the Companies Act 1985.

b) having regard only to, and on the basis of the information contained in these accounting records [i] the accounts have been drawn up in a manner consistent with the accounting requirements specified in section 249c[6] of the Act and

[ii] the company satisfied the conditions for exemption from an audit of the accounts for the period specified in section 249a[4] of the Act and did not at any time within the period fall within any of the categories of companies not entitled to the exemption specified in s249[b]

Dick Maule
Chartered Accountant and Registered Auditor
10 Picton Street
Bristol 6

dated: 14.5.2001



The Presswise Trust Ltd.

Balance Sheet as at 30th. April 2000

	Notes	£	2000	£
Tangible assets	(2)			1,624
Current assets				
Debtors and prepayments	(3)		18	
Cash at bank and in hand			<u>52,294</u>	
			52,312	
Current liabilities				
Creditors: amounts falling due within 12 months	(4)		<u>(10,794)</u>	
Net Current assets			<u>41,518</u>	
			43,142	
			====	
<i>Unrestricted funds</i>				
General funds				161
Restricted funds			<u>42,981</u>	
			43,142	
			====	

For the period ended 30th April 2000

The company was entitled to the exemption under subsection 2 of section 249a of the Companies Act 1985

No member or members have requested an audit under section 249[b] of the Companies Act 1985.

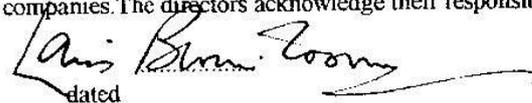
The directors acknowledge their responsibility for:

a) ensuring the company keeps accounting records which comply with section 221, and;

b) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its incoming resources and application of resources, including income and expenditure for the period, in accordance with the requirements of section 226, and which otherwise comply with this act relating to the accounts.

The financial statements have been prepared in accordance with the special provisions of part VII of the Companies Act 1985 relating to small companies. The directors acknowledge their responsibility in this matter.

Signed



dated

11.V.2001

(3)

The Presswise Trust Ltd.

Statement of Financial Activities for the period ended 30th. April 2000

	Notes	Unrestricted funds General 2000 £	Restricted Funds 2000 £	Total Funds 2000 £
Income				
<i>Incoming resources</i>				
Grants		-	73,058	73,058
Donations		-	19,273	19,273
Project work		-	32,975	32,975
Interest received		164	-	164
Fee and miscellaneous income		555	-	555
Intangible income		-	3,433	3,433
<i>Total Incoming Resources</i>		<u>719</u>	<u>128,739</u>	<u>129,458</u>
Expenditure				
<i>Resources expended</i>				
Direct charitable expenditure	[8]	558	82,233	82,791
Management and administration	[7]	-	3,525	3,525
<i>Total Resources Expended</i>		<u>558</u>	<u>85,758</u>	<u>86,316</u>
Net incoming/ outgoing resources before transfers		161	42,981	43,142
Transfers between reserves		-	-	-
Balances carried forward at 30th. April 2000		<u>161</u>	<u>42,981</u>	<u>43,142</u>

The Presswise Trust Ltd.

(1) Principal Accounting Policies

The principal accounting policies adopted in the preparation of the financial statements are set out below and have remained unchanged from the previous year.

Basis of accounting

The accounts have been prepared under the historical cost convention, in accordance with applicable accounting standards.

Restricted funds

Restricted funds are to be used for specific purposes as laid down by the donor, unrestricted funds are income received and generated by the objects of the charity without further specified purpose and are available as general funds

Designated funds

Designated funds are unrestricted funds earmarked by the committee for particular purposes.

Depreciation

Fixed assets are written off over the expected useful life of the asset using the reducing balance basis at 25% per annum.

Statement of Recommended Practice

The accounts have been prepared in accordance with the S.O.R.P. Accounting for Charities

(2) Fixed Assets

Tangible	Office Equipment £
Cost	-
Balance brought forward	-
Additions in the year	2,165
	<u>2,165</u>
Depreciation	
Balance brought forward	-
charge for the year	541
	<u>541</u>
Net book value at 30th April 2000	1,624 =====

(3) Debtors

	2000 £
Sundry debtors	<u>18</u>

The Presswise Trust Ltd.

Notes to the accounts for the year ended 30th. April 2000

(4) Creditors: amounts falling due within 12 months

	2000
	£
Sundry creditors	<u>10,794</u>

(5) Trustees expenses

Expenses paid to trustees for attending meetings nil

(6) Employee information

The average number of workers were 2

(7) Management and administration of the charity

	Unrestricted Funds 2000 £	Restricted Funds 2000 £	Total Funds 2000 £
Accountancy fees	-	3,525	3,525
<i>Total Resources Expended</i>	<u>-</u>	<u>3,525</u>	<u>3,525</u>

(8) Total Resources Expended

	Staff costs £	Depreciation £	Other £	Total 2000 £
Direct charitable expenditure	28,143	541	54,107	82,791
Management and administration	-	-	3,525	3,525
	<u>28,143</u>	<u>541</u>	<u>57,632</u>	<u>86,316</u>