

REGISTERED COMPANY NUMBER: 06624806 (England and Wales)

REGISTERED CHARITY NUMBER: 1165237



**Accounts and Trustees report
for Year End October 2019**

BBC SOUNDS

DOCK HOUSE



CONTENTS

Message from the Chair of the Board of Trustees	3
Charity Information	6
Background.....	11
Our work this year	12
Media Movers	14
All About Trans	18
Angles	22
Talking About Poverty	27
Thank you	31
Board of Trustees and On Road Team	32
Financial Report 2018-19	33

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 OCTOBER 2019

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 2019. 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).

MESSAGE FROM THE CHAIR OF THE BOARD OF TRUSTEES



Amy Barbor, Nesrine Malik and Nathalie McDermott

A few months ago, On Road’s Chief Executive Nathalie and I went to see Nesrine Malik speak to Gary Young about her new book “We Need New Stories”. “Individually and collectively, we need stories... a malignant thread has been running through Western history, and it is made of myths....myths that divide and instil a sense of superiority over others.”

So much of Nesrine’s talk resonated with us, and it also led me to reflect on our responsibility as an organisation to look at ourselves and the myths that have shaped us and our thinking.

At On Road, we know that in order for communication to be most powerful, for good, it has to move away from the feeling of “us and them” or “bad versus good”. And that work begins with us.

I am proud that the organisation continues to carry out groundbreaking communications work in a self-reflective way, but doesn’t sit on its laurels and assume we have all the answers.

I love this slide from one of our training courses which summarises what good communications needs to do:



The point that stands out for me here is: “Helps people understand issues in their own way without feeling judged.” 2018/19 saw us apply our knowledge of strategic communications across our projects, carefully supporting our networks to frame their issues in helpful ways that bring audiences with us - that don’t alienate people with messages that polarise.

This approach is complementary with our interactions with journalists - carefully curated meet-ups between media professionals and members of our networks to deepen understanding of the issues.

“Unlike any meeting I’ve ever experienced in my 20 years as a journalist”

Mark Russell, Managing Editor, British Vogue (after Angles interaction this year)

2018/19 also saw us, with the thoughtful and skilled leadership of our chief executive Nathalie, grow our income and increase our number of programmes with care and ambition; always ensuring we were considering our mission first. We have new staff members and new board members, but we are still small, adaptable and driven by values.

We've built relationships with funders and partners that want to work with us on long-term narrative change, that see the value in a relationship with an organisation that can bring specialist insight to their target sectors. Our funders see that we are committed to helping the voluntary sector move away from seeing people with lived experience as "case studies", and towards a way of communicating that is kinder, and more effective.

The On Road team works with integrity and stands by their values which is perhaps the most important aspect of any charity today. Like the media, the social sector is beginning to admit our exclusivity and beginning to see how we sometimes perpetuate the very structures of injustice that we claim to be tackling. On Road's approach to inclusion is radical and brave. It requires hard work and integrity. And it's why I am proud to share our report with you now.

Amy Barbor

Amy Barbor
Chair of the Board of Trustees

CHARITY INFORMATION



On Road training course 'mood string'

Objectives and aims

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

- A** | advancing education and raising awareness in equality and diversity, particularly in respect of communities which are under-represented or misrepresented in the media;
- B** | 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;
- C** | cultivating a sentiment in favour of equality and diversity by working with and training the voluntary sector and media industry.

Vision

For media across the UK to give accurate and fair portrayals of minority groups or communities that are vulnerable to misrepresentation, preventing social issues that stem from exclusion and prejudice.

For the voluntary sector organisations to co-design and deliver work in equitable partnership with people with direct experience of the issues they are addressing.

Mission

To bring people and media organisations together to inspire better programming across news and fiction of communities that are misrepresented, and to support people from those communities to feel safe and empowered to lead that change.

To foster greater understanding in the voluntary 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

1 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.

2 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.

3 Positivity:

On Road 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.



Tanaka Mhishi runs a Spoken Word workshop for Angles

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: 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

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'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 2019-20, the Board agreed that the most appropriate level of reserves should be increased to the level of £70,000 with aim of working towards an amount that equates to between 3 and 6 months running costs for the organisation.

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, for example, we will be seeking trustees with HR and PR skills, as well as a new treasurer in 2019-20.

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.

This work has identified that as the organisation grows, capacity in terms of HR support and operations will be necessary to ensure the stability of the organisation.

BACKGROUND

On Road is an award-winning charity that tackles social problems by improving media coverage of misrepresented groups and issues.



All About Trans member Tigger speaks to industry professionals at the Equity interaction

Founded in 2008, we create long term narrative change, and all our work is informed by research into the stories and approaches which are most effective in creating positive social change.

We're working alongside our colleagues in the third sector to move away from reactive media work and using people as 'case studies'. Instead, our team delivers projects in collaboration with people who have personal experience of social issues across the UK. We ensure people have the right support, contacts, training, payment, and time to work out how they want to use their voice to do media work safely and strategically, whether in front of the camera or behind the scenes.

We connect journalists and media professionals with people with lived experience of the issues they are covering, whether it's for an article or a soap storyline. We ensure that content is nuanced and closer to the truth, whilst creating opportunities for our networks to lead on narrative change in the mainstream media.

Each project involves working closely with a community over several years, building trust, skills and relationships. As part of each project we deliver four key activities: what we call the “interactions” – informal and carefully curated meet-ups between people with lived experience and senior media professionals; bespoke media and strategic communications training with a focus on self-care and well-being; peer support for activists engaging with the media; and mentoring for project participants.

Our work this year:

1 Media Movers

Launched in 2018 and now based in both London and Manchester, Media Movers improves media coverage of young people with migrant backgrounds.

2 All About Trans

Our longest-running award-winning project, which began in 2011 and is led by an Advisory Group, improves the visibility and portrayal of transgender people in the media.

3 Angles

A Different Take on Sexual and Domestic Abuse

Since 2017, we bring survivors of sexual and domestic abuse and/or sector professionals, together with media influencers to promote fresh new content and a better understanding of the issues.

4 Talking About Poverty

Set up as a pilot project in 2018, now based in London and York, we support a group of people with first-hand experience of poverty and low incomes to engage with the media using strategic communication.

The strategies employed to achieve the charity's aims and objectives are to:

- ▶ Organise “interactions” – friendly, informal and interesting social meet-ups that bring together media professionals with project participants. This changes the thinking and practice of senior editors, journalists and creators of television, radio and print content by creating opportunities for them to build relationships with people from the communities they report on;
- ▶ Connect journalists and broadcasters with interested network members to collaborate on nuanced content within popular culture leading to narrative change;
- ▶ Provide bespoke media and strategic communications training with a focus on self-care, giving networks the necessary skills and confidence to engage with the media;
- ▶ Provide peer support to activists across all projects to ensure they are confident with boundaries and have the necessary support to make informed decisions about how and when they will engage with the media;
- ▶ Mentoring for project participants emphasising well-being, media skills, resilience and support to ensure likelihood to influence the media and be involved in activism.



Angles workshop with the network

Media Movers

Since the launch of Media Movers in 2018, we've been bringing young people with migrant backgrounds and senior media professionals together to influence media narratives around migration in a safe and strategic way.



Media Movers group meet with ITV commissioners

With support from Unbound Philanthropy, we're delighted to be taking the project beyond its pilot phase. In the project's next stage, we will be tightening the focus to look at popular culture more widely - outlets with audiences of over a million - soaps, major newspapers, podcasts, broadcasters.

Progress has been made in the expansion of this project, in the relationships made with media professionals, the sharing of strategic communications learning with the sector and in the number of young people we're bringing on board. We are seeing early outcomes from the work and have exciting projects in the pipeline.



A major outcome from The Times meet-up was a suite of articles written by the Chief Reporter, Sean O'Neill.

These focused around fees for visa renewals, featuring young people including Michelle from Media Movers.



The coverage led to two further articles about child citizenship fees and 900 people complaining to their MP about the issue of fees. IMIX also brought about a Channel 4 News report off the back of the articles, and we supported Michelle to participate.

Trust was built from the start through to the interaction with the journalist and it led to sensitive interviewing. This made sure the safety of the young people was at the centre of the work. On Road support was provided to Michelle who engaged with the Times and Channel 4 on two pieces. We focused on her self-care and how to move the audience strategically on the issue.

Top: The Times interaction with Media Movers
 Bottom: The Times article on fees for visa renewals, an outcome from Media Movers

This year we diversified the group so that any young person who has migrated is able to join - making sure we're drawing on the similarities young people have experienced rather than creating silos of different experiences based on legal status.

We continue to work with young people aged from 18 to around 27 years old, recognising that strict limits around age could mean the project would not include vital and diverse experiences, in particular around young people who are unable to get their papers by applying for asylum or having lived in the UK since their early years. Bringing young people together in this way has helped media professionals in their understanding of the migration system and raised awareness of lesser known experiences.

“ The very first thing we did was cover the basics when it comes to safety and working with the media. I was fairly surprised to learn that my privacy is very important and the amount of exposure about myself that I share was up to me.”

Testimony from
Media Mover



Media Movers interaction with LBC Radio

Our learning on strategic communications and the group's needs led to a carefully curated media training delivered in the summer. This training, with guest journalists including the Media Mover member and Evening Standard journalist Ade Lamuye, brought together 9 young people to kick off the second year of the project.

Supporting Media Movers to communicate on these issues in a safe and strategic way has been central to the project, alongside developing skills that will enable the group to continue influencing narrative change. We have done this by sharing learning on messaging and working closely with IMIX, NEON, PIRC and the FrameWorks Institute (across our projects where relevant).



Media Movers hold interaction with Grazia magazine

As with our other projects, peer support sessions are an essential component of the work. During these monthly meet-ups, co-facilitated with Tanaka Mhishi, our associate facilitator from our Angles project, Media Movers are developing their strategic communications skills, facilitation experience and providing support to each other as they engage with the media. The group were invited to share their learning beyond the media and deliver a workshop at the Unbound Philanthropy and Paul Hamlyn Foundation Shared Ground residential on lived experience engagement.

Relationships made in our interactions are bearing fruit. We met with media professionals from five outlets including ITV commissioners, LBC, BBC teams and The Times. These meet-ups led to 90% of media professionals we met saying their understanding of the issues had improved ‘a lot’.

To widen the reach of this group and engage with media professionals outside of London, we successfully applied for support from the Barrow Cadbury Trust and the Joseph Rowntree Charitable Trust to set up a sister group in Manchester, which we’ve called “Media Movers North”. This ensures we’re including voices and experiences from outside of London, and targeting national broadcasters based in Salford, Leeds, and Liverpool.

Activities for this project will begin in January 2020 and we’ll be renaming our London group to Media Movers South, looking to bring the networks together later in 2020.

“Inspired to create positive content and tell the human story”

A senior journalist after meeting Media Movers

All About Trans

Our longest running project, launched in 2011, has undergone an exciting development in its approach to strategic communications and progress towards being set up as its own trans-led entity.



All About Trans interaction with the Ariadne funders' network

All About Trans, which improves media coverage of trans and non-binary people, is funded by the City Bridge Trust (the funding arm of [The City of London Corporation's charity](#), Bridge House Estates 1035628) for its media interactions, training and peer support activities. The Paul Hamlyn Foundation supports its proactive press work around trans children and young people.

The last year has been a challenging one for the All About Trans network and trans community more widely. We've seen a great deal of negative press and opinionated content that is hard to counteract, leaving many transgender people and allies feeling emotionally unable to engage in media work of any form.

Following in the footsteps of our Talking About Poverty project with the Joseph Rowntree Foundation and the FrameWorks Institute, we undertook research into the perceptions of the UK's cisgender population of transgender people.

Supported by Mermaids and Magenta Research, we were able to produce recommendations around communicating trans matters to wide audiences - in particular looking at how the public understands trans children and women.

A key development of our skills as an organisation has been trialling ways to roll out this research to communicators in a useful and community-led way - learning we'll use across On Road's projects.

We were able to use this research in our collaboration with Gendered Intelligence (GI), a trans youth charity. We worked with a peer support group of parents of trans children and young people to deliver strategic communications training and support GI staff and parents to communicate strategically, safely and with agency.



Rahil and Alana Avery during the All About Trans Media Development course in collaboration with GI

Trainees told us after the courses:

"I feel much more confident to frame my messages, make the trans experience relatable and bring positivity and hope."

"I no longer feel it is to be feared but rather something to be used to the advantage of trans young people."

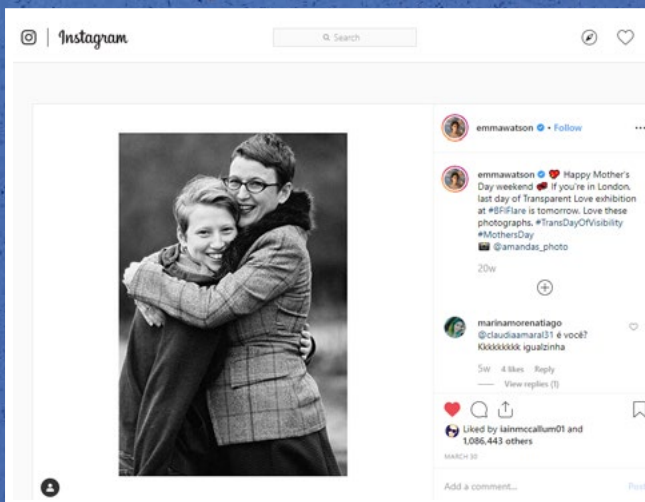
"I felt guided through the process and safe to have my first ever go at media interviewing. At no part did I feel under any pressure - it was all so well organised and thoughtfully done."



Transparent Love at the BFI Flare Festival

Over the past year we've also learnt a lot about the ways that creatively engaging with an issue can help us reach new audiences. In March, our photography exhibition Transparent Love opened at the British Film Institute's Flare film festival.

The exhibition depicted mothers and their trans children in everyday settings and was a huge hit, leading to a post from actor and celebrity Emma Watson on Instagram and a cross-party event at the House of Commons attended by 10 MPs (including Ben Bradshaw, Justine Greening and Stephen Doughty). This reach was made possible by approaching the issue creatively, using art to illustrate the ordinary realities of trans children's lives.



Alex and his mum Lisa at the Transparent Love exhibition reception

“It’s just really full of love and that’s what it’s all about. And when you meet the kids, you know that they are supposed to be who they are and they know who they are.”

Guest at BFI Flare

“We feel like we’ve taken part in an initiative that is helping with trans positivity that is desperately needed. I think the majority of the population are neither one way or the other – they just don’t understand. And when they do understand, they actually turn out to be accepting. So I think through initiatives like this, we’ve got the opportunity to help educate them and promote that positivity in trans media.”

Participant in Transparent Love

We also run influential interactions with the union Equity and creative industry professionals, the Second Source network of journalists, funders' network Ariadne and The Guardian newspaper. This led to more and better content in The Guardian related to transgender children and young people as well as generally improved news content, and engagement and development of allies at senior levels of the outlet.



Ash Palmisciano speaks to BBC CWR about working with Emmerdale

All About Trans members told us after media interactions:

100% of people said that they were a little or very motivated to influence the media

93% of participants said that their view of the media had changed.

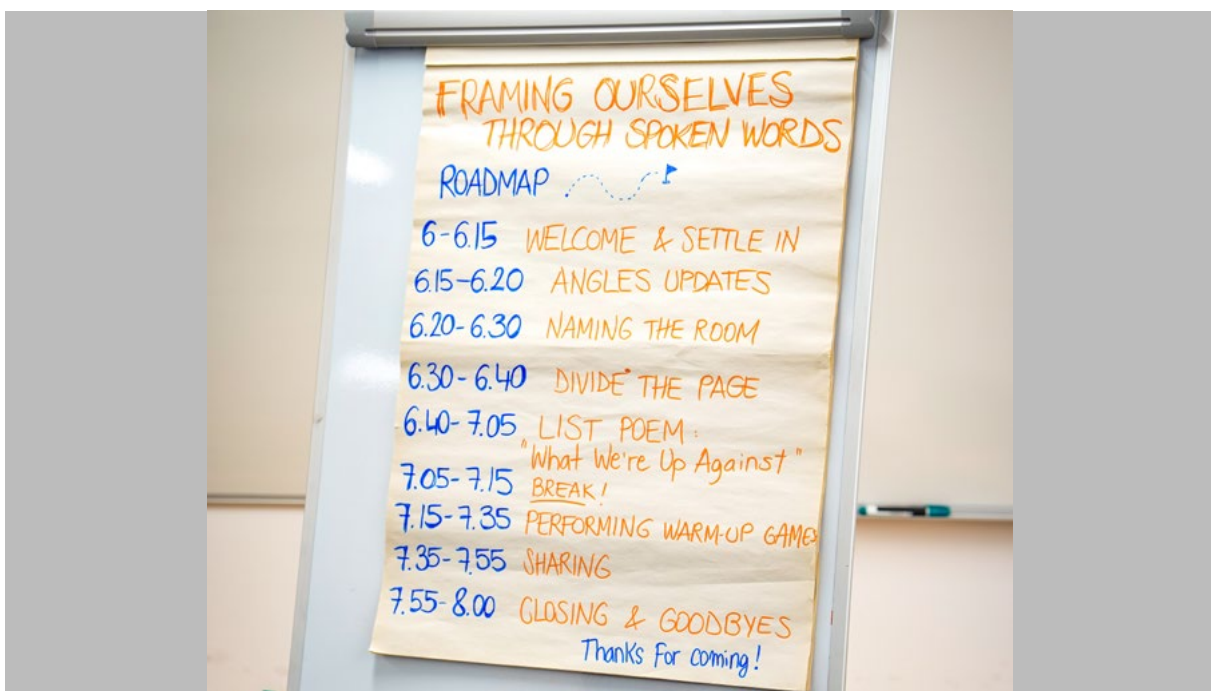
When considering the future for All About Trans, we have always co-delivered this project with transgender campaigners. Over the past year, we have made conscious efforts to increase their presence in the organisation. Owl Fisher (Ugla Stefanía Kristjónudóttir Jónsdóttir), a well-respected non-binary activist and journalist, is working closely with us to set the foundations for All About Trans' future, and to explore its future as a separate entity, with our support.



Ugla Stefanía Kristjónudóttir
Jónsdóttir
PROJECT CONSULTANT

Angles

Since its launch in 2017, Angles has been improving media coverage of sexual and domestic abuse.



Spoken Word workshop for Angles

This has been possible thanks to the support of [City Bridge Trust](#), the funding arm of [The City of London Corporation's charity](#), Bridge House Estates (1035628). In late 2019, we were awarded with continuation funding for another three years.

This year we recruited 34 new members, expanding the Angles network to a total of 100 trained and supported activists. Not only has the project grown in numbers, but also in confidence and resilience thanks to our activities focussed on self-care.

“When I began to attend the sessions, although I had a passion for campaigning, I was absolutely clueless as to how to go about it. Angles has single-handedly taught me so much and I’m now formulating ideas on how to get started with knowledge and confidence.”

Group member



Chiara Varé, On Road Project Co-ordinator running a workshop for Angles

In 2019, we ran nine peer support sessions, including a workshop delivered by the Independent Press Standards Organisation (IPSO) on their [guidelines for survivors working with journalists](#) and court reporting. The sessions were facilitated by On Road staff, trained facilitators and, for the first time, Angles members increasingly bringing their expertise and designing their own workshops for the network.

This year, we particularly focussed our work on strategic communications, training 17 activists and sector professionals over two Engaging with the Media courses, and facilitating a networking breakfast for the sector to look at effective messaging and framing.

Feedback from participants was compelling:

50%

Increase in people's confidence to engage with the media

40%

Increase in trust in the media



Organisations and campaigns, like UK Says No More, positively changed their communications on social media as a result of our courses

Thanks to the skills and confidence gained:

- 16** | *participants successfully led four interactions, meeting with 38 media professionals.*
- ✓ | *We supported survivors to meet with IPSO, Channel 4 News presenter Cathy Newman, and producers and storyliners from a popular TV soap.*

Participants told us:

“ Thanks to your organisation, I feel brave enough to go on record and empowered enough to make my voice heard!”

Elizabeth after our training course

“ I think one thing I’ve taken away is the importance of celebrating positive media coverage. It’s so easy to only complain but these pieces are written by other humans with feelings and they also need to be told when they’re doing a good job!”

Angles member following a media interaction

As a result, media professionals have gone on to engage positively with the issue:

- 82%** | *of the respondents say their understanding of domestic and sexual abuse has increased a lot or a little, while many participants have come away with a different viewpoint.*



The Independent Press Standards Organisation interactions

After working together in 2018 on the topic of sexual abuse, IPSO was keen to learn more about domestic abuse and the experiences of survivors, the impact of reporting and the challenges faced by journalists. We therefore organised two more interactions on the topic: the first session with IPSO staff, and the second with their Journalists' Advisory Panel (including journalists from Good Housekeeping, Vogue, The Yorkshire Post, HuffPost).

Not only did these interactions strengthen our relationship with IPSO, but they also led to great outcomes: a Yorkshire Post [interview](#) with author and facilitator Jennifer Potter and a [blog](#) written by former IPSO's Head of Standards, Charlotte Urwin on their work around reporting of domestic violence.

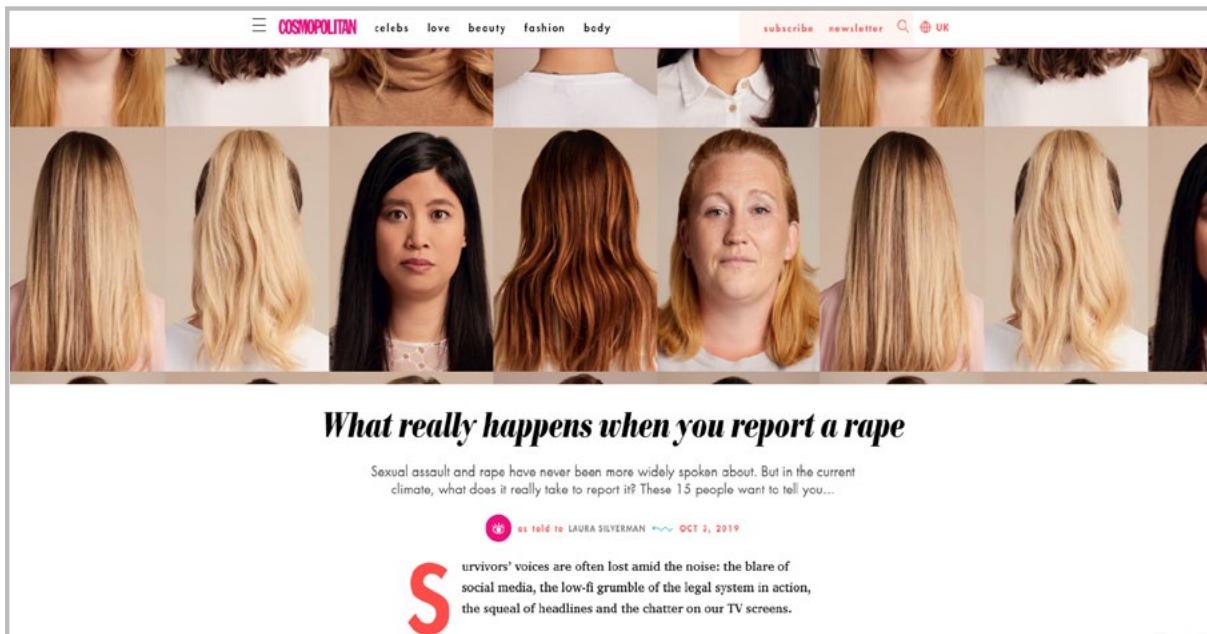
“ Unlike any meeting I’ve ever experienced in my 20 years as a journalist”

Mark Russell, Managing Editor, British Vogue



IPSO interaction: Josh chatting with The Telegraph's editor Caroline Argypulo-Palmer

On top of outcomes resulting from interactions, we briefed three Angles members to take part and consult on the award-winning BBC Sounds podcast [‘After’](#), a series about life after sexual abuse, and we supported members to shape and inform a [Cosmopolitan](#) feature about reporting rape, with two Angles members’ stories included in the article.



Top: Cosmopolitan article featuring two women from the Angles network

Bottom: BBC Sounds podcast featuring Angles' Tom Leavesley-Matthews, Tanaka Mhishi and Winnie M Li

We renewed our collaboration with [Clear Lines](#) and worked together on a series of London School of Economics' events called [‘Gender, Media and the Survivor’](#), exploring how the media represents different forms of gender-based violence. We organised successful ad-hoc training for Solace Women's Aid and the Suzy Lamplugh Trust ambassadors, which we will replicate with the End Violence Against Women conference in 2020.

Talking About Poverty

This was the second year of our Talking About Poverty project with the Joseph Rowntree Foundation (JRF), which works to change how the media understands poverty.



Amina Jnr and Amina Snr after an interaction with the BBC

Following the template of our other projects, year two enabled us to expand the group and deepen our learning on how best to support our activists to carry out safe, empowering and effective media work. It has given us a better sense of what journalists are interested in, and are responding to, in terms of new angles on reporting poverty.

In July 2019, we secured funding from Trust for London to set up a ‘mirror’ group in London. This was a first for On Road in terms of establishing groups working on the same subject but from different locations. This will enable us to share learning and build relationships between this extraordinary group of 30+ people – activists, advocates, campaigners, community inspirers and more.

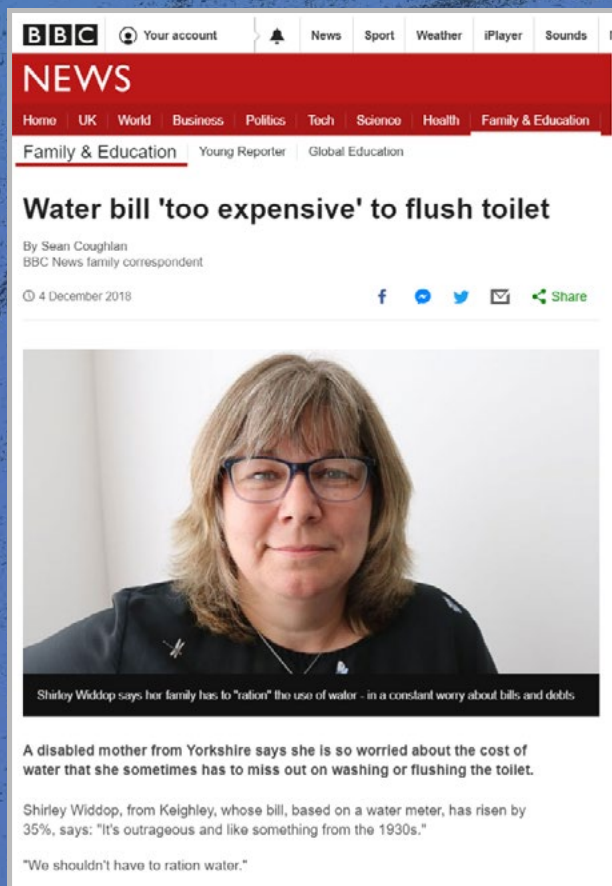
“The common ground in such a diverse group is great... [From On Road] the support and encouragement I’ve been given have been my highlights, I know I haven’t been alone...I’ve been able to take some of the energy and enthusiasm the group generates back to my local network.”

Mike, group member

Success of the peer support network

Each person in our peer support group has the resources to engage with the media safely and with autonomy – 88% of the group now have more trust in engaging with the media and 97% feel more confident to influence journalists and broadcasters.

Members are speaking at events like Festival of Ideas at York University and JRF Framing Poverty conferences, and facilitating workshops on framing interviews with the media. As a result, we're seeing a ripple effect across the wider sector in how we talk about poverty.



The screenshot shows a BBC News article from December 4, 2018. The article is titled "Water bill 'too expensive' to flush toilet" and is written by Sean Coughlan, a BBC News family correspondent. It features a photograph of Shirley Widdop, a woman with glasses and a black top. The article text states: "A disabled mother from Yorkshire says she is so worried about the cost of water that she sometimes has to miss out on washing or flushing the toilet." It also mentions that her water bill, based on a water meter, has risen by 35% and is "outrageous and like something from the 1930s." A quote from her says, "We shouldn't have to ration water."

BBC News: "Water bill "too expensive" to flush toilet"

"My confidence has increased.

I feel more able to challenge negative stereotypes and bias in the media and my personal life. I have a toolkit that I can dip into when needed to frame my arguments articulately and succinctly...since participating in the project, I have noted that the language describing those of us swept into poverty is changing and becoming more acquiescent to change.

I find people actually listen and seem genuinely concerned and interested. Whether they agree with me or not, I don't know, but having been on radio, both live & recorded, participated in a podcast, composed poetry and been a keynote speaker at events, I certainly hope I have given folk pause for thought."

Shirley, ambassador for Gingerbread and an On Road activist who campaigns against poverty

Throughout this project we are partnering with organisations including ATD Fourth World, London Unemployed Strategies, Scottish Poverty Truth Community, One Parent Families Scotland, Salford Community Pride, Centrepoint, Gingerbread, Toynbee Hall, Sufra Foodbank, Little Village, and more, building on their local campaigning and bringing people together for regular media-focused peer support workshops.

With JRF support, we published [guidance](#) about how to prepare for media interviews about poverty, similar to guidance we have produced in the past for the Angles and All About Trans projects. The guidance has been received enthusiastically across the sector, and includes information on self care, framing and practical tips.

“ I have a better understanding of how the media makes decisions and what we can ask of them. I also know more about how to prepare for interactions with the media and how to follow up on them...I feel like On Road Media are on my team and I am comfortable asking them for help when I need it.”

Group member



Diana Skelton and Patricia, with Calum Masters from the Joseph Rowntree Foundation after a meeting at The Guardian

Central to our work is the careful framing of messages. Each group member is trained to use the [JRF ‘Framing Toolkit’](#) (produced with the FrameWorks Institute) to place emphasis on solutions-based messaging, painting a picture with metaphors, offering the wider context to avoid individual blaming and ensuring messages lead with shared values of compassion and justice.

97%

of our activists now feel motivated to influence the media and continue activism as a result of this work.



Talking About Poverty with Sky News producers

This year we have had:

- 32** | *carefully facilitated and friendly interactions with senior media professionals from Sky News, Daily Mail, The Guardian, CBBC Scotland and two popular soaps (in November 2019)*
- 23** | *positive engagements between participants from On Road and the media*
- 15** | *pieces of nuanced content about poverty resulting from these interactions.*

After the interactions, 76% of journalists who have given us feedback told us that the interaction changed their views about these issues and people with personal experience of poverty, with 100% saying they're more likely to engage with these issues in future.

Off the back of these interactions, members of our group have pitched and written articles, including a piece in The I newspaper about what needs to change to help people move out of poverty. We have also set up behind-the-scenes channels of communication on changing popular culture and we continue to work with soaps on two poverty related storylines which will be broadcast in 2020.

“ The experience has really made me think and question how we as a dep[artment] connect and engage with children and families living in poverty - we need to be more progressive and creative in our approach and will keep in touch with this wonderful and inspiring group of people to do so...”

Sarah Young, Production Executive Children's Scotland

THANK YOU

We never underestimate what it takes for the networks we work with to carry out media work, to put themselves on the line and share their experiences with strangers. Thank you to all of you, for working with us, for teaching us, and for inspiring us. We are committed to doing all that we can to provide you with the support you need to do this vital work.

We also thank the media professionals who give up their time to meet with us. We know how much pressure they are under with deadlines, and working in an industry undergoing seismic changes. We are grateful for their time, their willingness to connect with our networks and their talent in creating new content that tells the stories of our networks in such powerful ways.

And finally thank you to our funders, not only for the financial support which makes our work possible, but for their interest in our methodology, and in us as an organisation, and their passion and vision for change in the sectors we work with.

We're excited to continue our work in 2020 and play our part in telling stories that can change the world.

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



Nathalie McDermott, Founder and Chief Executive

Board of Trustees and On Road team

Board of Trustees



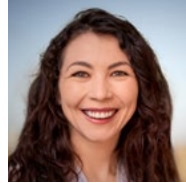
Bisi Alimi



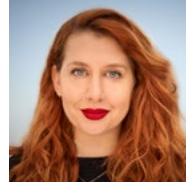
**Jean-Michel
Duffrene**



Amy Barbor,
Chair



Nina Spataru



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



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

On Road Team



**Nathalie
McDermott**
*Founder and
Chief Executive*



Alana Avery
*Head of
Operations*



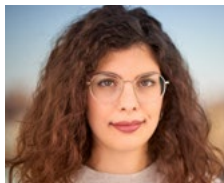
Kate Llewellyn
*Senior Project
Manager*



Aishah Siddiq
*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



**Uгла Stefanía
Kristjónudóttir
Jónsdóttir**
Project Consultant



Tanaka Mhishi
Facilitator



Iain McCallum
*Senior Communi-
cations and Media
Specialist*

FINANCIAL REPORT 2018-2019

ON ROAD LIMITED**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 OCTOBER 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

D Wariebi

- resigned 10.7.19

S Lennox

A Alimi

J Duffrene

N Spataru

- appointed 11.7.19

Independent examiner

Sedulo Accountants Limited

Chartered Certified Accountants

62-66 Deansgate

Manchester

M3 2EN

Approved by order of the board of trustees on 10th March 2020 and signed on its behalf by:

Amy Barbor

.....
A Barbor - 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 2019.

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: 10th March 2020

ON ROAD LIMITED

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 OCTOBER 2019

	Notes	Unrestricted fund £	Restricted fund £	31.10.19 Total funds £	31.10.18 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	44,694	259,854	304,548	232,076
Total		44,694	259,854	304,548	232,076
EXPENDITURE ON					
Charitable activities					
Charitable activity costs		11,746	259,854	271,600	221,239
Other		1,375	-	1,375	1,656
Total		13,121	259,854	272,975	222,895
NET INCOME		31,573	-	31,573	9,181
RECONCILIATION OF FUNDS					
Total funds brought forward		24,971	-	24,971	15,790
TOTAL FUNDS CARRIED FORWARD		56,544	-	56,544	24,971

The notes form part of these financial statements

ON ROAD LIMITED

BALANCE SHEET
AT 31 OCTOBER 2019

	Notes	Unrestricted fund £	Restricted fund £	31.10.19 Total funds £	31.10.18 Total funds £
FIXED ASSETS					
Tangible assets	7	2,193	-	2,193	739
CURRENT ASSETS					
Debtors	8	1,615	-	1,615	1,615
Cash at bank		148,941	-	148,941	113,761
		<u>150,556</u>	<u>-</u>	<u>150,556</u>	<u>115,376</u>
CREDITORS					
Amounts falling due within one year	9	(96,205)	-	(96,205)	(91,144)
		<u>54,351</u>	<u>-</u>	<u>54,351</u>	<u>24,232</u>
NET CURRENT ASSETS					
		<u>56,544</u>	<u>-</u>	<u>56,544</u>	<u>24,971</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>56,544</u>	<u>-</u>	<u>56,544</u>	<u>24,971</u>
NET ASSETS					
		<u><u>56,544</u></u>	<u><u>-</u></u>	<u><u>56,544</u></u>	<u><u>24,971</u></u>
FUNDS					
	10				
Unrestricted funds				56,544	24,971
Restricted funds				-	-
				<u>56,544</u>	<u>24,971</u>
TOTAL FUNDS					
				<u><u>56,544</u></u>	<u><u>24,971</u></u>

The notes form part of these financial statements

continued...

ON ROAD LIMITED**BALANCE SHEET - CONTINUED
AT 31 OCTOBER 2019**

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2019 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

10th March 2020

The financial statements were approved by the Board of Trustees on and were signed on its behalf by:

Amy Barbor

.....
A Barbor -Trustee

ON ROAD LIMITED**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2019****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 2015)', 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

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.

ON ROAD LIMITED

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 OCTOBER 2019**2. DONATIONS AND LEGACIES**

	31.10.19	31.10.18
	£	£
Donations	1,230	689
Grants	303,318	226,267
Charitable activities	-	5,120
	<u>304,548</u>	<u>232,076</u>

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

	31.10.19	31.10.18
	£	£
Esmee Fairbairn	6,893	27,320
Tudor Trust	30,000	26,664
Paul Hamlyn	48,835	52,503
CitiBridge London	40,001	30,000
Metropolitan House	15,000	-
Unbound	37,503	-
JRF	64,524	39,798
Trust For London	16,664	31,307
Barrow Cadbury	6,250	-
JRCT	6,249	-
Equity General	1,200	-
Stonewall	1,000	-
Guardian News	7,000	-
Oak Foundation	11,700	-
Mermaids	4,231	-
Child Poverty	1,030	-
Solace For Women	1,089	-
Save The Children	550	-
Awards For all	-	7,500
Other grants	3,599	11,175
	<u>303,318</u>	<u>226,267</u>

3. NET INCOME/(EXPENDITURE)

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

	31.10.19	31.10.18
	£	£
Depreciation - owned assets	484	811
	<u>484</u>	<u>811</u>

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 October 2019 nor for the year ended 31 October 2018 .

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 October 2019 nor for the year ended 31 October 2018.

ON ROAD LIMITED

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 OCTOBER 2019

5. STAFF COSTS

	31.10.19	31.10.18
	£	£
Wages and salaries	145,925	116,798
Social security costs	12,424	9,180
Other pension costs	4,235	1,471
	<u>162,584</u>	<u>127,449</u>

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

	31.10.19	31.10.18
Staff	<u>4</u>	<u>4</u>

No employees received emoluments in excess of £60,000.

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	232,076	-	232,076
Total	<u>232,076</u>	<u>-</u>	<u>232,076</u>
EXPENDITURE ON			
Charitable activities			
Charitable activity costs	221,239	-	221,239
Other	1,656	-	1,656
Total	<u>222,895</u>	<u>-</u>	<u>222,895</u>
NET INCOME	9,181	-	9,181
RECONCILIATION OF FUNDS			
Total funds brought forward	15,790	-	15,790
TOTAL FUNDS CARRIED FORWARD	<u>24,971</u>	<u>-</u>	<u>24,971</u>

ON ROAD LIMITED

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 OCTOBER 2019

7. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 November 2018	1,396	2,773	4,169
Additions	739	1,199	1,938
	<u>2,135</u>	<u>3,972</u>	<u>6,107</u>
At 31 October 2019			
DEPRECIATION			
At 1 November 2018	1,396	2,034	3,430
Charge for year	35	449	484
	<u>1,431</u>	<u>2,483</u>	<u>3,914</u>
At 31 October 2019			
NET BOOK VALUE			
At 31 October 2019	704	1,489	2,193
	<u>704</u>	<u>1,489</u>	<u>2,193</u>
At 31 October 2018	-	739	739
	<u>-</u>	<u>739</u>	<u>739</u>

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.10.19 £	31.10.18 £
Other debtors	1,615	1,615
	<u>1,615</u>	<u>1,615</u>

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.10.19 £	31.10.18 £
Trade creditors	6,220	9,242
Social security and other taxes	4,282	-
Other creditors	-	404
Accruals and deferred income	85,703	81,498
	<u>96,205</u>	<u>91,144</u>

10. MOVEMENT IN FUNDS

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

ON ROAD LIMITED

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 OCTOBER 2019

10. MOVEMENT IN FUNDS - continued

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

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

Comparatives for movement in funds

	At 1.11.17 £	Net movement in funds £	At 31.10.18 £
Unrestricted Funds			
General fund	15,790	9,181	24,971
TOTAL FUNDS	<u>15,790</u>	<u>9,181</u>	<u>24,971</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	232,076	(222,895)	9,181
TOTAL FUNDS	<u>232,076</u>	<u>(222,895)</u>	<u>9,181</u>

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

	At 1.11.17 £	Net movement in funds £	At 31.10.19 £
Unrestricted funds			
General fund	15,790	40,754	56,544
TOTAL FUNDS	<u>15,790</u>	<u>40,754</u>	<u>56,544</u>

ON ROAD LIMITED

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 OCTOBER 2019**10. MOVEMENT IN FUNDS - continued**

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 £
Unrestricted funds			
General fund	276,770	(236,016)	40,754
Restricted funds			
Restricted fund	259,854	(259,854)	-
TOTAL FUNDS	<u>536,624</u>	<u>(495,870)</u>	<u>40,754</u>

11. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 October 2019.

ON ROAD LIMITED

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 OCTOBER 2019**

	31.10.19 £	31.10.18 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	1,230	689
Grants	303,318	226,267
Charitable activities	-	5,120
	<u>304,548</u>	<u>232,076</u>
Total incoming resources	304,548	232,076
EXPENDITURE		
Charitable activities		
Wages	145,925	116,798
Social security	12,424	9,180
Pensions	4,235	1,471
Telephone	1,289	570
Postage and stationery	4,655	2,082
Advertising	14,000	3,600
Training & recruitment	848	4,567
Events & meeting costs	39,913	52,262
Computer costs	3,370	949
Rent	19,561	13,193
Sundry	1,809	797
Travel	20,048	11,870
Consultancy fees	3,523	3,900
	<u>271,600</u>	<u>221,239</u>
Other		
Accountancy	864	840
Bank charges	27	5
Depreciation of tangible fixed assets	484	811
	<u>1,375</u>	<u>1,656</u>
Total resources expended	272,975	222,895
Net income	31,573	9,181