

PICTURE PEOPLE
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2022

PICTURE PEOPLE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Neil Burgess	(Appointed 29 September 2021)
	Christopher Hird	
	Andrea Rose	
Charity number	1125716	
Principal address	68 Manchuria Road London SW11 6AE	
Independent examiner	Richard F Hopper 4 Rhodfa Clawdd Offa Denbigh Denbighshire LL16 4RJ	

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TRUSTEES' REPORT

FOR THE YEAR ENDED 30 APRIL 2022

The trustees present their annual report and financial statements for the year ended 30 April 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's trust deed, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The charity's object is the advancement of education including the provision of capacity-building skills to people affected by war, disaster and social neglect. The policies adopted in furtherance of these objects are the design, development and implementation of training and film projects for people living in marginalised and vulnerable communities to empower them with skills, knowledge and confidence in their own abilities to influence decisions that affect them and their communities, and there has been no change in these during the year.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

During the 2021/22 financial year Picture People implemented four in-presence trainings, six online courses and workshops, and a mobile photo competition, as further described below.

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

1. In – presence trainings

The four in presence trainings include the 16th edition of the annual Summer School in Cinema Human Rights and Advocacy in Venice (Italy), two visual storytelling workshops in Bayreuth and Venice, and a Masterclass in Edinburgh.

2.1.1. 16th Summer School in Cinema Human Rights and Advocacy

Italy, Venice, 30 August – 8 September 2021

In 2021 the duration of the Venice Summer School programme, delivered in collaboration with the Global Campus of Human Rights, reverted to the usual 10 days and was attended by 27 participants from 22 different nationalities.

During the summer school the participants worked in five small groups to develop video advocacy projects with the mentoring of experts and tutors. As a result, five projects were pitched on the last day of the course focussing on children deprived of liberty in Palestine, intersex people in the UK, the right of burial of Syrian refugees in Lebanon, child marriage in Nepal, Ecocide and indigenous people of Brazil.

As every year, participants were given accreditation to access the Venice International Film festival screenings. Picture People's directors arranged private meetings at the School venue with film directors Peter Kerekas, Oleh Sentsov, Ameer Faker Eldin, Derek Doonen and Anjali Kochar so that they could partake in a Q&A session about their films screened at the film festival with the Summer School's participants.

2. 2.1.2 Visual Storytelling: Human and Child Rights

Lebanon, Bayreuth, 4 and 5 October 2021

The 2-day seminar was attended by 50 students from the human rights department of St Joseph University in Bayreuth. The seminar aimed at enhancing student's understanding of the mechanisms of storytelling to promote and defend human rights as well as to improve their communication and presentation skills.

The students engaged with the different topics of the seminars through group discussions and sharing their analysis with the whole cohort. These topics included effective storytelling and ethical representation. They were also asked to watch short videos to understand, analyse and respond to the content around human rights and, or child rights.

2. 2.1.3 How to tell your Story Anywhere Anytime

Scotland, Edinburgh, 14 November 2021

This masterclass was run at the World Extreme Medicine 2021 conference in Edinburgh and attended by 45 conference delegates. In the 45-minute session Picture People co-directors shared best practices and insights on the use mobile technology and visual media for creating stories to document and report medical practices from difficult environments.

2. 2.1.4 Visual Storytelling for Human Rights Advocacy

Italy, Venice, 17 – 19 January 2022

The 3-day training was delivered to 76 Master's students attending the Global Campus Master Programme in Human Rights and Democratisation.

The training was part of a practical skill component of the programme aimed at strengthening the capacity of students in using visual media and mobile technology to tell, document and report stories from the field. The workshop combines storytelling best practices for communicating stories ethically, safely and effectively, with a mobile film and photo lab for small groups for collecting and disseminating data from the field using mobile phones.

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

1. Online courses and workshops

The six online trainings run by Picture People in the period include a workshop in Timor Leste for human rights advocates and filmmakers, and five online trainings in Myanmar for civil society representatives, students, independent legal academics, and researchers in their respective fields of work.

2.2.1 Filming for Human Rights (online workshop)

Timor Leste, 7 October 2021

The workshop was organised in collaboration with the Human Rights Centre of the National University of Timor Leste and the Global Campus of Human Rights in the framework of the Dili International Film Festival. The workshop was part of the special event 'Human Rights' Day' at the film festival and was attended by approximately 30 young filmmakers and activists from Timor Leste wishing to know more about the connections between human rights, films, digital media, and video advocacy, and learn how to use film as a tool for social change.

2.2.2 Myanmar online courses and workshops

From October 2021 to April 2022 Picture People delivered a multidisciplinary training programme comprising of five online trainings under the Denmark - Myanmar Programme on Rule of Law and Human Rights (HRERP) in Myanmar in collaboration with the Yangon School of Political Science (YSPS).

- I. Two 6-week courses on **Media Human Rights and Technology (MHRT)** for representatives of Civil Society Organisations (CSOs) and Community Based Organisations (CBOs) in Myanmar. The first course was delivered from 14th October to 1st December 2021, the second course from 21st February to 30th March 2022.
- II. Two 4-day workshops for Yangon School of Political Science (YSPS) graduate level students on the **Introduction to Media, Human Rights and Technology (IMHRT)** as part of the online certificate course 'Human Rights and Democracy Fundamentals' (HRDF). This first workshop was delivered from 13th to 16th December 2021, the second workshop on 10th, 11th & 17th, 18th March 2022.
 - I. **2.2.3 A 4-day workshop on 'Teaching human rights remotely'** for 12 tutors of the certificate course, 'Human Rights and Democracy Fundamentals'. This workshop was delivered on 9th to 11th February and 4th March 2022.

All teaching activities were taught in English with simultaneous interpretation in Burmese.

I. 2.2.4 Media Human Rights and Technology (MHRT) 6-week online course

Course 1: 14 October – 1 December 2021

Course 2: 21 February – 30 March 2022

The aim of this multidisciplinary course was to provide CSO/CBO leaders and staff in Myanmar with the opportunity to advance their understanding on the connections between media, human rights and technology, and strengthen their skills and best practices in secure communication and documentation, and safe reporting of stories.

Both MHRT1 and MHRT 2 were delivered in three modules over a six-week period, offering a combination of live sessions on Zoom, film screenings, group-based activities, pre- and post-sessions learning, and self-paced activities. Some of the sessions were delivered by external facilitators, experts in the fields of communication, digital media and technology, human rights, or advocacy.

A total of 77 participants from across Myanmar attended both courses showing a genuine interest and engagement in the trainings - they appreciated the practical teaching approach, the extensive use of visual media to illustrate examples and/or case studies, as well as the use of a variety of online teaching tools to foster collaborative work. However, the most relevant challenges encountered in the implementation of all five trainings related to participants limited online accessibility due to low bandwidth and the occurrence of internet shutdowns and power cuts, which led to frustrating experience for the participants with an intermittent access to Zoom sessions, or difficulties in downloading course material from the designated encrypted cloud platform.

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

I. 2.2.5 Introduction to Media Human Rights and Technology (IMHRT) 4-day online workshop

Workshop 1: 13 – 16 December 2021

Workshop 2: 10, 11 & 17, 18 March 2022

This online workshop was delivered as a module an undergraduate educational programme 'the Human Rights Fundamental Certificate Course' developed by the Yangon School of Political Science (YSPS).

The aim of IMHRT was to provide students with a better understanding of the connections between visual media, human rights and technology by developing the necessary skills to use video and digital media to influence change and advance human rights advocacy and documentation. The workshop included four webinars of 75 minutes introducing storytelling for social change, video advocacy strategy, freedom of expression, ethical issues around trauma and self care, and a set of tech tools to securely document, verify and archive visual evidence for human rights investigation.

The first workshop was attended by 185 students while the second by 165 students for a total of 350 students.

2. 2.2.6 Teaching Human Remotely (online workshop)

Myanmar, 9 – 11 February, 4 March 2022

The 4 day training aimed to upskill 12 tutors from the Human Rights Fundamentals Certificate Course at the Yangon School of Political Science in Myanmar to teach human rights remotely using online teaching tools and digital media to deliver interactive and engaging teaching sessions on human rights issues.

The course included six sessions lasting 90 minutes each delivered on Zoom over a three-week period. As a result, 11 participants out of 12 produced an assignment of a lesson plan on a human rights topic of their choice related to the Human Rights Certificate Course's undergraduate curriculum, and shared it with the group and tutors during the workshop's last session.

The collaborative nature of the assignment using peer learning methodology encouraged a productive dialogue and exchange amongst participants which enhanced their practice and understanding of remote teaching methods.

2.3 Communications Project – 1st Mobile Photo Competition

Picture People launched the first edition of 'Focus in Film', a mobile photo competition aimed at celebrating the international Human Rights Day in December 2021. Out of 37 photographs entered in the competition, 4 photographs from Myanmar, Western Sahara and Sri Lanka were awarded a prize consisting of a free online course from the prestigious Masters' of Photography website.

Financial review

The income and expenditure for the year and the financial position at the end of the year are shown in the attached accounts. The trustees consider the financial position to be satisfactory and are working on eliminating the small remaining deficit on unrestricted funds.

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The trustees considers that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. The trustees hope to be able to increase free reserves to this level in the future.

The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Structure, governance and management

The charity was established by a charitable trust deed on 11 March 2007.

The trustees who served during the year and up to the date of signature of the financial statements were:

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

Neil Burgess	(Appointed 29 September 2021)
Christopher Hird	
Andrea Rose	
Koen De Feyter	(Resigned 29 September 2021)

The trustees supervise the charity's activities, but day-to-day matters are dealt with by Claudia Modonesi.

The trustees' report was approved by the Board of Trustees.



Christopher Hird

Trustee

Dated: 25/01/2023

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INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF PICTURE PEOPLE

I report to the trustees on my examination of the financial statements of Picture People (the charity) for the year ended 30 April 2022.

Responsibilities and basis of report

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

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

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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

Richard F Hopper

4 Rhodfa Clawdd Offa
Denbigh
Denbighshire
LL16 4RJ

Dated:

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STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 APRIL 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Income from:							
Donations and legacies	3	9,202	26,692	35,894	10,061	19,674	29,735
Expenditure on:							
Charitable activities	4	15,855	31,450	47,305	1,025	28,031	29,056
Net (expenditure)/income for the year/							
Net movement in funds		(6,653)	(4,758)	(11,411)	9,036	(8,357)	679
Fund balances at 1 May 2021		22,327	4,758	27,085	13,290	13,116	26,406
Fund balances at 30 April 2022		15,674	-	15,674	22,326	4,759	27,085

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

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BALANCE SHEET

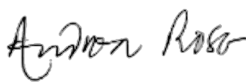
AS AT 30 APRIL 2022

	Notes	2022 £	£	2021 £	£
Fixed assets					
Tangible assets	8		3		3
Current assets					
Cash at bank and in hand		19,411		28,550	
Creditors: amounts falling due within one year	9	(3,740)		(1,468)	
Net current assets			15,671		27,082
Total assets less current liabilities			15,674		27,085
Income funds					
Restricted funds	10		-		4,759
Unrestricted funds			15,674		22,326
			15,674		27,085

The financial statements were approved by the Trustees on 25/01/2023



Christopher Hird
Trustee



Andrea Rose
Trustee

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2022

1 Accounting policies

Charity information

Picture People is a unincorporated charity.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future and are in the process of securing further sources of funding for future activities. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Resources expended

Liabilities are recognised in the accounts at the time when the charity incurs an obligation to make payment.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

1 Accounting policies

(Continued)

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	33.33% p.a. on cost
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2022 £	2022 £	2022 £	2021 £	2021 £	2021 £
Donations and gifts	5,321	-	5,321	10,061	-	10,061
Grant income	3,881	26,692	30,573	-	19,674	19,674
	<u>9,202</u>	<u>26,692</u>	<u>35,894</u>	<u>10,061</u>	<u>19,674</u>	<u>29,735</u>

4 Charitable activities

	Photographic projects 2022 £	Photographic projects 2021 £
Project direct costs	39,506	28,277
Share of support costs (see note 5)	7,577	563
Share of governance costs (see note 5)	222	216
	<u>47,305</u>	<u>29,056</u>
Analysis by fund		
Unrestricted funds	15,855	1,025
Restricted funds	31,450	28,031
	<u>47,305</u>	<u>29,056</u>
For the year ended 30 April 2021		
Unrestricted funds	1,025	
Restricted funds	28,031	
	<u>29,056</u>	

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

5 Support costs

	Support costs £	Governance costs £	2022 £	Support costs £	Governance costs £	2021 £
Administrative expenses	7,577	-	7,577	563	-	563
Accountancy	-	222	222	-	216	216
	<u>7,577</u>	<u>222</u>	<u>7,799</u>	<u>563</u>	<u>216</u>	<u>779</u>
Analysed between Charitable activities	<u>7,577</u>	<u>222</u>	<u>7,799</u>	<u>563</u>	<u>216</u>	<u>779</u>

Governance costs includes payments to the independent examiner of £222 (2021- £216) for accountancy and independent examination fees.

6 Trustees

None of the trustees (or any persons connected with them) received any remuneration or reimbursement of expenses during the year.

7 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
Total	-	-

There were no employees whose annual remuneration was more than £60,000.

8 Tangible fixed assets

	Computers £
Cost	
At 1 May 2021	3,750
At 30 April 2022	<u>3,750</u>
Depreciation and impairment	
At 1 May 2021	3,747
At 30 April 2022	<u>3,747</u>
Carrying amount	
At 30 April 2022	<u>3</u>
At 30 April 2021	<u>3</u>

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

9 Creditors: amounts falling due within one year

	2022 £	2021 £
Other creditors	1,243	1,252
Accruals and deferred income	2,497	216
	<u>3,740</u>	<u>1,468</u>

10 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds			
	Balance at 1 May 2020 £	Incoming resources £	Resources expended £	Balance at 1 May 2021 £	Incoming resources £	Resources expended £	Balance at 30 April 2022 £
2020							
Workshops	13,116	18,524	(26,943)	4,696	-	(4,696)	-
2021							
Workshops	-	1,150	(1,088)	62	26,692	(26,754)	-
	<u>13,116</u>	<u>19,674</u>	<u>(28,031)</u>	<u>4,758</u>	<u>26,692</u>	<u>(31,450)</u>	<u>-</u>

11 Analysis of net assets between funds

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Fund balances at 30 April 2022 are represented by:						
Tangible assets	3	-	3	3	-	3
Current assets/(liabilities)	15,671	-	15,671	22,323	4,759	27,082
	<u>15,674</u>	<u>-</u>	<u>15,674</u>	<u>22,326</u>	<u>4,759</u>	<u>27,085</u>

12 Related party transactions

There were no disclosable related party transactions during the year (2021 - none).