

**On Road Limited t/a On Road Media**  
**REGISTERED COMPANY NUMBER: 06624806 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1165237**



**ONROAD**  
**MEDIA**

# **ACCOUNTS AND TRUSTEES REPORT NOV 2019 - OCT 2020**

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# **Report of the Trustees for the year ended 31 October 2020**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 October 2020. The trustees have adopted the provisions of 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).

## **Objectives and aims**

Our purpose is the promotion of equality and diversity for the public benefit by:

- Advancing education and raising awareness in equality and diversity, particularly in respect of communities which are under-represented or misrepresented in the media;
- Promoting activities to foster understanding between people from diverse backgrounds by enabling access to and effective use of a range of media tools, skills and technology;
- Cultivating a sentiment in favour of equality and diversity by working with and training the nonprofit sector and media industry.

# Message from the Chair of the Board of Trustees

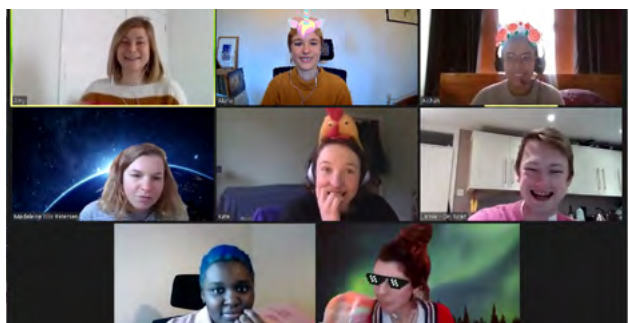
**Nina Spataru, Bisi Alimi,  
On Road Media Co-Chairs**



In February 2020, just as the world was settling into the reality of a global pandemic, Nina and I took over as the interim co-chairs of On Road Media. The year has been unlike what either of us could have possibly imagined.

Covid-19 severely impacted our individual and collective livelihoods, our morale, and our health. And the Black Lives Matter protests showed us the power of the collective voice. These events also brought into sharp focus the vital role that strategic communications and storytelling can play in bringing to the forefront misrepresented voices and perspectives. That's what On Road Media does – we are changing the popular conversation about issues, using safe and strategic communication techniques with the groups we work with.

Before becoming co-chair of On Road Media's board of trustees, I served on the board for more than three years. Over this time, I have learnt with keen interest what strategic communication is about and witnessed the power of narrative framing to shape hearts and minds on some of the most critical issues of our time.





Over the past year, we have been privileged to work with the transgender community, poverty and sexual and domestic violence campaigners, and young people with migrant backgrounds. All the while building bridges with journalists, newsrooms, and soap series. From newsroom interactions to scriptwriting involvement, we have worked to elevate the voices of those with lived experience of social issues and to empower communities to influence the popular representation of their lives and experiences in ways that help audiences to deepen their understanding.

As the world faces the ever-growing challenges of fake news and misinformation, Covid-19 and the continuous demonization of the “other”, the need for On Road Media’s work is more significant than ever before. We want our partners’ voices to cut through the noise, the speculations, the misinformation, and fear of building a world where love reigns and acceptance is not conditional.

Despite the numerous challenges this year, On Road Media staff and network members have continued to deliver critical and exciting work improving media coverage and public understanding of misrepresented groups and issues. We have welcomed new colleagues, developed powerful new work on the issues of children’s palliative care and climate, and have prepared the ground for our strategy review in 2021.

Nina and I are focused on making sure that On Road Media stays focused on our mission to influence popular culture to make the world a better place. We are confident that the future of communications is safe and strategic, and we are here to lead the way.

**Bisi Alimi**

Co-Chair Board of Trustees,  
On Road Media.



# | Who are we?

## | Our vision

For media across the UK to give accurate and fair portrayals of groups and issues that are vulnerable to misrepresentation.

## | Our mission

To bring people and media organisations together to inspire better news and fiction programming.

To support people from communities that are often misrepresented to feel safe and empowered to lead that change.

To foster greater understanding in the nonprofit sector of how we can work together to bring about narrative change, and how to co-design and deliver media work in partnership with people with direct experience of the issues they are addressing.

## | Our inclusive values

**Creativity:** We work in innovative ways to ensure we can engage and win the support of the most senior journalists, media professionals and decision makers in the UK Media.

**Inclusivity:** Our charity actively seeks to include people in its projects from all ages, backgrounds, genders, faiths and ethnicities and to ensure that people with direct experience are supported and safe to co-design and lead on the work.

**Positivity:** On Road Media engages with people in constructive ways, moving away from traditional “no” campaigning towards a model which relies on trusting people to do the right thing when they are equipped with the right information.

# On Road Media: A year in numbers

Between November 2019 and  
October 2020 we've achieved:

## We're changing the way the media tells stories

**47** Interactions, informal  
meetings between  
media organisations  
and people with lived  
experience

**151** Media professionals  
engaged with our  
projects

**121** Media outcomes  
from our interactions  
and supporting our  
network members

**127** Nonprofit  
professionals trained  
in safe and strategic  
communication

## We're supporting people with lived experiences

**239** Members in our  
project's networks,  
actively supported,  
engaged in training  
and doing media work

**42** Peer support  
sessions, supporting  
the network  
with strategic  
communications  
training and wellbeing  
care

**3** Landmark guides to  
help everyone to tell  
better stories

## We're developing our team and structure

**2** Virtual "away-  
days" focused on  
supporting our staff's  
wellbeing

**26** New or updated  
policies to support  
staff and governance

**6** New staff



At the start of the  
pandemic, we  
worked hard to  
move our activities  
online supported by  
emergency Covid-19  
funding. Interactions,  
media engagements  
and sector training  
began again,  
reimagined in virtual  
spaces, after the initial  
shock everyone faced  
in their routines.

# How we make long term narrative change

## Interactions

We never underestimate the role the media has in forming narratives that shape the way people think, feel and act. But influencing the media takes a long-term approach. That's why we created "the interactions". Our informal, behind the scenes and carefully curated meet-ups allow senior media professionals to connect with people, who have the lived experiences they are making content about. These meetings lead to longer-term relationships and collaborations that leave contributors feeling proud and eager to do more. Interactions are making the "case study" a thing of the past, and are instead giving agency to people, who then get to see their involvement having a positive impact on the stories that are made. All of which helps to change our world.

## Networks

Our networks tackle the isolation, burn-out and burdens of doing media work. We know that doing this work untrained and unsupported can place a huge burden of responsibility, wanting to get everything across and represent others, whilst simultaneously wanting to please the journalist. So during our regular peer support sessions we help people develop boundaries, while also training them to make every word count in media work. Our emphasis on wellbeing builds our network into a community with a shared responsibility, where 'passing the baton' can be done without guilt, but pride in sharing a joint goal.

## Focus on wellbeing in all our work

We know taking part in media interviews can be intensely emotionally exhausting, especially if you have personal experience of the issue. People often feel a weight of responsibility to do media work before they are ready, because they are keen to help. At On Road Media we never tell someone that they should or shouldn't do media work, but instead facilitate a conversation which gives them the time to work out whether, how, and when they want to take part in media interviews.

## Strategic communications

Framing means making choices about what we say and how we say it. It's about understanding how people think and feel, and telling new stories that can change hearts and minds. To solve our most pressing challenges, we need to shift the public mood and build appetite for lasting change. We build this into all our work, from interactions to training our networks and the organisations we work with. As part of our commitment to building stronger communications within the third sector, we base our approach on solid evidence and experience of what works.



# Theory of change

**Improved public opinion on social issues**  
**Better social inclusion**  
**Improved policy decisions**

Improved media representation in news and fiction.  
Reduced discriminatory content. More inclusive editorial positions. Long term narrative change  
Increased resilience of participants with personal experience.

Genuine, lasting **human connection, empathy, trust and social capital** developed between people working in the media and people who have lived experience of an issue, backed up with research as a vital but secondary resource

## **UNIQUE CATALYTIC INTERACTION:**

Thoughtfully supported, human conversations in a uniquely enabling environment

### **Journalists and media professionals**

Invited participants

Practical and professional motivation in researching issue or community

Part of regular approach to work - view interactions as a meeting, not training or campaigning

Eager to stay in touch

### **On Road Media: Expert connectors**

Embedded in both participant groups

Understand and translate perspectives of both journalists and campaigners with personal experience

Trusted by both participant groups

Careful, thoughtful, supportive preparation ahead of interaction

Create and facilitate an equal, enabling environment for human connection

Positive, peaceful, supportive attitude, celebrating of nuance

Strategic approach on messaging and sector capacity building

### **Spokespeople /campaigners with first hand experience**

Established peer support networks

Supported/trained on self care and boundaries

Payment & training

Strategic approach

Research-backed framing

Empowered

Collaborate

### **Guiding principles and assumptions**

#### **1.**

People get their understanding of groups/ issues they have no personal experience of via mainstream and social media

#### **2.**

Knowledge, attitudes and practice are best influenced by meaningful, human interactions, between individuals who like and trust each other

#### **3.**

Journalists (like anyone) will change their approach to an issue or community once it becomes a personal issue for them, affecting the life of a friend

#### **4.**

Diversity training focused on increasing knowledge and awareness of marginalised communities, is insufficient to affect significant change in the way these communities are represented

#### **5.**

Improved representation in the media translates into improved understanding, better policy decisions and decreased marginalisation in the real world

#### **6.**

Awareness-raising alone is not enough to create change. Research backed framing is essential to know which stories we need to tell and which messengers will be trusted

#### **7.**

Messages are more powerful & insightful when crafted by people with first-hand experience in supported & strategic ways

# Achievements

## Highlights from the last year at On Road Media

2019

NOV



### Emmerdale:

Our Talking About Poverty interactions on a young carer and low income storyline gave producers the “tools to do justice to this storyline.” In an interview with ITV’s Lorraine Kelly, actor Liam Fox said: “I can’t imagine performing this storyline without the input [On Road Media and JRF] gave to the show.”

2020

JAN



### 1xtra:

Media Movers shaped a BBC 1Xtra's Talks episode called 'No Right To Remain.'

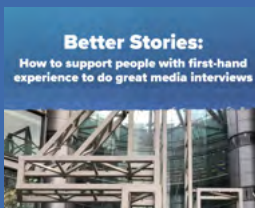
FEB



### Earthshot:

"Instrumental" work with our partner the FrameWorks Institute in supporting the framing of The Royal Foundation of the Duke and Duchess of Cambridge's Earthshot Prize.

APR



### Better Stories:

While the UK was in lockdown, we used our ten years of experience of supporting people to do safe, strategic and effective media interviews, to produce a guide for any organisation or individual working with the media.

JUN



### Raised in the UK - barred from university:

A BBC News piece inspired by a Media Movers interaction reached one million hits, and sparked a BBC Sounds The Next Episode on 'Life in Limbo.'

JUL



### 72 Films:

We began work on an upcoming documentary, that has already shifted the outcome to focusing on the bigger picture - society's role in allowing the perpetrator to go undisturbed - rather than on people as case studies.

# 2020

SEP



## How To Change Hearts And Minds About Climate Change:

We released our guide and On Road Media's first video explainer with Springwatch's Gillian Burke. Both explore how to talk about the climate, and the power of words we use to catalyse action.



## Hachette:

Last year saw a focus on JK Rowling's rhetoric on transgender people. Following this we engaged with the authors' publisher Hachette, running interactions with our All About Trans project.



## Masterclass:

Angles delivered strategic framing masterclass to nonprofit organisations with the Coutts Foundation and Rosa Foundation, establishing On Road as a leader in supporting safe and strategic media work.

OCT



## Reporting Poverty:

Following a collaborative process, we released a guide for journalists and media workers on how to talk about poverty, while making effective and long-term change that supports people from low income backgrounds.



## Wellbeing Days:

Gently spaced and carefully held, we held two 'away days' giving the whole team the opportunity to have their say about what they need for their wellbeing at work.



## New funding, new project:

Ahead in our new financial year is a new project, funded by the True Colours Trust. The Children's Palliative Care project will be shifting the focus from end of life care and death to promoting a better understanding of the holistic support that children's palliative care gives children with life-limiting illnesses and their families.

# How we responded to Covid-19

**A**t the start of the pandemic, we worked hard to move our activities online. Emergency Covid-19 funding from our funders enabled us to adapt our activities to be delivered remotely, so our crucial work could continue. From online care packages - with music and free virtual museum tours and expenses for meals - to designing our sessions to reduce Zoom fatigue, this is how we shifted our work:

- Carried out needs assessments with our network members, covering wellbeing, technology and capacity for media work. This helped us to re-imagine our training spaces online so they are conducive to connection, learning and self-care.
- Combatted Zoom fatigue by building in longer breaks, breakout rooms and using music and a welcome slide to remove the jarring 'joining a video call' wait.
- Assigning wellbeing and safeguarding leads, we scheduled time to 'check in' and 'check out,' encouraging the group to think about what they can do to look after themselves during and after a session.
- Recognised Zoom isn't for everyone, and tailored support to those who have different needs, or with barriers to internet access.
- Created a 12-month interaction strategy for each project, identifying online media opportunities and influencing priorities for the uncertain year ahead.
- Ran wellbeing 'away days' for On Road Media staff to reflect on organisational culture, staff needs and welfare, and workplace health and safety.
- Held confidential 1:1s with staff, following workstation risk assessment, health and safety, and ergonomic needs checks, providing webcams, laptop stands, and other tools.
- Created dedicated and protected daily video call 'Hello chats' and shared exercise slots to create the moments of connection that we miss by not being in the office together.
- Ran optional video co-working sessions to create a virtual office to encourage and support collaboration, problem solving and connection.
- Produced the 'Better Stories' guide to safe and strategic media work, for anyone who wants to learn from our work, regardless of where they are in the world.



This new approach has been grounded in what our staff need during a time of increased isolation. But this culture also fed into our work resulting in us not just maintaining, but improving our already highly active peer support groups. It is further evidence that wellbeing is crucial in the work we all do.



# Meet our facilitators

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## **Jennifer Potter**

Leadership coach and expert on creating places to work where people thrive. She facilitates many of the Angles and Talking About Poverty interactions with the media and regular peer support groups. Her role ensures the group feel well supported in their work with On Road, to cultivate resourcefulness and self-care and to ensure we're constantly learning from the journey, as well as holding strong and careful boundaries in the work.

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## **Tanaka Mhishi**

Playwright, university lecturer and poet. He works as a facilitator across Media Movers and many On Road Media training courses for nonprofit organisations. His work focuses on integrating storytelling and self care praxis into media work, and bridging the gap between journalists and people with lived experience.

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# Understanding what's important

## A letter from our new Head of Operations, Alana Avery

**A**t On Road Media, I'm proud that we take an active look at ourselves as individuals and our roles in the team - and as an organisation. We do this because we know people excel in different ways, allowing us to embrace our strengths, diversity and growth.

A priority for us this year was to ask ourselves what were the conversations we needed to have and what were the actions we needed to take as an organisation when it comes to anti-racism and inclusion. We were keen to ensure that during the Black Lives Matter protests we didn't make tokenistic gestures, but instead created space to have conversations as a team to decide what our longer-term approach to anti-racism and anti-oppression work would be. We wanted to understand what we can do that is active and constructive. Not only do we need to examine how this work applies to our systems, processes and policies, we also need to look at how it applies to our team, projects and networks.

With that in mind, and with the leadership of our co-chair Bisi Alimi, we have commissioned an external consultancy, who can guide those conversations and get us to where we want to be in a robust and meaningful manner. This will begin in the first quarter of 2021. This is alongside ongoing training courses and conversations the team is having in order to bring this learning into the fabric of the charity.

One of the things that we have come to be known for is the wellbeing work we do with our networks, which requires our team to



***“One thing that stood out clearly across the two wellbeing days was the sense of commitment, pride and belonging. There was a huge sense of gratitude for all that’s already being done to support people to do good work and a sense of relief to have finally taken time to review and reflect..”***

*Jennifer Potter, facilitator and life coach*

have a clear vision and purpose. We must think about where the power lies and encourage more autonomy when it comes to learning from achievements or failings. Our work requires resilience, clarity on our roles and boundaries, and the necessary wellbeing tools.

One of my first opportunities and aims when becoming Head of Operations has been to formalise this approach within our systems, aligning it to our strategy review for 2021 - 2023. Going ahead, this means our new appraisal system, employee care and development plans, training frameworks and budget will remain rooted in our approach to wellbeing, which will continue to be built into our structures as the organisation grows.

This involves enhancing leader development support, coaching, mentoring, and inspiring our managers and whole team, balanced with making sure the confidence we have in the team shines through. Over the years, we've learned the importance of embedding boundaries, peer support and wellbeing from our projects.

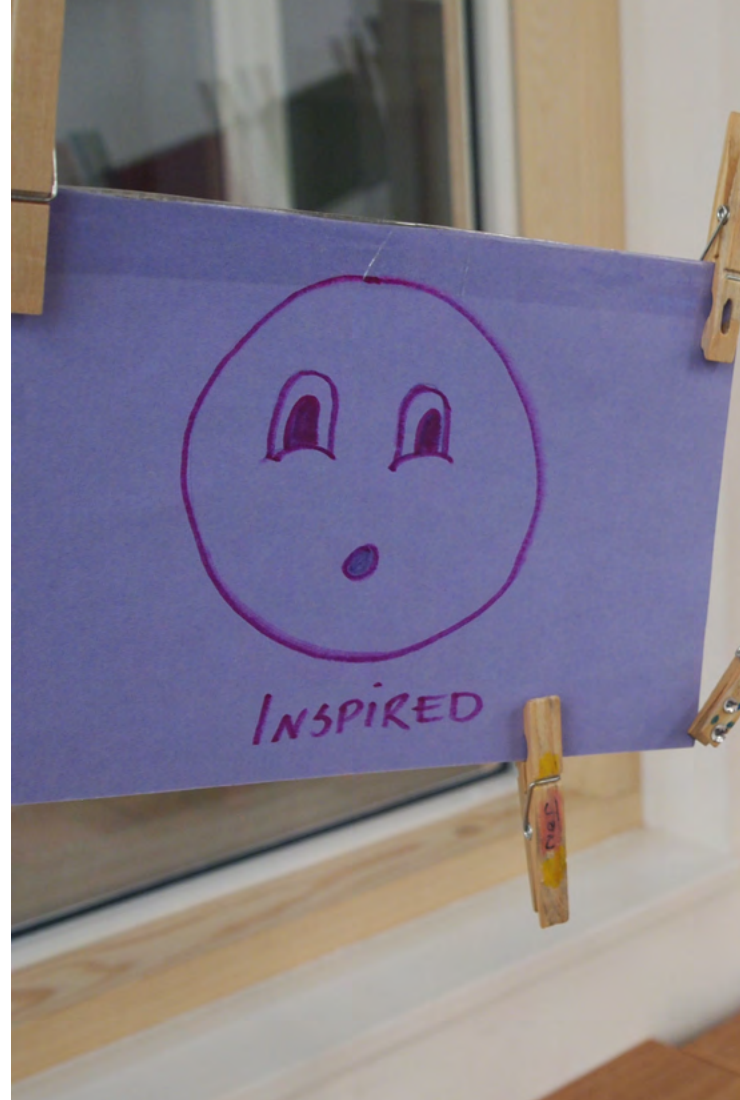
Putting more of this learning into our team's daily work was a priority this year. We brought facilitator and life coach Jennifer Potter in to hold two wellbeing 'away-day' workshops with the team.

The objective was for each staff member to slow down, reflect, share, co-create and explore what they needed to do their best work whilst feeling alive, resilient, and fulfilled. Our team embraced the two days wholeheartedly, where we discovered and learned what frameworks for staff support we need to improve and prioritise.

The workshops not only brought the team together and offered respite and rejuvenation, but left us all with a sense of what we can achieve when we put our wellbeing and welfare first.

### **Alana Avery**

*Head of Operations,  
On Road Media*





# Better Stories guide

**A practical guide for the sector and individuals on how to support people to do safe, strategic and effective media interviews**



**A**cross the UK, the nonprofit sector and the media see the power of people sharing their experiences and expertise in their own words. Done well, their voices aren't just heard - they can change how the public understands, feels and thinks.

This is behind everything we do at On Road Media, which is why we wanted to share our ten years of knowledge on how to do this work well, as part of our commitment to sector capacity building.

Due to the nature of the pandemic, this year we have focused more on sector outreach and support of the networks this year, as interactions were postponed or challenging to secure. And we created the Better Stories guide while the UK was in lockdown because we saw nonprofit organisations seeking communications support to talk about the pandemic's impact on their communities.

It is a practical guide for anyone who wants to learn, grow and put to action safe and strategic engagement with the media. It helps both sector organisations and

***“We know that it’s so important to lift up and multiply stories that can move our society in a better direction for everyone. We can’t afford to ignore the power of the media, particularly when harmful narratives can take hold and have negative consequences for our society.”***

*On Road Media,  
Better Stories guide 2020*



individuals to engage with the media, allowing them to shape narratives that drive long-term social change.

Learning from our network of advisors, and drawing on how we run our peer-supported projects, the guide recognises both the emotional intensity and toll media work can have on people who have skin in the game. When done right, this work can feel amazing for both the contributor with personal experience and the media worker covering the issue, leading to more nuanced content in broadcast and print/online.

***“When I was asked by the Ministry of Justice to do an interview with a national daily newspaper, I went straight to the resources from Angles. I found the Interview and self-care checklist in the “Better Stories” pamphlet particularly helpful. It helped me feel supported and more confident in the interview.”***

**Janet, Angles,**  
On Road Media network member

The guide walks us through how to make every part of this process positive, effective and something to feel good about, whether behind the scenes consultancy on a soap storyline or an interview for breaking news. From pitching to getting paid for interviews, it has a step by step process for preparing for opportunities, looking after yourself during an interview, and how to manage coverage afterwards. Crucially, it introduces key framing principles to make every word of an interview count.

The feedback we’ve had confirms the need to keep wellbeing central to media influencing work, and the importance of maintaining support for people to tell their own stories.

We run six projects, with specific focuses, for which this guide has become a crucial part of our training. The guide’s success has further established On Road Media as leaders and experts on safe and effective media work.



**The guide led to new training requests from the sector:**



# Climate Stories That Work

Turning up the urgency on climate stories, without bringing people down



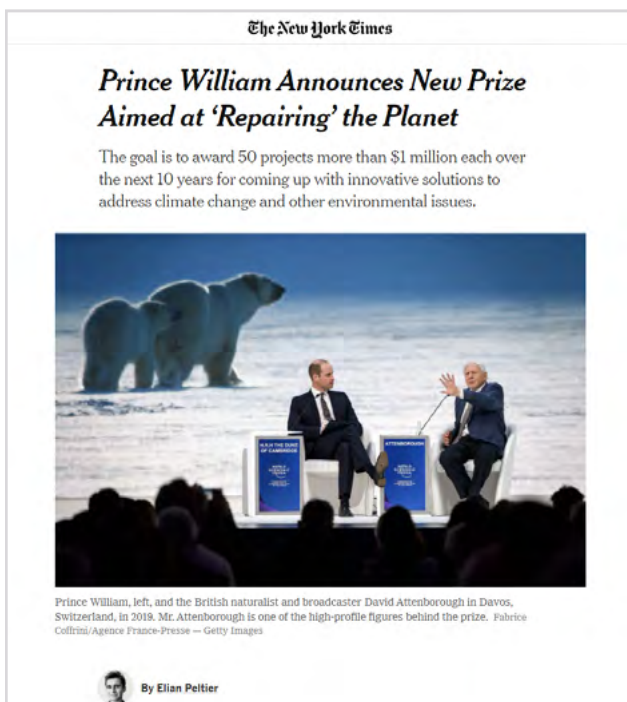
© HRH The Duchess of Cambridge

**W**e all have a lived experience of climate change, but do we all know how to talk about it?

In our newest project's first year we supported the Royal Foundation and Duke and Duchess of Cambridge's Earthshot Prize, changed two major broadcasters' approaches to production, and shared our guidance across popular culture and the media. We've run training with over 50 sector communicators, exploring how to talk effectively about Climate Change, as the world looks ahead to COP26 in 2021.

***"It was extremely refreshing to read the work on how to tell a new climate story. The approach is in alignment with our approach, so it was reassuring to see the results of the research and the specific guidance on six ways to change hearts and minds about climate change."***

*Production company, working with major broadcaster on series of digital shorts*



Supported by the Climate Change Collaboration of The Mark Leonard Trust, Ashden Trust and JJ Charitable Trust, this project was set up to create a mainstream move towards stories that can shift thinking on climate change.

Climate Stories That Work began with a literature review by our partners at the FrameWorks Institute and a new guide on the six ways we can change hearts and minds. These six principles underpin all the work we do with high-profile individuals and media outlets that talk about the climate to wide audiences.

The Royal Foundation said our support was “instrumental” in the design and language the Duke of Cambridge’s Earthshot Prize uses. When the prize was launched, the conversation focused on why this matters to us all. This brought a broad appeal and coverage, focusing on how we can and must change how our society deals with the reality of climate change.

Alongside this, Climate Stories That Works has been running interactions with senior media professionals and broadcasters across popular culture, to help shape effective content. Our work with the BBC Audience Research Team and the BBC Sustainability Lead has helped the public broadcaster shift its approach.

## CLIMATE STORIES THAT WORK IN NUMBERS:

**13**

Interactions

**27**

Media professionals worked with

**53**

Sector professionals trained

**85%**

of media have kept in touch after interactions

## FUNDED BY:

The Climate Change Collaboration of The Mark Leonard Trust, Ashden Trust and JJ Charitable Trust

## ORGANISATIONS WE’VE WORKED WITH:







Interactions with award-winning production companies has also sat alongside our own short film with film-makers Rubber Republic and Springwatch's Gillian Burke. 'How to talk about climate to make a difference' was screened at the Wildscreen film festival, along with its online release and outreach. The video and guide have now been seen and shared by many in the media, including Sky CEO Jeremy Darroch.

We've also been working with the sector, to enable this work at scale with training and guidance given to Friends of The Earth, Citizens UK and Make My Money Matter, among many others. We are now planning a series of dedicated and interactive framing workshops, and 1:1 support for nonprofit organisations.

***“The insight was particularly valuable in helping us to find the middle ground between expert opinion and quantitative message-testing, adding unique framing expertise and nuance that would not otherwise have been captured. This in turn has helped us to cut through jargon and develop simple but inspiring and empowering language that will resonate with everyday people and increase understanding and efficacy.”***

*Rachel Moriarty Programme Manager,  
The Royal Foundation of The Duke and  
Duchess of Cambridge*

Looking into 2021 we'll be working with the sector to sow the seeds for effective communications ahead of the United Nations Climate Change Conference COP26, a defining moment for the world in changing our approach to the climate.



# Climate change video and framing report

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What we say about climate change and how we say it matters. The right story can build the public appetite needed to catalyse change.

In September, we shared new evidence-based guidance prepared by the FrameWorks Institute. Our 'Six tips on how to change hearts and minds' guide helps those communicating for change to spark different thinking about climate change.

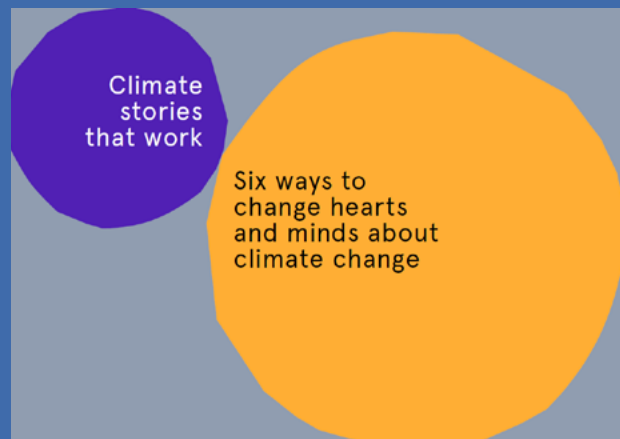
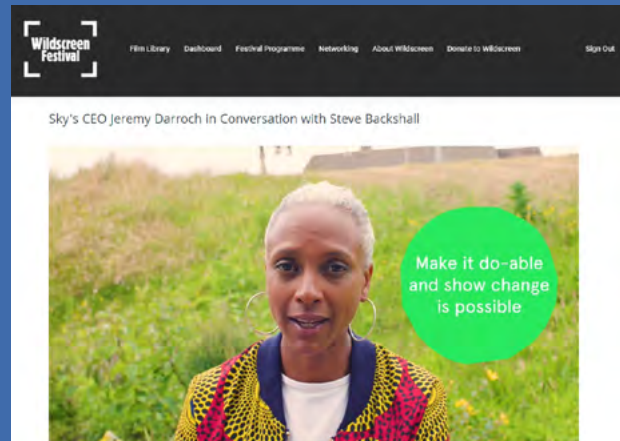
We brought this to life with film-makers Rubber Republic and Springwatch's Gillian Burke in our video experiment where the same question was anchored with both negative, and can-do language. When you show that change is possible, people's feelings and responses are optimistic and engaged with solutions.

The overwhelming feedback from media professionals to climate communicators was that this guide's short and snappy way of bringing our research together, shows just how easy it is to change the way we talk about the climate.

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***"The PDF is a valuable tool for anyone wanting to communicate climate and really helps give clear guidance over what kind of messaging is effective. I was particularly struck by the short film showing the difference in vox pop reactions to negative and [can-do] climate messaging."***

Steve Smith, production company Picture Zero



***"It's a very simple but powerful approach that is clear to use - and will make an important impact on our work."***

Make My Money Matter CEO Tony Burdon

***"Communicating effectively with the public about the issue of #ClimateChange is CRITICAL if we want to see both policy and behavioural change. Fortunately we now have the #comms tools to do this!"***

Abigail Scott Paul, Director of External Relations, Leeds 2023

***"Excited to apply learning from the really well run Zoom meeting. Am going to go through a bunch of our upcoming work to make sure it fits with the 6 key themes."***

Daniel, Citizens UK after a sector training session

# Talking About Poverty

**Building compassion and shared values into stories with people from low income backgrounds**

Talking About Poverty is bringing together people with low-income backgrounds or who have experienced poverty with media professionals. Ongoing peer support sessions build in strategic communication and self-care skills, to make every media engagement count.

In the last year, we've shaped stories with UK soaps, including Emmerdale – plus at Channel 4, Cosmopolitan magazine, BBC London and My London News, improving journalists and producers' understanding of poverty and leading to nuanced media stories. We've also seen outcomes in The Metro, HuffPost and The i Paper.



*Photo: ITV / Emmerdale*

Our project supported by the Joseph Rowntree Foundation (JRF) has led to a moving and celebrated storyline on Emmerdale. Our interaction about young carers and low income experiences had a significant impact on the narrative, in what Emmerdale said provided them the “tools to do justice to this storyline”. The coverage of female poverty in Cosmopolitan following our interaction shone a light on the hidden realities of women locked in poverty. Our network members also supported Covid Realities, a project engaging with national media, where we supported their work talking about Covid and poverty.

The project was also credited in the shortlist for the Sheila McKechnie Foundation awards for our networks collaboration when Abigail Scott Paul, who championed new storytelling approaches, was shortlisted for the Outstanding Leadership Award.

Trust For London support our London based ‘Poverty In The Media’ group, and has enabled us to build resilience into the sector. We’ve run training with Little Village, the Child Poverty Action Group Network and the Commission on Social Security led by Experts by Experience. Our network has gained confidence in media work through eight peer support sessions, leading to coverage on Channel 4 News. We’ve made this work representative of all of London by partnering with Toynbee Hall, Sufra Foodbank, Gingerbread, Leaders in Community and others to ensure a range of London boroughs and experts by experience are part of our network.

The project has also directly engaged in supporting the sector to make social action media campaigns. Four of our members took part in the 'This is Poverty', short film and social media collaboration by the JRF and Connected Pictures. This project explored what poverty meant to each contributor, in their own words. We supported the 4in10 campaigning network of organisations' steering committee to create the London Challenge Poverty Week in October 2020. During the week we focused our efforts on; a BBC London Interaction; working with network members for My London News outcomes and holding two media and self-care training workshops for 4in10's networks. Our spoken word poetry event with ATD Fourth World UK and 4in10 was a highlight.

In Challenge Poverty Week England and Wales we collaborated with Church Action on Poverty, JRF, and representatives from the National Union of Journalists to release 'Reporting Poverty: A guide for media professionals'. Created by an advisory group of media workers and people with experience, the guide focuses on helping journalists tell stories about poverty.

Looking ahead we are building capacity with sector organisations by supporting their networks to do safe and strategic media work while continuing our interactions with newsrooms, London media, dramas and popular culture outlets to shape better framed stories about poverty.

***"To see what these families deal with, having very little help from the authorities was quite humbling... I can't imagine performing this storyline without the input [On Road Media and JRF] gave to the show."***

*Emmerdale actor Liam Fox speaking to Lorraine Kelly about the storyline*

## TALKING ABOUT POVERTY IN NUMBERS:

**51**

Non profit staff  
and/or people with  
lived experience  
trained

**53**

Media  
professionals  
engaged with

**99%**

Will remain  
in activism  
after working  
with us

**49**

Network  
members

**18**

Peer support  
sessions

## FUNDED BY:

Joseph Rowntree Foundation,  
Trust For London

## ORGANISATIONS WE'VE WORKED WITH:



# Reporting poverty:

a guide for media professionals



## Reporting Poverty guide

Together with Church Action on Poverty, the Joseph Rowntree Foundation, and representatives from the National Union of Journalists, we launched a new guide “Reporting Poverty: A guide for media professionals”.

The guide offers practical and friendly recommendations on how media reporting on poverty can better represent people’s experiences, reduce the risk of negative impacts on people locked in poverty, accurately reflect the systemic issues and build support for structural solutions. In the long term, we know positive reporting ensures contributors have a good and safe experience, and want to collaborate with the media again.

It was co-produced by an advisory group, consisting of people with lived experience of poverty or low incomes and media workers who report on this issue, some who also have personal experience themselves. Everyone was remunerated for their time.

***“Thanks to On Road Media, I’ve had many opportunities to interact with the media from all political persuasions and platforms since then, and they have all been really positive. And slowly, very slowly, I’ve seen the rhetoric directed at folk like me change from one of an individual blame, to one being more aware of the structural constraints that we face every single day.”***

*Shirley Widdop,  
Reporting Poverty advisory group*

***“Positive reporting should ensure contributors have a good and safe experience, and want to collaborate with the media again. We’d also hope that journalists cover the nuanced experience of feeling trapped in poverty with a focus on structural solutions. This leads to better understanding of poverty and how to solve it.”***

*Nathalie McDermott,  
On Road Media CEO*



# Q&A with Talking About Poverty Manager

## A conversation with Aishah Siddiqa

### *How has it been joining just before lockdown?*

I may have only met some of the team before lockdown started just a week after joining the team, but I'm very grateful that it hasn't hindered my chance to get to know the people I'm working with. I think that's thanks to everyone's openness and On Road Media's working culture which encourages us to bring our whole selves to work!

Wellbeing is threaded throughout the organisation, whether it's for us as staff with wellbeing workshops, afternoons for reflections, online co-working spaces and flexy Fridays. Self-care and wellbeing are at the heart of our work with our networks, in the media interviews and interactions they take part in. This focus on wellbeing, alongside the fantastic team, has made my first year at On Road Media an incredible place to work.



### *How have you found the role?*

I have found it very energising and challenging – the perfect mix for me. The role is so varied. I could be running a two-day media training one day, while co-facilitating a peer support meeting on another day. I've been developing practical media guides, pitching to media professionals and managing media requests. I love seeing people grow in confidence and feel safe to do strategic media work about poverty and low-income experiences.

### *What have you learned?*

I've learned so much this year. It's been exciting to see the impact of framing on the way we talk about poverty and low income – from the growing public appetite to solve UK poverty to the feeling of control our groups have when they've established their boundaries and spoken of their issues as part of a systemic, wider problem.

I've also learned that although being online isn't the same as being in a room with people, bringing the level of attention and care we would in person is possible. Whether that's making sure things are accessible, checking in before and after, sending over care packages with tea bags or relaxing music playlists – there's always a way to show people you care!

### *What are you looking forward to?*

I'm looking forward to holding some more exciting interactions with the likes of Emmerdale and other soaps, as we have already. It's compelling seeing the impact of these meetings play out on our screens.

# Media Movers

**Changing the way media and popular culture tell stories about young people with migrant backgrounds**



In the last year, Media Movers has worked with multiple landmark BBC productions, as well as publications Grazia and gal-dem, improving journalists and producers' knowledge of migration.

Our Media Movers South project, funded by Unbound Philanthropy, has been working with BBC Westminster correspondent, Ione Wells. This work led to the long-read article 'Raised in the UK - barred from university' that had over one million hits. A follow-up podcast episode of BBC Sounds 'The Next Episode,' also broadcast on the BBC Asian Network was the most popular in the series.

Our interaction with the writer of landmark Windrush BBC film 'Sitting in Limbo,' broadcast on BBC One, made them aware of young people's experiences. Following our gal-dem interaction - a publication by and for people of colour from marginalised genders - they published a piece on young black men deported to Jamaica.

***"On Road Media has instigated a significant shift across the migrant sector, bringing a broader skill set and knowledge base in strategic communications. The Media Movers approach has not only benefited our members from safe media work and framing, it has enabled the group as a whole to benefit from media work for their own campaign goals."***

*Emma Gardiner, Praxis*

Meanwhile, Media Movers North, funded by Barrow Cadbury Trust and the Joseph Rowntree Charitable Trust, has worked with BBC Radio Manchester. This interaction left the journalist understanding the wider migration system through the lens of the young people she spoke to, with their perspectives influencing her work on national radio too.

“Meeting the sisters busted apart perceptions of asylum seekers. The way they’ve been studying, working, how they see themselves as ‘Mancs’ now.” Linda Walker, BBC Radio Manchester, Mike Sweeney Producer - after a Media Movers North interaction

Crucially, in the third year of this project, it’s becoming more apparent that we have a sustained emotional effect on journalists. Following our meetings with Vice and The Times’ senior reporters in 2018/19, they continue to deliver balanced journalism that shows empathy for, and affords agency to, those with lived experience. Our interaction with Grazia Features Editor Anna Silverman this year, in which we explored the challenges and joys of life for women with migrant backgrounds, has had a similar impact already.

Using our approach to safe and strategic media work, emphasising the safety and agency of young people, we’re now supporting 36 people in our two peer support networks. It’s seen us help them in bringing about media outcomes, including on BBC 1Xtra’s Talks, in an episode called ‘No Right To Remain.’ Next up in our commitment to these networks is building a set of resources for journalists to produce perception shifting content about young people.

***“On Road Media staff always make an effort to say ‘your self-care comes first’ or ‘do you have a support system’. I really had to sit down and think about that aspect of my life. Since then, especially with Covid and all that, it’s something I’ve been actively working on.”***

*Agnes, Media Movers network member*

## MEDIA MOVERS IN NUMBERS:

**21**

Nonprofit staff  
and/or people with  
lived experience  
trained

**70%**

increase in network  
understanding of  
UK media

**80%**

more likely to  
engage with media  
after working  
with us

**36**

Network  
members

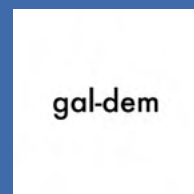
**16**

Peer support  
sessions

## FUNDED BY:

Barrow Cadbury Trust and Joseph  
Rowntree Charitable Trust,  
Unbound Philanthropy

## ORGANISATIONS WE’VE WORKED WITH:



# All About Trans

**Shaping narratives about transgender and non-binary people in the UK's top soaps, national news and with leading publishers.**



**A**ll About Trans has supported both Emmerdale and Hollyoaks with interactions and ongoing script support, work which has significantly shaped storylines in both soaps. Emmerdale has described our work as “invaluable” in the development of a storyline which is now nuanced, balanced and representative of trans people’s lived experiences. The work has led to ongoing relationships with both soaps, with additional storyline development planned in 2021 for All About Trans and On Road Media.

***“The biggest thing I took away from the session - which I must admit I hadn’t really expected - was that trans and non-binary folk are defined so much more by their joy and affirming moments than they are by the difficulties they face. It turned my perspective on its head.”***

*Soap storyliner after All About Trans interaction*

The project is continuing to work behind the scenes, influencing London and the UK’s most prominent news teams. As well as developing an ongoing relationship with one of the most read newspapers in the world, All About Trans has positively influenced coverage on, BBC Radio 4’s The World Tonight, The Independent and The Guardian. Our BBC London outcome with network member Tyler saw not only a positive media outcome but an example of how our support enabled a young trans person to build their confidence to do more strategic media work in the future too.



Our objective to influence broader and popular culture has seen us run interactions with JK Rowling's publisher Hachette and support a significant LGBT+ historical research piece by the Royal Historical Society.

Amid increasing noise and misunderstanding about the experiences of transgender people in the UK, All About Trans is supporting our network to build resilience and wellbeing into all of our media work, in an increasingly difficult space.

We've worked with the New Economy Organisers Network (NEON) to create a trans spokesperson network, which has proved a massive step forward in training and supporting people to take on significant and challenging media opportunities. Alongside this work, we've run training on safe and effective media engagement and provided one-to-one support to over 100 people in our network, leading to over 50 strategic and well-framed media outcomes.

One parent of a trans child whom we supported with media appearances about trans children's healthcare feels our help is increasing their skills and confidence:

***"It's that training that got me there. I'm...now really conscious of how I am answering and directing the conversation and framing and bridging. So it's all credit to you".***

*Parent of trans child, All About Trans network member*

All About Trans is continuing its vital work with soaps and newsrooms in the year ahead, with plans to develop and publish further strategic communications and framing guidance on communicating around transgender matters. Thanks to Paul Hamlyn Foundation's funding, All About Trans is also going through an exciting phase to explore the future direction of the project, which could see it run as a separate organisation, or an arm of On Road Media with governance, while led by young transgender people.

## ALL ABOUT TRANS IN NUMBERS:

14

Interactions

53

Media professionals  
worked with

80%

of network members'  
trust in media has  
improved after  
interactions

104

Network  
members

53

Network media  
outcomes

## FUNDED BY:

City Bridge Trust,  
Paul Hamlyn Foundation  
Youth Fund

## ORGANISATIONS WE'VE WORKED WITH:



# Angles

**Improving the public understanding of sexual and domestic violence by bringing together creatives and media professionals with people with lived experience and/or expertise.**

Angles is changing the way the media tells stories about sexual assault and domestic violence. Instead of merely raising awareness of these issues in ways that can compound trauma and entrench stereotypes, our network members are supported to tell stories that build a better understanding and drive systemic change. To change how our society approaches these issues, we need everyone from lawmakers to prosecutors to jurors to embrace new ways of understanding them.

This year we've done this dedicated and long-term work by carrying out interactions for an upcoming documentary for a major streaming service, a top UK soap, Sky News, and multiple newspapers including The i Paper and The Guardian.

As with all On Road Media projects, our focus on our network's wellbeing is at the core of our work. We have been training and supporting more than 50 activists with strategic framing, peer support sessions and in 22 media outcomes including with BBC London, The Sun, The Telegraph, Cosmopolitan magazine, The Independent and the British Film Institute.

Our significant role in shaping the upcoming documentary for a major streaming service led production company 72 Films to focus the piece on the bigger picture - society's role in allowing the perpetrator to go undisturbed - rather than on people as 'case studies.' Influencing the documentary from its early formation allowed us to support the producers not only to understand the challenges of representing sexual abuse in the media, without perpetuating unhelpful myths, but to identify the purpose and impact of telling the story they are telling. The outcome is a



Photo: Sky News

***"I really enjoyed this training, it was stimulating, informative and encouraging. It has given me the strongest steer yet for how I can best help our organisation move towards a more strategic approach, not just in press and social media, but as a whole. The attention to detail, accessibility, and the commitment to breaks and finishing on time was impeccable."***

***Brenna Jessie, Rape Crisis Scotland after Framing Masterclass***

documentary that looks at the societal dynamics that underpin sexual violence.

Elsewhere our support for a top UK soap on a storyline about child sexual abuse saw us advise on both the content and language of the storyline. Our help led to a realistic story that challenged misleading narratives. Equally, interactions between three London-based survivors and journalists from The Guardian has led to a development in the understanding within the team of how to sensitively explore the experiences of survivors of sexual abuse with the criminal justice system.

We can see the sector is recognising the importance of engaging in safe and strategic media work, and Angles is establishing itself as a leader in this space by sharing our learning and methodology. That's why this year with the Coutts Foundation and Rosa Foundation we delivered strategic framing training and masterclasses to a selection of their grantees working in the gender violence sector, including Centre for Women's Justice, End Violence Against Women, and Imkaan.

Going into 2021, Angles' work with documentaries and news producers continues. This, alongside building capacity in the sector and establishing the importance of effective framing, whilst including influential pop-culture voices.

***“As one of the many people who has struggled with all the Zoom since lockdown I wanted to thank you for making the interaction so genuinely open, positive, collaborative and generous in spirit. It was the first Zoom that I didn't want to end! Thank you for creating this space, it came at an important point for us.”***

*Kirsty Cunningham, former 72Films Executive Producer after Angles interaction*

## ANGLES IN NUMBERS:

10

Interactions

25

Nonprofit staff and/  
or people with  
lived experience  
trained

60%

increase in network  
willingness to engage  
with media with our  
support

50

Network  
members

22

Network media  
outcomes

## FUNDED BY: City Bridge Trust

## ORGANISATIONS WE'VE WORKED WITH:



# Thank you

**Nathalie McDermott,  
Founder and Chief Executive  
Officer, On Road Media**

**T**he most powerful memories I have of our work over the years have all happened in training sessions when people learn how to pivot from sharing the detail of “what happened” towards the broader, more systemic issues they want to highlight. We call this “widening the lens” as it helps audiences move away from thinking this is a “one-off” account towards seeing the structures and systems that are at play, and that can be fixed. It also feels good for the people doing this work. As our trainees crack this pivot, one by one I see the weight lift and the atmosphere shift in the room. They steer the conversation to where they want it to go, no longer trapped by the pressure to reveal details of their experience.

In this most extraordinary and challenging year, we have witnessed many beautiful and powerful moments such as these. Smiles between journalists and network members. Checkouts at the end of Zoom meetings when everyone shares what they’re taking away, how they’ve been moved. Fist pumping joy at the end of a training session when you feel how excited people are to learn about this framing thing they’ve heard a lot about - and how it can work for them. Every moment we create together is carefully thought out and curated by our magnificent team of dedicated and compassionate colleagues, and I am hugely grateful for every one of them.

I want to thank them, not only for what they have managed to deliver this year but for placing their trust in us as an organisation and moving closer together during the pandemic at a time when we had to be physically apart. Thank you to our trustees for their practical and





moral support and our partners for their creativity and flexibility as we redesigned our courses and interactions to work online.

Thank you to our funders, new and old, for supporting this vital work. Thank you in particular for the core funding support that enables us to take risks, learn and scale our impact. We are also enormously grateful for the emergency Covid funding that enabled us to redesign our workshops for online delivery and respond to the pandemic in a thoughtful and measured way.

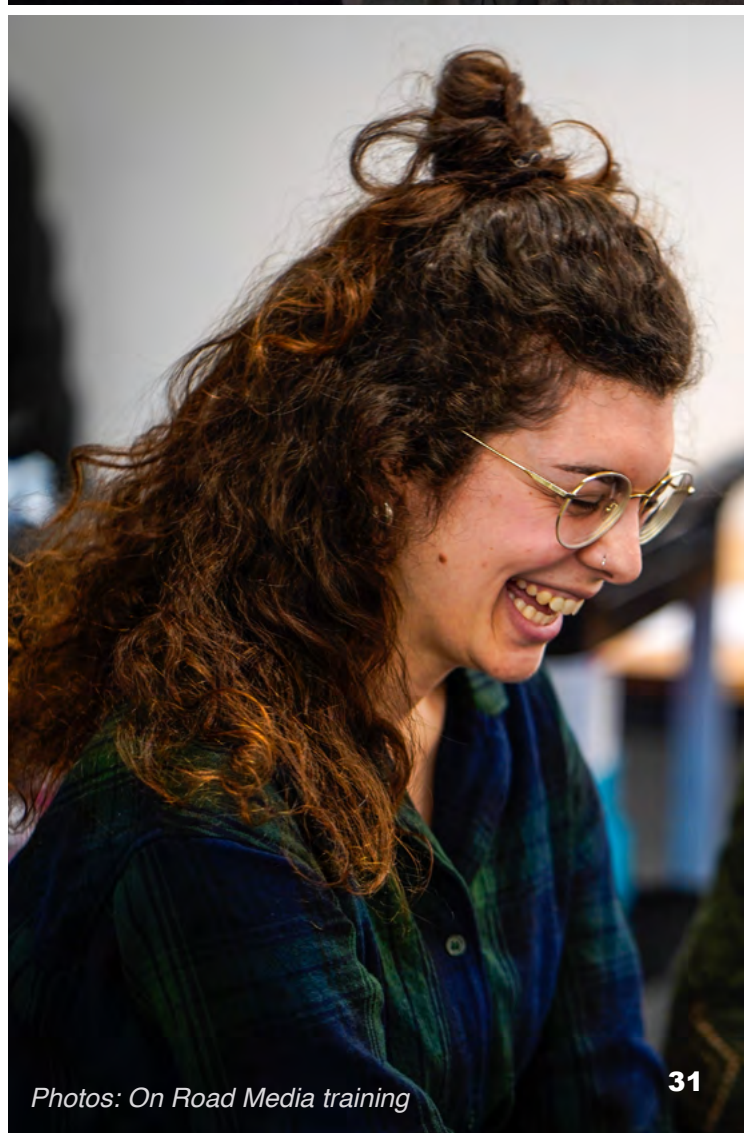
Thank you to the journalists, producers, and editors that convinced colleagues to come to our workshops, that have spread the word and continue to open doors for us across our projects.

And finally, thank you to each one of our 239 network members from last year who are taking on the vital and often difficult toll of campaigning and media work. We recognise what it takes to do this. And we are privileged every day to collaborate with you and, where we can, hold some of that burden with you.

Narrative change work that works is not “done” with one cracking interview or one brilliant documentary. It takes multiple individuals and groups to collaborate around the stories that work in ways that empower, that don’t exploit. On Road Media has an essential place in the UK third sector ecosystem and looking into 2021, we will be looking at how we scale this work and share our learning with more organisations. We are excited to work with you in the coming year.

**Nathalie McDermott**

*Founder and Chief Executive Officer,  
On Road Media*



# | Charity information

## **Reserves policy**

A formal policy on reserves was agreed at the December 6th 2017 meeting of the board.

This policy was updated at the 4th September 2019 meeting of the board.

Our policy states: The Board has set a reserves policy which requires: Reserves be maintained at a level which ensures that On Road Media's core activity could continue during a period of unforeseen difficulty. A proportion of reserves be maintained in a readily realisable form.

The calculation of the required level of reserves is an integral part of the organisation's planning, budget and forecast cycle. It takes into account: Risks associated with each stream of income and expenditure being different from that budgeted. Planned activity level. Organisation's commitments.

For 2020-2021, the Board agreed that the most appropriate level of reserves should be increased to the level of £100,000+ with aim of working towards an amount that equates to between 3 (£130000) and 6 (£260000) months running costs for the organisation. Running costs include salaries, rent and overheads.

## **Structure, governance and management governing document**

On Road Ltd. is a company limited by guarantee governed by its Memorandum and Articles of Association dated 19th June 2008. It is registered as a charity with the Charity Commission. Anyone over the age of 18 can become a member of the Company and there are currently 4 members. Each member promises, if the company is dissolved while they are a member or within twelve months after they cease to be a member, to contribute such sum (not exceeding £10) as may be demanded of them towards the payment of the debts and liabilities of the Company and of the costs charges and expenses of winding up, and the adjustment of the rights of the contributories among themselves.

## **Appointment of trustees**

As set out in the Articles of Association the chair of trustees is nominated by the elected trustees. Trustees are elected annually by the members of the charitable company attending the Annual General Meeting and serve for a period of 3 years. The trustees have the power to co-opt up to 2 further members to fill specialist roles. All members are circulated with invitations to nominate trustees prior to the AGM advising them of the retiring trustees and requesting nominations for the AGM. When considering co-opting trustees, the board has regard to the requirement for any specialist skills needed.

## Trustee induction and training

New trustees undergo an orientation to brief them on their legal obligations under charity and company law, the Charity Commission guidance on public benefit, content of the Memorandum and Articles of Association, the committee and decision-making processes, the business plan and recent financial performance of the charity. During the induction day, they meet key employees and other trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

## Organisation

The board of trustees, which can have up to 15 members, administers the charity. The board meets quarterly. A Chief Executive is appointed by the trustees to manage the day-to-day operations of the charity. To facilitate effective operations, the Chief Executive has delegated authority, within terms of delegation approved by the trustees, for operational matters including finance, employment and project specific related activity.

## Related parties

None of our trustees receive remuneration or other benefit from their work with the charity.

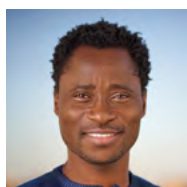
## Risk management

The trustees have a risk management strategy which comprises:

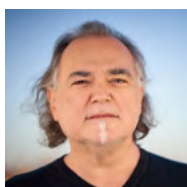
- an annual review of the risks the charity may face;
- the establishment of systems and procedures to mitigate those risks identified in the plan;
- and the implementation of procedures designed to minimise any potential impact on the charity should those risks materialise.

# Board of Trustees and On Road Media team

## Board of Trustees



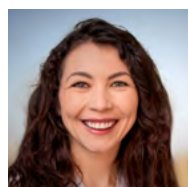
**Bisi Alimi**  
Co-chair



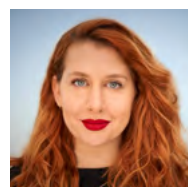
**Jean-Michel Duffrene**  
(Resigned,  
12.11.20)



**Amy Barbor,**  
(Resigned,  
12.11.20)



**Nina Spataru**  
Co-chair



**Melissa Murdock**  
Joined as a  
trustee in 2020



**Sophie Hobson**  
Joined as a  
trustee in 2020

## On Road Media team



**Nathalie McDermott**  
Founder and  
Chief Executive



**Alana Avery**  
Head of  
Operations



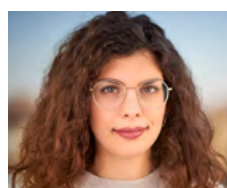
**Kate Llewellyn**  
Senior Project  
Manager



**Aishah Siddiqah**  
Project Manager  
joined in 2020



**Madeleine Ellis-Petersen**  
Project Manager  
joined in 2020



**Chiara Varé**  
Project Co-  
ordinator



**Zino Onokaye-Akaka**  
Project Assistant  
joined in 2020



**Amy Pearce**  
Administrative  
Assistant joined  
in 2020



**Jennifer Potter**  
Facilitator



**Uglya Stefania Kristjónudóttir**  
Project Consultant



**Tanaka Mhishi**  
Facilitator



**Iain McCallum**  
Senior Communi-  
cations and Media  
Specialist



**Nicky Hawkins**  
Director of  
Communications  
(joined September  
2020)



**Jamie Wareham**  
Senior  
Communications  
and Interactions  
Manager (joined  
October 2020)



**REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2020  
FOR  
ON ROAD LIMITED**

**ANNUAL GENERAL MEETING HELD 10 MARCH 2021**

Sedulo Accountants Limited  
Chartered Certified Accountants  
62-66 Deansgate  
Manchester  
M3 2EN

## ON ROAD LIMITED

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 OCTOBER 2020

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 October 2020. The trustees have adopted the provisions of 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 2019).

#### STRUCTURE, GOVERNANCE AND MANAGEMENT

##### Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

#### REFERENCE AND ADMINISTRATIVE DETAILS

##### Registered Company number

06624806 (England and Wales)

##### Registered Charity number

1165237

##### Registered office

The Green House  
Cambridge Heath Road  
London  
E2 9DA

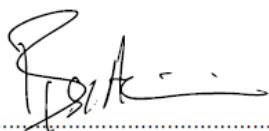
##### Trustees

A Barbor (resigned 12.11.20)  
S Lennox (resigned 20.12.19)  
A Alimi  
J Duffrene (resigned 12.11.20)  
N Spataru  
S Hobson (appointed 15.4.20)  
M Murdock (appointed 15.4.20)

##### Independent Examiner

Sedulo Accountants Limited  
Chartered Certified Accountants  
62-66 Deansgate  
Manchester  
M3 2EN

Approved by order of the board of trustees on **10/3/2021** and signed on its behalf by:



.....  
A Alimi - Trustee



.....  
N Spataru - Trustee

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ON ROAD LIMITED

---

### Independent examiner's report to the trustees of On Road Limited ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 October 2020.

### Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of FCCA which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Daniel Wilson  
FCCA  
Sedulo Accountants Limited  
Chartered Certified Accountants  
62-66 Deansgate  
Manchester  
M3 2EN

Date: ....15/02/2021.....

**ON ROAD LIMITED**

**STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 OCTOBER 2020**

		Unrestricted fund £	Restricted fund £	31.10.20 Total funds £	31.10.19 Total funds £
	Notes				
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	72,330	414,124	486,454	304,548
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Charitable activity costs		37,945	414,124	452,069	271,600
Other		<u>5,465</u>	<u>-</u>	<u>5,465</u>	<u>1,375</u>
<b>Total</b>		<u>43,410</u>	<u>414,124</u>	<u>457,534</u>	<u>272,975</u>
<b>NET INCOME</b>		28,920	-	28,920	31,573
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		<u>56,544</u>	<u>-</u>	<u>56,544</u>	<u>24,971</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>85,464</u></u>	<u><u>-</u></u>	<u><u>85,464</u></u>	<u><u>56,544</u></u>

The notes form part of these financial statements



**ON ROAD LIMITED**

**BALANCE SHEET  
31 OCTOBER 2020**

	Notes	Unrestricted fund £	Restricted fund £	31.10.20 Total funds £	31.10.19 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	7	9,497	-	9,497	2,193
<b>CURRENT ASSETS</b>					
Debtors	8	6,599	-	6,599	1,615
Cash at bank		<u>292,400</u>	<u>-</u>	<u>292,400</u>	<u>148,941</u>
		298,999	-	298,999	150,556
<b>CREDITORS</b>					
Amounts falling due within one year	9	(223,032)	-	(223,032)	(96,205)
<b>NET CURRENT ASSETS</b>		<u>75,967</u>	<u>-</u>	<u>75,967</u>	<u>54,351</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>85,464</u>	<u>-</u>	<u>85,464</u>	<u>56,544</u>
<b>NET ASSETS</b>		<u>85,464</u>	<u>-</u>	<u>85,464</u>	<u>56,544</u>
<b>FUNDS</b>	10				
Unrestricted funds				<u>85,464</u>	<u>56,544</u>
<b>TOTAL FUNDS</b>				<u>85,464</u>	<u>56,544</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2020.

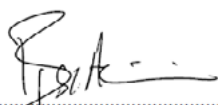
The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on **10/3/2021** and were signed on its behalf by:

  
.....  
A Alimi - Trustee

The notes form part of these financial statements

**1. ACCOUNTING POLICIES****Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 33% on cost
Computer equipment	- 33% on cost
Telephones	- 50% on cost

**Taxation**

The charity is exempt from corporation tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

**Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

continued...

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 OCTOBER 2020**

**2. DONATIONS AND LEGACIES**

	31.10.20	31.10.19
	£	£
Donations	129	1,230
Grants	<u>486,325</u>	<u>303,318</u>
	<u>486,454</u>	<u>304,548</u>

Grants received, included in the above, are as follows:

	31.10.20	31.10.19
	£	£
Esmée Fairbairn Foundation	35,000	6,893
The Tudor Trust	25,000	30,000
Paul Hamlyn Foundation	44,165	48,835
City Bridge Trust, the funding arm of The City of London Corporation's charity, Bridge House Estates (1035628)	40,000	40,001
Metropolitan House	-	15,000
Unbound Philanthropy	50,000	37,503
Joseph Rowntree Foundation	50,169	64,524
Trust For London	50,000	16,664
Barrow Cadbury Trust	25,000	6,250
Joseph Rowntree Charitable Trust	25,000	6,249
Equity General	-	1,200
Stonewall	1,000	1,000
The Guardian News	-	7,000
Oak Foundation	8,470	11,700
Mermaids	-	4,231
Child Poverty Action Group	-	1,030
Solace Women's Aid	-	1,089
Save The Children	-	550
CAF Coronavirus Emergency Fund	2,168	-
End Violence Against Women	3,195	-
The Coutts Foundation	5,000	-
The True Colours Trust	11,450	-
Climate Change Collaboration of The Mark Leonard Trust, Ashden Trust and JJ Charitable Trust	91,500	-
Other grants	<u>19,208</u>	<u>3,599</u>
	<u>486,325</u>	<u>303,318</u>

continued...

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 OCTOBER 2020**

**3. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	31.10.20	31.10.19
	£	£
Depreciation - owned assets	2,228	484
Deficit on disposal of fixed assets	<u>539</u>	<u>-</u>

**4. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 October 2020 nor for the year ended 31 October 2019.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 31 October 2020 nor for the year ended 31 October 2019.

**5. STAFF COSTS**

	31.10.20	31.10.19
	£	£
Wages and salaries	226,824	145,925
Social security costs	18,991	12,424
Other pension costs	<u>7,555</u>	<u>4,235</u>
	<u>253,370</u>	<u>162,584</u>

The average monthly number of employees during the year was as follows:

	31.10.20	31.10.19
Staff	<u>7</u>	<u>4</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	31.10.20	31.10.19
£60,001 - £70,000	<u>1</u>	<u>-</u>

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £	Restricted fund £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	44,694	259,854	304,548
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Charitable activity costs	11,746	259,854	271,600
Other	<u>1,375</u>	<u>-</u>	<u>1,375</u>
<b>Total</b>	13,121	259,854	272,975

continued...



**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 OCTOBER 2020**

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted fund £	Restricted fund £	Total funds £
<b>NET INCOME</b>	31,573	-	31,573
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	24,971	-	24,971
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>56,544</u>	<u>-</u>	<u>56,544</u>

**7. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>			
At 1 November 2019	2,135	3,972	6,107
Additions	5,554	4,517	10,071
Disposals	(2,135)	(1,179)	(3,314)
At 31 October 2020	<u>5,554</u>	<u>7,310</u>	<u>12,864</u>
<b>DEPRECIATION</b>			
At 1 November 2019	1,431	2,483	3,914
Charge for year	935	1,293	2,228
Eliminated on disposal	(1,596)	(1,179)	(2,775)
At 31 October 2020	<u>770</u>	<u>2,597</u>	<u>3,367</u>
<b>NET BOOK VALUE</b>			
At 31 October 2020	<u>4,784</u>	<u>4,713</u>	<u>9,497</u>
At 31 October 2019	<u>704</u>	<u>1,489</u>	<u>2,193</u>

**8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.10.20 £	31.10.19 £
Trade debtors	4,220	-
Other debtors	<u>2,379</u>	<u>1,615</u>
	<u>6,599</u>	<u>1,615</u>

continued...

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 OCTOBER 2020**

**9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.10.20	31.10.19
	£	£
Trade creditors	10,536	6,220
Social security and other taxes	211	4,282
Other creditors	1,424	-
Accruals and deferred income	<u>210,861</u>	<u>85,703</u>
	<u>223,032</u>	<u>96,205</u>

**10. MOVEMENT IN FUNDS**

	At 1.11.19 £	Net movement in funds £	At 31.10.20 £
<b>Unrestricted funds</b>			
General fund	56,544	28,920	85,464
	<u>56,544</u>	<u>28,920</u>	<u>85,464</u>
<b>TOTAL FUNDS</b>	<u>56,544</u>	<u>28,920</u>	<u>85,464</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	72,330	(43,410)	28,920
<b>Restricted funds</b>			
Restricted fund	414,124	(414,124)	-
	<u>486,454</u>	<u>(457,534)</u>	<u>28,920</u>
<b>TOTAL FUNDS</b>	<u>486,454</u>	<u>(457,534)</u>	<u>28,920</u>

**Comparatives for movement in funds**

	At 1.11.18 £	Net movement in funds £	At 31.10.19 £
<b>Unrestricted funds</b>			
General fund	24,971	31,573	56,544
	<u>24,971</u>	<u>31,573</u>	<u>56,544</u>
<b>TOTAL FUNDS</b>	<u>24,971</u>	<u>31,573</u>	<u>56,544</u>

continued...

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 OCTOBER 2020**

**10. MOVEMENT IN FUNDS - continued**

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	44,694	(13,121)	31,573
<b>Restricted funds</b>			
Restricted fund	259,854	(259,854)	-
	<u>          </u>	<u>          </u>	<u>          </u>
<b>TOTAL FUNDS</b>	<u>304,548</u>	<u>(272,975)</u>	<u>31,573</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.11.18 £	Net movement in funds £	At 31.10.20 £
<b>Unrestricted funds</b>			
General fund	24,971	60,493	85,464
	<u>          </u>	<u>          </u>	<u>          </u>
<b>TOTAL FUNDS</b>	<u>24,971</u>	<u>60,493</u>	<u>85,464</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	117,024	(56,531)	60,493
<b>Restricted funds</b>			
Restricted fund	673,978	(673,978)	-
	<u>          </u>	<u>          </u>	<u>          </u>
<b>TOTAL FUNDS</b>	<u>791,002</u>	<u>(730,509)</u>	<u>60,493</u>

continued...

**11. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 October 2020.



**ON ROAD LIMITED****DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 OCTOBER 2020**

	31.10.20 £	31.10.19 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	129	1,230
Grants	<u>486,325</u>	<u>303,318</u>
	<u>486,454</u>	<u>304,548</u>
<b>Total incoming resources</b>	486,454	304,548
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Wages	226,824	145,925
Social security	18,991	12,424
Pensions	7,555	4,235
Telephone	1,293	1,289
Postage and stationery	1,501	4,655
Advertising	980	14,000
Training & recruitment	1,460	848
Events & meeting costs	132,386	39,913
Computer costs	4,329	3,370
Rent	20,380	19,561
Sundry	3,077	1,809
Travel	7,634	20,048
Consultancy fees	25,120	3,523
Loss on sale of tangible fixed assets	<u>539</u>	<u>-</u>
	452,069	271,600
<b>Other</b>		
Accountancy	2,885	864
Bank charges	352	27
Depreciation of tangible fixed assets	<u>2,228</u>	<u>484</u>
	<u>5,465</u>	<u>1,375</u>
<b>Total resources expended</b>	<u>457,534</u>	<u>272,975</u>
<b>Net income</b>	<u><u>28,920</u></u>	<u><u>31,573</u></u>

This page does not form part of the statutory financial statements



## About On Road Media

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On Road Media is an award-winning charity that tackles social problems by improving media coverage of misrepresented groups and issues. We work towards long term narrative change by informing everything we do with research that tells us which stories are most effective to create positive social change for people.

We support people with first hand experience of the issues to do safer, more strategic media work, whether in front of the camera or behind the scenes, bringing them together with the media to inspire fresh and nuanced content with a focus on popular culture.

Our work has leveraged over £6 million in positive programming in the UK.

Our projects include:

- ▶ **Climate Stories that Work**
- ▶ **Talking About Poverty**
- ▶ **Angles: A Different Take on Sexual and Domestic Abuse**
- ▶ **All About Trans**
- ▶ **Media Movers** - which supports young people with migrant backgrounds.

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[www.onroadmedia.org.uk](http://www.onroadmedia.org.uk)

 [@onroadmedia](https://www.facebook.com/onroadmedia)  [@OnRoadMedia](https://twitter.com/OnRoadMedia)

**ONROAD**  
MEDIA