

The MediaWise Trust Annual Report 2019-20



The MediaWise Trust

Registered Charity No. 1076002 Limited Company No. 3747192

ADVICE, INFORMATION, RESEARCH & TRAINING ON MEDIA ETHICS

**ANNUAL REPORT & ACCOUNTS
2019 - 2020**

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Correspondence for the Trust should be addressed to:

Honorary Director
41 Brook Road
Bristol BS16 3SL

THE MEDIAWISE TRUST Trustees' Report 31 March 2020

CHAIR'S FOREWORD

The Trust has very limited financial and human resources capacity. However, we are grateful to our Director who continues to provide services in the Trust's name, largely on a voluntary basis. Services provided in the year under review included providing training, advice support and speaking at events both nationally and internationally. As trustees, we humbly thank our Director for his long standing commitment and passion to the work of the Trust. All the activities highlighted in this annual report are testament of his hard work, and we are indebted to his service. We are also aware that the Trust has not been able to raise income for its activities, and this puts a huge financial burden on our Director. This is not sustainable.

Looking into the future, like any other organisation, our Trust is not immune to the current pandemic and we have started exploring ways of how to respond to the crisis. Sadly, there are not many viable options for the Trust and as a result trustees will be considering winding down the Trust.

Once again, on my behalf and trustees, whatever option we end up taking, I want to express our great thanks to our Director.

Forward Maisokwadzo
Chair

1. ADVICE WORK

1.1 We continue to assist people with complaints about print and broadcast media. And about 'selling my story'. We continue to advise people that stories which are in the public interest should have no price tag.

2. PROJECTS

2.1 Refugees, Asylum-seekers and the Media (RAM Project)

2.1.1 The Director continues to be consulted on media issues by refugees and their organisations including the City of Sanctuary movement and Bristol Hospitality Network.

2.2 Health, Environment & Media

2.2.1 We continue to work with World Health Communication Associates, and have partnered WHCA in bids for health communication contracts.

2.3 Diversity

2.3.1 The Director was commissioned by the Media Diversity Institute to produce a handbook on media relations for civil society groups in China in association with UNESCO.

2.3.2 In December 2019 the Director spoke at the Skopje launch of the MediaWise handbook 'Disability: Out in the Open' produced for rights groups in Macedonia. The event was also attended by the Macedonian Prime Minister,

2.4 Children

2.4.1 The Director was commissioned by the Maharat Foundation and UNICEF to devise and deliver a workshop in Beirut for university professors designed to introduce modules on ethical media coverage of children to journalism courses in Lebanon.

3. PUBLIC AFFAIRS

3.1 In December 2019, at the invitation of the International Federation of Journalists, the Director spoke at a conference on media accountability in Tangier organised by the Moroccan Journalists Union.

3.2 The Director to act as an editorial consultant for the media team at *The Bristol Cable* advising on legal and ethical issues.

4. PARTNERSHIPS

4.1 National Institute for Social Integration (Lithuania)

4.1.1 The Director contributed to a series of activities as part of the Media4Change Voice4Migrants project. He curated a workshop in San Sebastian, Spain for working journalists, and contributed to events with young activists in Vilnius and Budapest, before curating the closing conference in Vilnius in the summer of 2019

4.1.2 In January 2020 the Director presented the awards at the first ever Media Awards ceremony organised by the National Institute for Social Integration in Vilnius, Lithuania.

5. MANAGEMENT, STAFF AND OPERATING POLICIES

5.1 Trustees

The Trustees who served on the Board during the year were:

- Forward Maisokwadzo (Chair)
- Christian van den Anker - retired: 26 Feb 2020
- Bob Borzello
- David Baines
- Mohammed Elsharif
- Dr Franklin Apfel

5.2 Management

Day-to-day management of the Trust's activities is the responsibility of the Honorary Director and Company Secretary Mike Jempson, who reports directly to the Board.

5.3 Trust staff

The Trust can no longer afford full-time paid staff. We remain extremely grateful to voluntary admin services provided by Wayne Powell. The Director Mike Jempson works on a part-time basis receiving a fee for any work done on paid contracts he obtains for MediaWise.

5.4 Solicitor

The Trust's honorary solicitor is Mark Stephens of Howard Kennedy FSI, No. 1 London Bridge, London SE1 9BG.

6. FUNDING AND FINANCIAL MANAGEMENT

6.1 Funding

6.1.1 The Trust is now largely funded by earnings from training courses and consultancies and occasional private donations.

6.1.2 No specific fund-raising applications have been made during the year.

6.1.3 The Trust is having to rely on the goodwill of the Director who covers the costs of storing the Media Research Library and Trust files as no suitable alternative archive has been identified.

6.1.4 The Trustees are most grateful for the continued services provided by our external book-keeper and accountant Selman Sheshi.

6.2 Trustees' responsibilities

The Trustees are responsible for safeguarding the assets of the company and for taking reasonable steps to prevent and detect fraud and other irregularities. Our Treasurer and Book-keeper ensure that full accounting records are kept in such a way as to facilitate presentation, with reasonable accuracy at any time, of the financial position of the company and to enable the Trustees to ensure that the accounts comply with the Companies Act 1985, and with the Statement of Recommended Practice Accounting for Charities [2000].

6.3 Risk Assessment

The Board has kept under constant review the major risks to which the charity is exposed and put in place arrangements to mitigate those risks. Internal risks are minimised by the implementation of procedures for authorisation of all transactions to ensure consistent quality of delivery for all operational aspects of the charitable com-

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pany. The Board is acutely conscious of the fragility of the Trust's current predicament and its reliance upon the goodwill and commitment of volunteer staff.

6.4 Reserves Policy

The Trustees had established a policy that unrestricted funds not committed or invested in tangible fixed assets ('the free reserves') held by the charity should be sufficient to cover between 3 and 6 months of basic running costs. However the Trust is now operating with much reduced financial liabilities and with no contractual obligations to staff. The aim now is to keep around £500 in reserves, enough to cover storage costs for two months.

6.5 Accounts

The accounts for the financial year have been prepared on the going concern basis according to established accounting policies, and give a true and fair view of the state of affairs of the charity. In preparing this financial report the Trustees have taken advantage of special exemptions applicable to small companies.

6.6 Audit

Changes to accounting requirements mean that organisations with a turnover under £500,000 do not require an audit. Therefore, as MediaWise falls under this threshold, we have had an Independent Examiner's Report produced by Selman Sheshi of ERISA Accounting, 22 Stepney Walk, Bristol, BS5 9AX instead of a full audit.

6.7 Bankers

Yorkshire Bank, Clydesdale Business Park, 7 North Avenue, Clydebank, Glasgow G81 2NT, Scotland

7. STATUS, AIMS AND OBJECTS

7.1 The MediaWise Trust is a limited company (No. 3747192) and registered as a charity (No. 1076002) in 1999, having previously operated since 1992 as a voluntary organisation and then as a not-for profit company under the name PressWise.

7.2 The aims and objects of the Trust remain:

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;

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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 state of 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.

Signed on behalf of the Trustees: _____

Date: 21st January 2021

**Independent Examiner's Report to the Trustees of
The MediaWise Trust**

I report on the accounts of The MediaWise Trust for the year ended 31 March 2020 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet and the related notes.

Respective responsibilities of trustees and examiner

The charity's trustees (who are also directors of the charitable company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

examine the accounts under Section 145 of the 2011 Charities Act.
to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements

to keep accounting records in accordance with Companies Act 2006, s.386; and
to prepare accounts which accord with the accounting records and to comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Charities Statement Recommended Practice for the Financial Reporting Standard for Smaller Entities - FRSSSE SORP.

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Certified Accountants

Selman Sheshi MIP FMAAT
Certified and Licensed Accountant
Easton Business Centre
Felix Road
BRISTOL
BS5 0HE
Date: 21/01/2021

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**Statement of financial activities (including Income and Expenditure Account)
for the year ended 31 March 2019**

	Notes	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total 2020 £	Total 2019
Incoming resources					
Incoming resources from generated funds					
Voluntary Income	7				
Donation		3,645	-	3,645	778
Interest received		-	-	-	-
Incoming resources from charitable activities					
Grants and contracts		840	-	840	-
Fee and miscellaneous income		-	-	-	4,650
Total Incoming resources		4,485	-	4,485	5,428
Resources expended					
Cost of generating voluntary inc	6	-	-	-	-
Charitable activities	6	4,623	-	4,623	9,572
Governance costs	6	200	-	200	200
Total Resources Expended		4,823	-	4,823	9,772
Net Incoming resources		(338)	-	(338)	(4,344)
Reconciliation of funds					
Total funds brought forward		(7,809)	-	(7,809)	(3,465)
Transfer between funds		-	-	-	-
Total funds at 31 March 2017	5	(8,147)	-	(8,147)	(7,809)

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Balance sheet as at 31 March 2020

	notes	£	2020 £	2019 £
Tangible Assets			-	-
Current Assets				
Debtors and prepayments		-	-	-
Cash at bank and in hand		1,365	1,701	1,701
		<u>1,365</u>		<u>1,701</u>
Current liabilities				
Creditors amounts falling due within 12 months	2	(9,512)	(9,510)	(9,510)
			<u>(8,147)</u>	<u>(7,809)</u>
Net current assets			<u>(8,147)</u>	<u>(7,809)</u>
Net assets			<u>(8,147)</u>	<u>(7,809)</u>
Unrestricted Funds				
General funds			(8,147)	(7,809)
Restricted Funds			-	-
Total Funds	3		<u>(8,147)</u>	<u>(7,809)</u>

The Directors consider that the company is entitled to exemption from the requirement to have an audit under the provision of s.477 of the Companies Act 2006. Members have not required the company under s.476 of the Companies Act 2006, to obtain an audit for the period ended 31 March 2020.

The Directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with s.386 and s.387 of the Companies Act 2006, and for preparing accounts which give a true and fair view of the state of affairs of the company as at 31 March 2020 and of its profit for the period then ended in accordance with the requirements of the s.396, and which otherwise comply with the requirements of the Act relating to the accounts so far as applicable to the company.

The financial statements which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 were approved by the board on 25 January 2021 and are signed on its behalf.

Forward Misokwadzo
Chair of Trustees

THE MEDIAWISE TRUST
Notes to the financial statements for the year ended 31 March 2020

1 Accounting policies

1.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with 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 (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

1.2 Income

These are included in the Statement of Financial Activities (SoFA) when:

- the charity becomes entitled to the resources; and
- the trustees are virtually certain they will receive the resources; and
- the monetary value can be measured with sufficient reliability

1.3 Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

1.4 Governance costs

Include the cost of the preparation and examination of statutory accounts, the cost of trustee meetings and the cost of any legal advice to trustees on governance or constitutional matters.

1.5 Grants with performance conditions

Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specific service or output.

1.6 Taxation

The Charity is a charitable institution with exemption from UK taxation under section 505 of the Income and Corporation Taxes Act 1988.

1.7 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation.

Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Display Equipment 25% per annum reducing balance basis

Computer Equipment 33.33 % per annum straight line basis

2 Related party transactions and trustees' remuneration

Trustees received no emoluments (£ nil 2020) nor expenses in the year (£ nil 2019) for performing duties as trustees.

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Notes to the accounts for the year ended 31st March 2020

5 Movements in funds

	Balance 1st April 2019 £	Incoming Resources £	Outgoing Resources £	Balance Transfers £	Balance 31st March 2020 £
Unrestricted Funds					
Designated Funds					
LGBT	-	-	-	-	-
Other designated	-	-	-	-	-
General Funds	(7,809)	4,485	(4,823)	-	(8,147)
World Health Communication Ass	-	-	-	-	-
	<u>(7,809)</u>	<u>4,485</u>	<u>(4,823)</u>	<u>-</u>	<u>(8,147)</u>
Restricted Funds					
Ethical Journalism Network	-	-	-	-	-
LGBT	-	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Total Funds	<u>(7,809)</u>	<u>4,485</u>	<u>(4,823)</u>	<u>-</u>	<u>(8,147)</u>

6 Total resources expended

	2020		2019	
	Charitable Activities	Governance	Total	Total
	Unrestricted	Restricted	Costs	Total
	£	£	£	£
Fees	2,644	-	-	2,644
Travel	77	-	-	77
Premises (incl services)	1,254	-	-	1,254
Telephone	613	-	-	613
Office	-	-	-	-
Subscription	35	-	-	35
Accountancy -other	-	-	200	200
	<u>4,623</u>	<u>-</u>	<u>200</u>	<u>4,823</u>
				<u>9,772</u>

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Notes to the accounts for the year ended 31st March 2020

2 Creditors: amounts falling due within 12 months:

	2020	2019
	£	£
Trade creditors	-	-
Other Creditors	9,312	9,310
Accruals	200	200
Deferred income	-	-
	<u>9,512</u>	<u>9,510</u>

3 Trustees expenses

	2020	2019
	£	£
Expenses paid to trustees for attending meetings	-	-

4 Employee information

	2020	2019
The average number of employees from April 19 to the end of March 20 were	-	-

There were no salary and wages paid for during the year.