

Company no. 02732325
Charity no. 1041335

Rural Media Charity
Report and Audited Financial Statements
31 March 2020

Rural Media Charity

Reference and administrative details

For the year ended 31 March 2020

Company number	02732325
Charity number	1041335
Registered office and operational address	Packers House 25 West Street Hereford HR4 0BX
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: Trudy Aspinwall John Bateman Joanna Davidson (appointed 6 December 2019) Matthew Hayes Martin Hitchin (appointed 6 September 2019) David Holdsworth (appointed 6 September 2019) Elonka Soros Andrew Thorman, Chair
Chief executive officer	Nic Millington
Company secretary	Richard Deane
Key Management Personnel	Nic Millington, CEO Grant Black, Creative Director & Deputy CEO Rich Matthews, Head of Development Richard Deane, Finance & Operations Director
Bankers	Barclays Bank Plc 1 - 3 Broad Street Hereford HR4 9BA
Solicitors	Harrison Clark Rickerbys 5 Deansway Worcester Worcestershire WR1 2JG
Auditors	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD

Rural Media Charity

Report of the Trustees

For the year ended 31 March 2020

The Trustees present their report and financial statements for the year ended 31 March 2020.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2015).

Objectives and activities

The objects of the charity are to promote, maintain, improve and advance education particularly by the encouragement of the Arts and Media including the arts of film, video, photography, music, drama and literature.

In support of its objects Rural Media Charity's mission statement is:

To empower people in rural communities, particularly the most disadvantaged, to develop understanding, self-confidence and skills to enable self-expression through participation in digital arts and media activities.

Rural Media Charity's business plan for the four financial years 2018/19 to 2021/22 contains the following five strategic objectives:

1. Celebrating place

Rural Media Charity will work with local communities to enable celebration and sharing of histories, heritage, and what makes them special. We will inspire and encourage communities to develop creative enterprises that breathe new life into redundant or underused public buildings and shared spaces. Through creative media and powerful storytelling, we will enable residents and visitors to capture then share the heart of their locality. More diverse and younger residents will be included in arts, heritage and cultural activity. Through creation and distribution of high-quality digital content, and better understanding of how to use data, communities will create more jobs, creative workspaces, and attract more visitors, thereby increasing their sustainability.

2. Participation and voice

We will engage with 'equality groups', as defined in the 2010 Equality Act on the basis of their protected characteristic - including ethnicity, gender, disability, religion or belief, sexual orientation, and age – for whom Arts Council England evidence (2018) shows that participation in film and digital arts in rural areas is especially low. We will enable rural communities, including those most disadvantaged and excluded, to access the power of digital arts, film and publishing to lower social barriers and improve the quality of lives.

3. Talent and skills/careers

We will support talented young people, professional artists and arts organisations to push the boundaries between digital arts and creative practice, giving them access to inspirational industry professionals, digital facilities, creative spaces, training, and employment opportunities.

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For the year ended 31 March 2020

4. Audience and exhibition

As an established, award-winning creative production organisation, it is essential during the lifetime of this business plan that Rural Media Charity significantly increases its reach and understanding of our audiences so we can strengthen relationships with our priority communities. With improved insight into their habits and preferences, we will develop marketing and communications strategies, and distribution and exhibition partnerships that increase demand for our work.

5. Sustainability and growth

Rural Media Charity's less visible but important work at local and regional level involves building relationships, advocating for culture, leading or supporting local cultural planning, and investing via our delegated funding schemes to create new creative partnerships or training for cultural leaders. Our in-depth local knowledge and understanding of rural communities and their needs feeds into our own programming as well as national social and cultural policy. To sustain and grow this work, we will continue to seek new partnerships, develop cutting edge projects, and attract investment from diverse sources. Our support for cultural enterprise development, especially within the 'creative tech' sector contributes significantly towards rural regeneration and economic growth.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities. In particular, the Trustees consider how planned activities will contribute to the charity's aims and objectives. Rural Media Charity provides public benefit through its work with communities, schools, groups and individuals to create issue-driven films, heritage and digital arts projects that raise awareness, influence change and celebrate rural life. The charity's work with young people is designed to foster confidence and equip them with the flexible skillset to work in today's digital industries. The charity's education programme for young people includes the provision of a British Film Institute Film Academy course and the co-running of a BA course in Short Filmmaking with Hereford College of Arts. Rural Media Charity's work with marginalised communities is nationally recognised. The charity publishes Travellers' Times, a bi-annual print magazine and daily website (www.Travellerstimes.org.uk), that also delivers media skills, news-writing courses and events to train and support Gypsies and Travellers to tell their stories, educate people and advocate for their communities.

Achievements and performance

During 2019-20 Rural Media Charity worked directly with over 3,000 people and, due to our outreach and talent development programmes, many were from a diverse or disadvantaged background. We delivered workshops and training, reaching out and increasing the skills of young talent in the Midlands; using film, media and digital art to strengthen communities and support creative rural talent has always been at the heart of Rural Media Charity. Our multi-faceted projects have bettered access to digital spaces in Herefordshire, expanded our community outreach across the Midlands and regional hubs, along with strengthening intergenerational creative relationships. In doing so we created a portfolio of innovative creative media including films, moving image, animation, audio and oral histories, educational resources, photography collections, websites and printed media. Through our broadcast and digital channels we estimate our audience reach to be in excess of one million over the course of the year. Project highlights were:

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For the year ended 31 March 2020

British Film Institute (BFI)

In the seventh year of BFI Film academy, Rural Media trained 19 young people in filmmaking. Participants received a bespoke training schedule, notably producing practical workshops for hands-on experience. The 2019-20 cohort produced two short films, premiering at Borderlines Film Festival in March 2020. In being part of the project, the cohort also had the opportunity to gain an industry recognised NCFE qualification in Preparing To Work In The Film Industry.

Herefordshire is a Great Place

Through grants, research and public events The Great Place project supports & strengthens Herefordshire's arts and heritage scene. 2019-20 saw the delivery of Create/Fuel, a creative careers conference with speakers and workshops for young people and cultural practitioners. The event was co-delivered with more than dozen cultural organisations and attended by 114 people under the age of 30. It resulted in the creation of a Herefordshire Young Creatives Board, who later delivered 'Get a Proper Job' creative careers workshops with Year 9 and 10 students in Hereford. Five £12,000+ creative projects were supported this year through the Hidden Gems grant scheme, each project focusing on community participation in creative heritage projects. A Shadow Artist Scheme ran alongside Hidden Gems, supporting six people under 30 to connect with professional artists and gain Arts Award accreditations (Bronze to Gold). In partnership with Elmley Foundation, 14 community based arts projects were supported through the My Place grant scheme (£2,000 grants). Great Place worked closely with Herefordshire Council to commission a report into the future development of cultural places and spaces in Hereford, mapping existing assets and identifying opportunities for growth; partnered with Arts Council England to deliver funding surgery sessions in Herefordshire and developed Herefordshire Cultural Partnership's relationship with ACE around future investment and linked Herefordshire with cultural consortia and place-based cultural development programmes running elsewhere in the UK. Working with the Brightspace Foundation and The Audience Agency, the project launched a Data Accelerator cohort and ran action-research into Herefordshire cultural sector's use, confidence and attitudes to data. It also delivered the Herefordshire Cultural Strategy 2019-2029 on behalf of Herefordshire Cultural Partnership. This was produced following wide local consultation, a three-month survey, a commissioned consultancy and research into national and international good practice, and this is due to be adopted by Herefordshire Council. Great Place is part of the national Great Place Scheme, co-funded by Arts Council England and National Lottery Heritage Fund with support from Historic England and local partners including Herefordshire Council, the Elmley Foundation, REHAU, E F Bulmer Benevolent Fund, Becket Bulmer Fund and the Friends of Herefordshire Museums and Arts.

Big Wig

2019-20 saw the delivery of 'Big Wig', a National Lottery Heritage Fund funded project. Focussing on the history of wig making in the UK and its connection to our increasingly gender-fluid society, this project (inspired by the great work of The Little Princess Trust) aimed to connect our present to a past where wigs were sported as status symbols, demonstrate the use of wigs as similar statements of identity today, whilst simultaneously addressing gender stereotypes. Working in partnership with The Little Princess Trust and Herefordshire Museum Service, the project also worked alongside Aylestone High School and The Bishop Of Hereford's Blue Coat School Year 8 pupils to deliver the project and build skills, experience and knowledge through life-changing access to filmmaking, production and website development experience. The pupils engaged with the wig making history in the UK during their visits to The National Theatre, London's West End, Berrington Hall, Herefordshire Museum Service and met the Head of Anthropology at Goldsmiths University of London and Head of Collections and Engagement and The National Archives, Kew. In taking part to produce the project the pupils also gained an Arts Award, a unique qualification that supports young people to grow as artists and art leaders.

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Report of the Trustees

For the year ended 31 March 2020

It's Kushti To Rokker

2019-20 saw the National Lottery Community Fund funded project It's Kushti to Rokker ('It's good to talk' in Romani) take off. Six informative/creative films and resource packs were produced and delivered outlining the importance of youth mental health in Gypsy, Romani and Traveller communities. It was recognised by YTTs Youth Advisory Group in 2018, that there was a clear lack of video-based informative content available that accurately reflected young Gypsies and Travellers' lived experiences, from their own perspectives. It's Kushti to Rokker set out to change this and throughout 2019-20, a group of young creatives worked with writers and filmmakers to create the Its Kushti to Rokker series, a package of short films based on real-life experiences in order to inspire and support other young people to speak up and seek help where they need it. The resource was used to raise awareness for service providers in a series of facilitated screenings and conferences.

Travellers' Times

Funded by the National Lottery Community Fund, Travellers' Times is community led multi-media project which seeks to improve lives through challenging negative media and supporting Gypsies and Travellers, particularly young voices, to advocate for themselves and their communities using co-production, consultation and training. In 2019-20 we produced two print magazines packed with news and features co-produced with community members and advice and information about health, wellbeing-education and employment. The magazine has a readership of approximately 100,000. The TT website hosted a further 220 co-produced articles and receives almost 950,000 visitors a year. We also created many short video content based on the lived experiences of Gypsy and Traveller people.

TT Connect

TT Connect is a 12 month project funded by The National Lottery Community Fund (NLCF) to continue the work of Travellers' Times and to conduct action based research in to the development of a 4 year project to transition Travellers' Times in to an independent community led entity. However, due to a surge of demand and community need during the COVID-19 pandemic, after the year-end NLCF provided further emergency funding to allow the creation of work focused on accessible and relevant short form video, online and print content to support the community through the crisis.

New Creatives

New Creatives, a BBC Arts and Arts Council England supported talent development scheme, offers commissioning opportunities for Midlands based emerging creatives to make new artistic works in film, audio or interactive media, designed for BBC channels and platforms. During 2019-20 the New Creatives team and BBC commissioning director commissioned 51 young artists and supported them to produce productions across film, audio and interactive. Commissioned artists have all benefitted from professional development, production and marketing and distribution training.

Financial review

The consolidated financial statements for the year to 31 March 2020 are for Rural Media Charity and its wholly owned trading subsidiary, Rural Media Productions Ltd, which commenced trading on 13 May 2016. The financial statements have been prepared according to the requirements of the Statement of Recommended Practice – Accounting by Charities (effective from January 2015) and have been prepared on the basis of funds accounting, rather than on an income and expenditure basis.

Rural Media Charity

Report of the Trustees

For the year ended 31 March 2020

For the year to 31 March 2020 total restricted income was £1,047,968 (2019: £428,749) and total unrestricted income was £437,916 (2019: £352,590). The surplus in restricted funds was £56,078 (2019: deficit of £76,766) and the surplus on unrestricted funds was £19,542 (2019: £9,220). Rural Media Productions Ltd contributed £190,348 (2019: £105,191) to the total unrestricted income and £22,729 (2019: £54,069) to the surplus on unrestricted funds. Rural Media Productions Ltd donates all its profits to Rural Media Charity under a deed of covenant. The charity's strategic business plan for the four years to 2021/22 forecasts continued growth in income and surplus on unrestricted funds.

At 31 March 2020 restricted reserves were £87,836 (2019: £20,661). There was a deficit of £9,121 (2019: deficit £33,481) on the restricted reserve Herefordshire is a Great Place. Despite that project being in deficit the charity has a total of £13,000 in confirmed future funding for the project as further explained in note 20 to these financial statements.

The Trustees recognise the importance of maintaining a realistic level of reserves in order to ensure that Rural Media Charity continues to be in a position to discharge its obligations to its beneficiaries, partners, creditors and staff. The reserves policy is reviewed annually by Trustees to take into account risk and sustainability of the organisation. At 31 March 2020 the Trustees reaffirmed the charity's target of holding unrestricted reserves sufficient to provide working capital for a minimum of three months' unrestricted activities, being establishment costs and staff costs not attributable to restricted activities. At 31 March 2020 the charity's unrestricted reserves target was £70,000 and actual unrestricted reserves were £83,001 (2019: unrestricted reserves target £70,000, unrestricted reserves £74,566). At the year end the charity held £40,000 on a deposit account representing 57% of the total unrestricted reserves target. The charity aims to continue to build the amount held on deposit account until it is at least equal to the unrestricted reserves target.

The Trustees have considered the major risks to which the charity is exposed and have implemented review systems to mitigate these risks.

The major risks are currently identified as:

- Reliance on charitable and other income to supplement earned income to meet the cost of the creative programme;
- Changes in the arts funding system; and
- Critical impact of the loss of key senior staff.

To mitigate these risks the charity:

- Ensures that it has a diverse funding profile without an over-reliance on any one source of funding;
- Reviews existing and potential ways of generating earned income and works towards financial sustainability;
- Maintains and enhances relationships with key funders and remains well informed about developments in the arts funding arena;
- Invests time and effort in the exploration of funding opportunities and financial partnerships; and
- Ensures that all staff, including key senior staff, are well supported and that there is a regular appraisal of skills, roles and responsibilities within the senior staff team.

Rural Media Charity

Report of the Trustees

For the year ended 31 March 2020

COVID-19

The Trustees have considered the impact that the COVID-19 pandemic will have on the charity's current and future financial position. The expected implications are:

- Production work has been delayed until the second quarter of 2020-21; and
- There will be a shift towards working remotely with an emphasis on creating 'self-generated' outputs using digital methods of content production and distribution.

The charity is taking the following steps to mitigate the threat that COVID-19 may pose to the organisation by:

- Performing, monitoring and reviewing risk assessments for office, production and education delivery work; and
- Implementing controls and procedures to reduce the risk of the spread of COVID-19 amongst Rural Media Charity's workforce, partners and beneficiaries.

The Trustees consider that the charity will continue as a going concern for a period of at least 12 months from the date on which these financial statements are approved for the following reasons:

- The charity holds unrestricted reserves of £83,001;
- The charity's key funders have confirmed that they will continue to support the charity for at least the next 12 months;
- The charity benefits from holding National Portfolio Organisation (NPO) status with Arts Council England (ACE). To support NPOs through and beyond the COVID-19 pandemic ACE has extended the NPO funding period from four years to five. The unrestricted NPO funding from ACE is expected to be £251,036 for each of the next three years to 2022-23.

The Trustees therefore consider it appropriate to adopt the going concern basis for the preparation of the accounts, as detailed in note 1(c) to the financial statements.

Plans for future periods

At 31 March 2020 Rural Media Charity was half way into a four year period to 2021-22 as an organisation with National Portfolio Organisation (NPO) status with Arts Council England (ACE). As explained above, in response to the COVID-19 pandemic ACE has extended the NPO funding period by a year to include the financial year 2022-23. With NPO status comes secured unrestricted funding to develop Rural Media Charity's digital arts portfolio. NPO status is the foundation upon which Rural Media Charity will build a more secure and sustainable financial position. As part of its business plan, Rural Media Charity's trading subsidiary, Rural Media Productions Ltd, will grow its income and surplus.

Employees

At Rural Media Charity we rely heavily on the excellence of our staff to help achieve and maintain the highest standards of our creative outputs. We support our staff through regular performance reviews and through training and development programmes that are tailored to the individual.

Structure, governance and management

Rural Media Charity is a charitable company limited by guarantee, incorporated on 17 July 1992 and registered as a charity on 7 October 1994. The organisation is constituted under a Memorandum of Association which sets out the objects and powers of the charitable organisation and governed under the Articles of Association.

Rural Media Charity wholly owns a subsidiary company, Rural Media Productions Ltd, that commenced trading on 13 May 2016.

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Report of the Trustees

For the year ended 31 March 2020

The Directors are also its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees. The organisation does not have a membership and the voluntary Board of Trustees is responsible for the overall management of the charity. The Trustees have power to set an upper limit to the number of Trustees appointed to the Board, currently there is no upper limit. There must be a minimum of three Trustees for the Board to be quorate. The Trustees meet in full on a quarterly basis.

The selection and recruitment of new Trustees is the responsibility of the full Board, who appoint by invitation of the Board. New Trustees are proactively recruited to meet any skills gaps as identified by Trustees. All new Trustees are invited to attend one full Board meeting, and activities associated to that meeting, before being formally nominated. Each new Trustee receives an induction pack prior to nomination setting out their legal obligations under charity and company law, the content of the Memorandum and Articles of Association, and minutes which capture the recent financial performance of the charity. Regular Board development sessions are held and each session following appointment of new Trustees incorporates induction and orientation information for the newly appointed Trustees.

The day-to-day running of the organisation is carried out by a Senior Management Team (SMT) members of which are appointed by the Trustees. The SMT comprises: Chief Executive Officer, Creative Director & Deputy CEO, Head of Development and Finance & Operations Director. To facilitate effective operations, the Chief Executive Officer and the SMT have delegated authority, within terms of delegation approved by the Trustees, for operational matters including finance, employment and programme related activity. Members of the SMT are not Directors of the charitable company in the legal sense under Company Law.

The charity adopts the NJC pay structure and pay scales for all its staff, including key management personnel. NJC scales are local government pay scales that are a result of negotiations between trade unions (Unite, Unison and GMB) and the Local Government Association. NJC pay scales are used extensively in the voluntary sector.

Fundraising

The charity does not seek to raise funds from the public and therefore has nothing to report on its fundraising approach and standards.

Statement of responsibilities of the Trustees

The Trustees (who are also Directors of the charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

The Trustees are required to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and the group and the incoming resources and application of resources, including the net income or expenditure, of the charity and the group for the year. In preparing those financial statements the Trustees are required to:

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Report of the Trustees

For the year ended 31 March 2020

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and the group and which enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

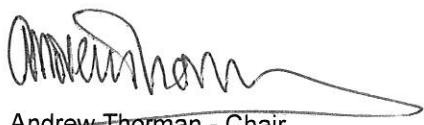
The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Auditors

Godfrey Wilson Limited were appointed as auditors to the group and parent charity during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 28 October 2020 and signed on their behalf by



Andrew Thorman - Chair

Independent auditors' report

To the members of

Rural Media Charity

Opinion

We have audited the financial statements of Rural Media Charity (the 'parent charity') and its subsidiary (the 'group') for the year ended 31 March 2020 which comprise the consolidated statement of financial activities, consolidated and parent charity balance sheets, consolidated statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and the Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group and parent charity's affairs as at 31 March 2020 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the annual report other than the group and parent charity financial statements and our auditor's report thereon. Our opinion on the group and parent charity financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Independent auditors' report

To the members of

Rural Media Charity

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charity and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charity, or returns adequate for our audit have not been received from branches not visited by us;
- the parent charity financial statements are not in agreement with the accounting records and returns;
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Other matter

The financial statements for the year ended 31 March 2019 were not audited because the charity was below the statutory audit threshold.

Responsibilities of the Trustees

As explained more fully in the Trustees' responsibilities statement set out in the Trustees' report, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Independent auditors' report

To the members of

Rural Media Charity

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Date: 13 November 2020

Rob Wilson FCA
(Senior Statutory Auditor)

For and on behalf of:

GODFREY WILSON LIMITED

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

Rural Media Charity

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2020

	Note	Restricted £	Unrestricted £	2020 Total £	Restated 2019 Total £
Income from:					
Donations	3	6,000	246,500	252,500	258,500
Charitable activities	4	1,041,968	190,808	1,232,776	522,767
Investments		-	62	62	72
Other income		-	546	546	-
Total income		<u>1,047,968</u>	<u>437,916</u>	<u>1,485,884</u>	<u>781,339</u>
Expenditure on:					
Raising funds		-	49,808	49,808	45,510
Charitable activities		<u>991,890</u>	<u>368,566</u>	<u>1,360,456</u>	<u>803,375</u>
Total expenditure	6	<u>991,890</u>	<u>418,374</u>	<u>1,410,264</u>	<u>848,885</u>
Net income / (expenditure)		56,078	19,542	75,620	(67,546)
Transfers between funds		<u>11,097</u>	<u>(11,097)</u>	<u>-</u>	<u>-</u>
Net movement in funds	7	67,175	8,445	75,620	(67,546)
Reconciliation of funds:					
Total funds brought forward		<u>20,661</u>	<u>74,556</u>	<u>95,217</u>	<u>162,763</u>
Total funds carried forward		<u><u>87,836</u></u>	<u><u>83,001</u></u>	<u><u>170,837</u></u>	<u><u>95,217</u></u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 20 to the accounts.

The 2019 comparatives have been restated in line with the Charities SORP (FRS 102) to correct the treatment of the ACE grant funding as a donation rather than income from charitable activities. The restatements are purely reclassifications and do not affect net income.

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Consolidated balance sheets

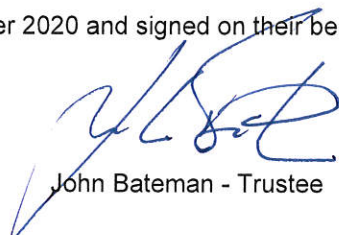
As at 31 March 2020

	Note	The group 2020 £	The group 2019 £	The charity 2020 £	The charity 2019 £
Fixed assets					
Tangible assets	12	34,382	50,701	34,382	50,701
Investments	13	-	-	2	2
		<u>34,382</u>	<u>50,701</u>	<u>34,384</u>	<u>50,703</u>
Current assets					
Debtors	15	265,204	102,303	196,919	97,961
Cash at bank and in hand		<u>52,307</u>	<u>3,445</u>	<u>48,089</u>	<u>2,936</u>
		317,511	105,748	245,008	100,897
Liabilities					
Creditors: amounts falling due within 1 year	16	<u>(179,738)</u>	<u>(59,634)</u>	<u>(107,237)</u>	<u>(54,787)</u>
Net current assets		<u>137,773</u>	<u>46,114</u>	<u>137,771</u>	<u>46,110</u>
Total assets less current liabilities		172,155	96,815	172,155	96,813
Provisions for liabilities	18	<u>(1,318)</u>	<u>(1,598)</u>	<u>(1,318)</u>	<u>(1,598)</u>
Net assets	19	<u>170,837</u>	<u>95,217</u>	<u>170,837</u>	<u>95,215</u>
Funds	20				
Restricted funds		87,836	20,661	87,836	20,661
Unrestricted funds		<u>83,001</u>	<u>74,556</u>	<u>83,001</u>	<u>74,554</u>
Total charity funds		<u>170,837</u>	<u>95,217</u>	<u>170,837</u>	<u>95,215</u>

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 28 October 2020 and signed on their behalf by


Andrew Thorman - Chair


John Bateman - Trustee

Rural Media Charity

Consolidated statement of cash flows

For the year ended 31 March 2020

	2020	2019
	£	£
Cash used in operating activities:		
Net movement in funds	75,620	(67,546)
Adjustments for:		
Depreciation charges	44,740	37,632
Interest from investments	(62)	(72)
Decrease / (increase) in debtors	(162,901)	69,913
Increase / (decrease) in creditors	120,104	(41,563)
Increase / (decrease) in provisions	(280)	163
Net cash provided by / (used in) operating activities	<u>77,221</u>	<u>(1,473)</u>
Cash flows from investing activities:		
Interest from investments	62	72
Purchase of tangible fixed assets	<u>(28,421)</u>	<u>(20,599)</u>
Net cash provided used in investing activities	<u>(28,359)</u>	<u>(20,527)</u>
Increase / (decrease) in cash and cash equivalents in the year	48,862	(22,000)
Cash and cash equivalents at the beginning of the year	<u>3,445</u>	<u>25,445</u>
Cash and cash equivalents at the end of the year	<u><u>52,307</u></u>	<u><u>3,445</u></u>

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in 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.

Rural Media Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Group accounts

These financial statements consolidate the results of the charitable company and its wholly-owned (controlled) subsidiary on a line by line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

c) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern. However, the COVID-19 pandemic is likely to have a profound impact on the global economy, and may in turn affect the charity. The trustees have considered the impact of this issue on the charity's current and future financial position. The group holds unrestricted, general reserves of £83,001 and cash balances of £52,307. The charity's key funders have confirmed that they will continue to support the charity for at least the next 12 months. The charity benefits from holding National Portfolio Organisation (NPO) status with Arts Council England (ACE). To support NPOs through and beyond the COVID-19 pandemic ACE has extended the NPO funding period from four years to five. The unrestricted NPO funding from ACE is expected to be £251,036 for each of the next three years to 2022-23. The Trustees consider that the charity has sufficient cash reserves to continue as a going concern for a period of at least 12 months from the date on which these financial statements are approved.

d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of services under contract is deferred until criteria for income recognition are met.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

e) Interest receivable

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.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated in full to expenditure on charitable activities which is deemed to be reflective of the activities of the charity in this period.

i) Grants payable

Grants payable are charged in the year in which the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attached have been fulfilled. Grants offered subject to conditions at the year end are noted as commitment but are not accrued as expenditure.

j) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Motor vehicles	25% straight line
Technical equipment	25% straight line
Fixtures and fittings	25% straight line

Items of equipment are capitalised where the purchase price exceeds £1,000.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors

Creditors and provisions are recognised where there is a present obligation resulting 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 and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

The charitable company 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 with the exception of bank loans which are subsequently recognised at amortised cost using the effective interest method.

o) Pension costs

Pension costs are payments to employees' personal pensions.

The charitable company also participates in a defined benefit contribution scheme. The scheme is a multi-employer scheme. In 2005 the scheme was closed to new and existing members. The charitable company is currently paying contributions of £185 a year to contribute to the deficit, the contributions are recognised in the statement of financial activities when paid. Provision has been made for the charitable company's share of the deficit, based on the most recent actuarial valuation. The present value of the provision at 31 March 2020 was £1,318.

p) Redundancy payments

Where an employee receives a termination benefit the full cost is recognised at the date the employee is notified.

q) Accounting estimates and key judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key source of estimation uncertainty that has a significant effect on the amounts recognised in the financial statements is depreciation, as described in note 1j to the financial statements.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	Restated 2019 Total £
Income from:			
Donations	12,000	246,500	258,500
Charitable activities	416,749	106,018	522,767
Investments	-	72	72
Total income	428,749	352,590	781,339
Expenditure on:			
Raising funds	-	45,510	45,510
Charitable activities	505,515	297,860	803,375
Total expenditure	505,515	343,370	848,885
Net income / (expenditure) and net movement in funds	(76,766)	9,220	(67,546)

3. Income from donations

	Restricted £	Unrestricted £	2020 Total £
Grants			
Arts Council England	-	246,500	246,500
Elmley Foundation	6,000	-	6,000
Total income from donations	6,000	246,500	252,500

Prior period comparative:

	Restricted £	Unrestricted £	Restated* 2019 Total £
Grants			
Arts Council England	-	246,500	246,500
Elmley Foundation	12,000	-	12,000
Total income from donations	12,000	246,500	258,500

*The prior period has been restated to recognise the Arts Council England unrestricted NPO grant funding as income from donations. The restatement is purely reclassification and does not affect net income.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

4. Income from charitable activities

	Restricted £	Unrestricted £	2020 Total £
Grants and service level agreements			
National Lottery Heritage Fund	430,154	-	430,154
Arts Council England	264,000	-	264,000
National Lottery Community Fund	263,172	-	263,172
Herefordshire Community Foundation	20,000	-	20,000
The British Film Institute	17,000	-	17,000
Herefordshire Council	13,000	-	13,000
E F Bulmer Benevolent Foundation	10,000	-	10,000
Other <£5k	23,732	-	23,732
Earned income	<u>910</u>	<u>190,808</u>	<u>191,718</u>
Total income from charitable activities	<u><u>1,041,968</u></u>	<u><u>190,808</u></u>	<u><u>1,232,776</u></u>

Prior period comparative:

	Restricted £	Unrestricted £	Restated* 2019 Total £
Grants and service level agreements			
Arts Council England	33,000	-	33,000
National Lottery Heritage Fund	195,314	-	195,314
National Lottery Community Fund	159,883	-	159,883
The British Film Institute	16,613	-	16,613
Herefordshire Council	13,000	-	13,000
Esmée Fairbairn Foundation	10,150	-	10,150
Other <£5k	3,000	-	3,000
Accrued income written back	(14,686)	-	(14,686)
Earned income	<u>475</u>	<u>106,018</u>	<u>106,493</u>
Total income from charitable activities	<u><u>416,749</u></u>	<u><u>106,018</u></u>	<u><u>522,767</u></u>

*The prior period has been restated to recognise the Arts Council England unrestricted NPO grant funding as income from donations. The restatement is purely reclassification and does not affect net income.

5. Government grants

The charitable company receives government grants, defined as funding from Arts Council England, National Lottery Community Fund, National Lottery Heritage Fund, The British Film Institute and Herefordshire Council, to fund core services and charitable activities. The total value of such grants in the period ending 31 March 2020 was £1,233,826 (2019: £664,310). There are no unfulfilled conditions or contingencies attaching to these grants in the current or prior year.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

6. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2020 Total £
Staff costs (note 10)	49,808	462,624	25,571	538,003
Training	-	2,126	-	2,126
Production costs	-	576,089	-	576,089
Travel and subsistence	-	2,822	-	2,822
Equipment hire	-	17,018	-	17,018
Grants payable (note 8)	-	128,411	-	128,411
Rent, rates and premises	-	31,589	-	31,589
Insurance	-	8,411	260	8,671
Heat, light and power	-	9,395	-	9,395
Motor expenses	-	1,459	-	1,459
Printing and stationery	-	5,398	-	5,398
Telephone and computer	-	23,852	-	23,852
Memberships and subscriptions	-	9,067	-	9,067
Marketing	-	1,946	-	1,946
Bank charges and interest	-	425	-	425
Depreciation	-	44,740	-	44,740
Professional fees	-	3,230	6,023	9,253
Sub-total	49,808	1,328,602	31,854	1,410,264
Allocation of support and governance costs	-	31,854	(31,854)	-
Total expenditure	49,808	1,360,456	-	1,410,264

Total governance costs were £6,283 (2019: £3,867).

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

6. Total expenditure (continued)

Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2019 Total £
Staff costs (note 10)	45,510	388,734	24,177	458,421
Training	-	2,940	-	2,940
Production costs	-	187,239	-	187,239
Travel and subsistence	-	3,000	-	3,000
Equipment hire	-	17,715	-	17,715
Grants payable (note 8)	-	56,520	-	56,520
Rent, rates and premises	-	30,973	-	30,973
Insurance	-	7,657	254	7,911
Heat, light and power	-	7,210	-	7,210
Motor expenses	-	2,062	-	2,062
Printing and stationery	-	3,894	-	3,894
Telephone and computer	-	16,452	-	16,452
Memberships and subscriptions	-	10,808	-	10,808
Marketing	-	742	-	742
Bank charges and interest	-	353	-	353
Depreciation	-	37,632	-	37,632
Professional fees	-	1,400	3,613	5,013
Sub-total	45,510	775,331	28,044	848,885
Allocation of support and governance costs	-	28,044	(28,044)	-
Total expenditure	45,510	803,375	-	848,885

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

7. Net movement in funds

This is stated after charging:

	2020 £	2019 £
Depreciation	44,740	37,632
Operating lease payments	30,370	25,313
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses*	14	Nil
Auditors' / independent examiners' remuneration:		
▪ Statutory audit (including VAT)	5,520	-
▪ Independent examiner's fees	-	1,920
	<u> </u>	<u> </u>

*One (2019: Nil) Trustee was reimbursed for travel costs.

8. Grants payable

	2020 £	2019 £
Grants payable to organisations:		
Powerhouse	11,404	-
MASH Cinema	12,000	-
Wye Valley Learning Network	12,000	-
Everybody Dancing	12,000	-
Herefordshire Museum Service (Herefordshire Council)	12,000	-
The Sidney Nolan Trust	12,000	-
Feral Productions	1,200	10,800
Meadow Arts	1,200	10,800
New Leaf Sustainable Development Ltd	-	10,800
Create Ross	-	10,550
Other (<£5k)	40,916	1,972
Grants payable to 22 individuals (2019: 12)	13,691	11,598
	<u>128,411</u>	<u>56,520</u>

9. Grant commitments

	2020 £	2019 £
Grant commitments brought forward	-	-
Grants committed during the period	128,411	56,520
Grants paid during the period	(108,011)	(56,520)
Grant commitments carried forward	<u>20,400</u>	<u>-</u>

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

10. Staff costs and numbers

Staff costs were as follows:

	2020 £	2019 £
Salaries and wages	477,826	410,031
Social security costs	44,980	37,653
Pension costs	10,701	10,737
Statutory redundancy costs	4,496	-
	<u>538,003</u>	<u>458,421</u>

No employee earned more than £60,000 during the year.

Redundancy costs comprise statutory redundancy payments made to three members of staff following the end of project funding.

The key management personnel of the charitable company comprise the Trustees, the Chief Executive Officer, the Creative Director & Deputy CEO, the Head of Development and the Finance & Operations Director. The total employee benefits of the key management personnel were £227,877 (2019: £199,502).

	2020 No.	2019 No.
Average number of employees (headcount)	15.4	13.9
Average number of employees (full-time equivalent)	<u>13.5</u>	<u>12.1</u>

11. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

12. Tangible fixed assets

The charity and group	Motor vehicles £	Technical equipment £	Fixtures and fittings £	Total £
Cost				
At 1 April 2019	27,270	183,109	2,548	212,927
Additions	-	24,458	3,963	28,421
Disposals	-	(61,103)	(1,296)	(62,399)
At 31 March 2020	<u>27,270</u>	<u>146,464</u>	<u>5,215</u>	<u>178,949</u>
Depreciation				
At 1 April 2019	20,454	139,997	1,775	162,226
Charge for year	6,816	36,619	1,305	44,740
Disposals	-	(61,103)	(1,296)	(62,399)
At 31 March 2020	<u>27,270</u>	<u>115,513</u>	<u>1,784</u>	<u>144,567</u>
Net book value				
At 31 March 2020	<u><u>-</u></u>	<u><u>30,951</u></u>	<u><u>3,431</u></u>	<u><u>34,382</u></u>
At 31 March 2019	<u><u>6,816</u></u>	<u><u>43,112</u></u>	<u><u>773</u></u>	<u><u>50,701</u></u>

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

13. Investments

Rural Media Productions Ltd

The charitable company owns the whole of the issued share capital (2 ordinary £1 shares) of Rural Media Productions Ltd, a company registered in England and Wales. The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the subsidiary is shown below:

	2020 £	2019 £
Turnover	190,348	105,191
Cost of sales	<u>(145,668)</u>	<u>(24,937)</u>
Gross profit	44,680	80,254
Administrative expenses	<u>(21,951)</u>	<u>(26,185)</u>
Profit on ordinary activities	<u>22,729</u>	<u>54,069</u>

The aggregate of the assets, liabilities and funds was:

	2020 £	2019 £
Assets	80,211	33,018
Liabilities	<u>(80,209)</u>	<u>(33,016)</u>
Funds	<u>2</u>	<u>2</u>

14. Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2020 £	2019 £
Gross income	1,338,266	750,218
Results for the year	<u>75,622</u>	<u>(67,545)</u>

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

15. Debtors

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
Trade debtors	78,003	5,923	9,885	450
Accrued income	177,323	89,382	169,448	62,344
Rural Media Productions Limited	-	-	7,708	28,169
Prepayments	7,575	4,094	7,575	4,094
Other debtors	2,303	2,904	2,303	2,904
	<u>265,204</u>	<u>102,303</u>	<u>196,919</u>	<u>97,961</u>

16. Creditors : amounts due within 1 year

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
Trade creditors	65,188	11,649	61,065	11,099
Other taxation and social security	10,533	10,656	10,533	10,656
VAT	17,093	347	-	-
Accruals	7,954	18,932	7,004	18,032
Deferred income (see note 17)	58,570	3,050	8,235	-
Other creditors	-	15,000	-	15,000
Grants payable	20,400	-	20,400	-
	<u>179,738</u>	<u>59,634</u>	<u>107,237</u>	<u>54,787</u>

17. Deferred income

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
At 1 April 2019	3,050	70	-	70
Deferred during the year	58,570	3,050	8,235	-
Released during the year	(3,050)	(70)	-	(70)
At 31 March 2020	<u>58,570</u>	<u>3,050</u>	<u>8,235</u>	<u>-</u>

Deferred income relates to income received in advance of delivery of services.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

18. Provisions for liabilities

	The group and the charity	
	2020	2019
	£	£
Defined benefit pension scheme	<u>1,318</u>	<u>1,598</u>

The charitable company participated in The Pensions Trust - The Growth Plan defined benefit multi-employer scheme. The present value of deficit of the scheme is £1,318.

19. Analysis of net assets between funds

	Restricted funds £	Unrestricted funds £	Total funds £
Tangible fixed assets	-	34,382	34,382
Current assets	149,048	168,463	317,511
Current liabilities	(61,212)	(118,526)	(179,738)
Provisions for liabilities	-	(1,318)	(1,318)
Net assets at 31 March 2020	<u>87,836</u>	<u>83,001</u>	<u>170,837</u>
Prior year comparative			
	Restricted funds £	Unrestricted funds £	Total funds £
Tangible fixed assets	26,778	23,923	50,701
Current assets	5,995	99,753	105,748
Current liabilities	(12,112)	(47,522)	(59,634)
Provisions for liabilities	-	(1,598)	(1,598)
Net assets at 31 March 2019	<u>20,661</u>	<u>74,556</u>	<u>95,217</u>

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

20. Movements in funds

	At 1 April 2019 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2020 £
Restricted funds					
British Film Institute - Film Academy	-	17,000	(17,000)	-	-
Carnegie UK Trust	-	3,000	(3,000)	-	-
Herefordshire is a Great Place	(33,481)	432,736	(419,473)	11,097	(9,121)
National Lottery Heritage Fund - Big Wig	-	61,150	(61,150)	-	-
National Lottery Community Fund - It's Kushti to Rokker	-	44,493	(44,493)	-	-
National Lottery Community Fund - Travellers' Times 2017-20	25,650	118,695	(144,345)	-	-
National Lottery Community Fund - TT Connect	-	100,894	(9,452)	-	91,442
New Creatives	1,714	264,000	(260,199)	-	5,515
The Elmley Foundation	-	6,000	(6,000)	-	-
Sub total	(6,117)	1,047,968	(965,112)	11,097	87,836
Capital asset funds	26,778	-	(26,778)	-	-
Total restricted funds	20,661	1,047,968	(991,890)	11,097	87,836
Unrestricted funds					
General funds	74,556	437,916	(418,374)	(11,097)	83,001
Total unrestricted funds	74,556	437,916	(418,374)	(11,097)	83,001
Total funds	95,217	1,485,884	(1,410,264)	-	170,837

Purposes of restricted funds

British Film Institute - Film Academy

The annual BFI Film Academy provides an opportunity for rural young people aged 16-19 to access high quality film production training through a series of masterclasses and practical workshops and to gain an NCFE qualification.

Carnegie UK Trust

An accelerator programme designed to support organisations to define and understand what 'digital inclusion' means to inform development and delivery of future digital inclusion projects specifically with young people.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

20. Movements in funds (continued) Purposes of restricted funds (continued)

Herefordshire is a Great Place

'Herefordshire's a Great Place' is a cultural development project, co-funded by Arts Council England and National Lottery Heritage Fund and supported by Historic England. The project empowers communities to redefine what makes Herefordshire a great place, while championing and strengthening the vital role culture and heritage plays in a rural county's social and economic future.

The Herefordshire is a Great Place fund was £9,121 in deficit at the year-end (2019: deficit £33,481) however the charity has a total of £13,000 in confirmed future funding from Herefordshire Council.

National Lottery Heritage Fund - Big Wig

Funded by The National Lottery Heritage Fund, Big Wig was a digital media project focusing on the history of wig making in the UK and its connection to our increasingly gender-fluid society. Inspired by the great work of The Little Princess Trust, who provide real-hair wigs to children and young adults facing hair-loss due to cancer treatment or other illnesses, the project aimed to connect our present to a past where wigs were sported as status symbols, demonstrate the use of wigs as similar statements of identity today, whilst simultaneously addressing gender stereotypes.

National Lottery Community Fund - It's Kushti to Rokker

A digital media project exploring mental health in young Gypsies and Travellers told through their own lived experiences. A suite of shorts films, facilitated screenings and download toolkits encouraged young people to speak out and seek help and at the same time provided key information to support best practise and cultural understanding for service providers.

National Lottery Community Fund - Travellers' Times 2017-20

For nearly 20 years Travellers' Times has improved the life of Gypsy, Roma and Traveller people by challenging negative media stereotypes and provided information, training and opportunities to unheard community voices.

National Lottery Heritage Fund - TT Connect

A 12 month project funded by The National Lottery Community fund to continue the work of Travellers' Times and to conduct action based research into the development of a 4 year project to transition Travellers Times into an independent community led entity.

New Creatives

Arts Council England funded talent development scheme offering commissioning opportunities and training for emerging creatives, aged 16-30 based in the Midlands, to make new artistic works in film, audio or interactive media, designed for BBC channels and platforms.

The Elmley Foundation

Core and creative programme development.

Capital assets funds

Funding received by the charity to purchase fixed assets. The annual depreciation on the assets acquired is shown as expenditure. Assets acquired with these grants cannot be disposed of without the permission of the funders and if a disposal does occur the funder may be entitled to a share of the disposal proceeds.

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

20. Movements in funds (continued)

Prior year comparative

	At 1 April 2018 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2019 £
Restricted funds					
<i>Project funds</i>					
British Film Institute - Film	-	17,088	(17,088)	-	-
Esmee Fairbairn Foundation	25,435	10,150	(35,585)	-	-
Herefordshire is a Great Place	-	193,628	(227,109)	-	(33,481)
National Lottery Community Fund - Travellers' Times 2017-20	18,436	159,883	(152,669)	-	25,650
New Creatives	-	33,000	(31,286)	-	1,714
The Elmley Foundation	-	12,000	(12,000)	-	-
YTT Arts Award	-	3,000	(3,000)	-	-
	<u>43,871</u>	<u>428,749</u>	<u>(478,737)</u>	<u>-</u>	<u>(6,117)</u>
Capital asset funds	<u>53,556</u>	<u>-</u>	<u>(26,778)</u>	<u>-</u>	<u>26,778</u>
Total restricted funds	<u>97,427</u>	<u>428,749</u>	<u>(505,515)</u>	<u>-</u>	<u>20,661</u>
Unrestricted funds					
General funds	<u>65,336</u>	<u>352,590</u>	<u>(343,370)</u>	<u>-</u>	<u>74,556</u>
Total unrestricted funds	<u>65,336</u>	<u>352,590</u>	<u>(343,370)</u>	<u>-</u>	<u>74,556</u>
Total funds	<u>162,763</u>	<u>781,339</u>	<u>(848,885)</u>	<u>-</u>	<u>95,217</u>

21. Operating lease commitments

The group and charity had operating leases at the year end with total future minimum lease payments as follows:

	The group and the charity	
	2020	2019
	£	£
Amount falling due:		
Within 1 year	29,520	30,370
Within 1 - 5 years	33,828	63,348
	<u>63,348</u>	<u>93,718</u>

Rural Media Charity

Notes to the financial statements

For the year ended 31 March 2020

22. Related party transactions

Rural Media Productions Limited is a wholly owned subsidiary of Rural Media Charity. During the year the company paid the following amounts to the charity:

	2020	2019
	£	£
Contribution to production costs, overheads and wages	20,000	20,000
Gift aid donation to parent	22,730	54,069
	<u>42,730</u>	<u>74,069</u>

At 31 March 2020 the subsidiary company owed the parent charity £7,708 (2019: £28,169).

M Hayes, a Trustee, is a partner in the firm Harrison Clark Rickerbys ("the firm"). During the year Rural Media Charity paid the firm £1,410 (2019: £1,964) for legal advice. The transactions were carried out at arms length.