



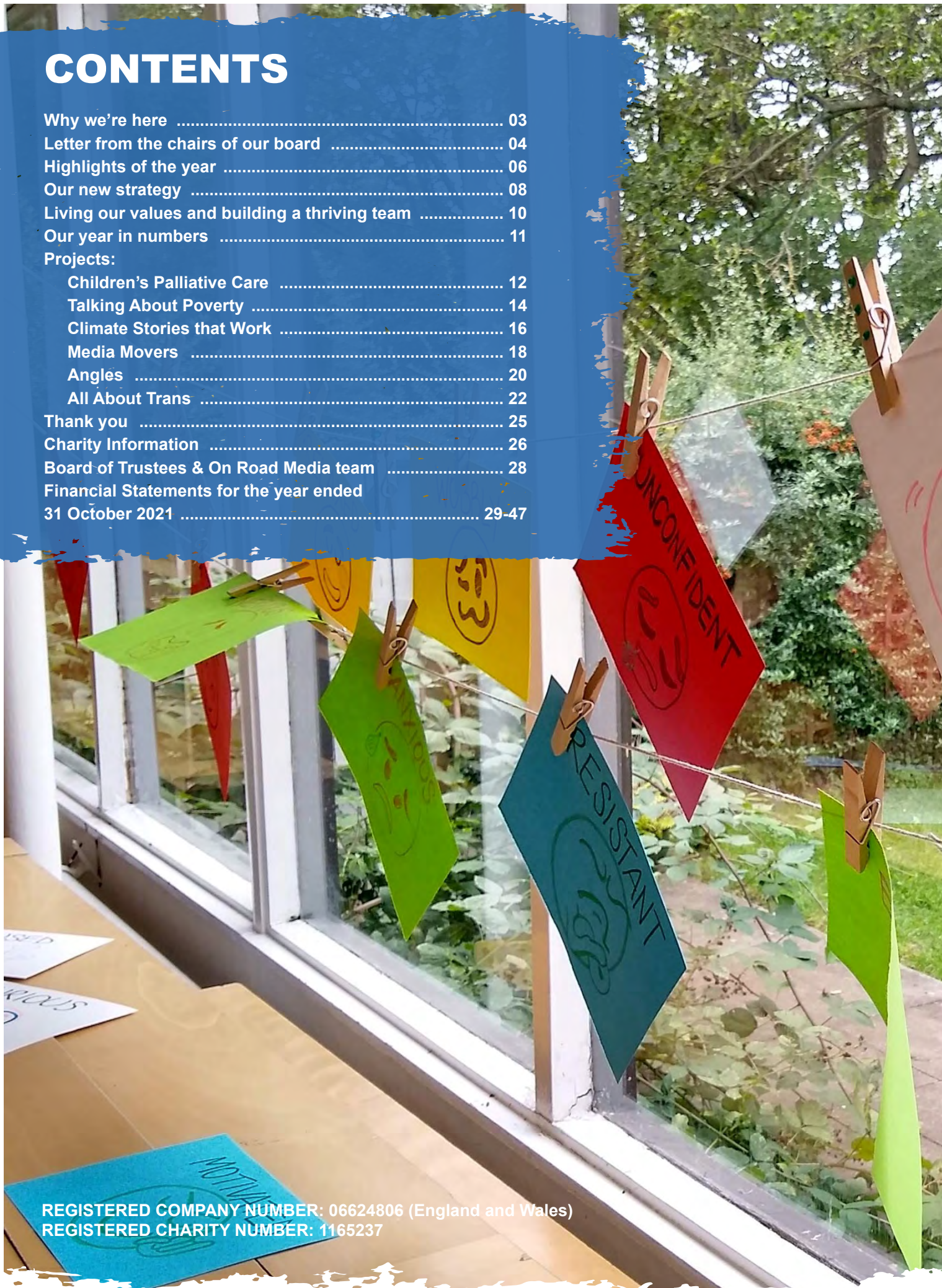
**ACCOUNTS AND TRUSTEES REPORT**  
NOV 2020 – OCT 2021



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REGISTERED COMPANY NUMBER: 06624806 (England and Wales)  
REGISTERED CHARITY NUMBER: 1165237







## WHY WE'RE HERE

**Our vision is of a world where communication means change.**

**Our mission is to shape content and conversations that change minds, developing the conditions for lasting social change.**

Working hand in hand with people experiencing and affected by injustice, we bring our organisational values – being inclusive, thoughtful, patient, creative, determined and brave – to everything we do.

This year we've shaped the stories that millions of people have heard. Stories on the biggest issues of our time: social injustice, economic hardship and the health of our planet. Our courageous network members' voices and stories are being heard – at scale.

# LETTER FROM THE CO-CHAIRS OF OUR BOARD



**For us both, this year has reaffirmed what a unique and important organisation On Road Media is. We're so proud to have guided and supported the team as it's gained momentum.**

**U**ndeterred by the pandemic's ongoing disruption, we've grown in size and ambition without compromising on what's always made On Road stand out: its thoughtful and collaborative approach.

In a world that can feel loud, divided and awash with misunderstanding, On Road is helping us to hear each other. Whether amplifying unheard voices or finding common ground on issues like climate change, the team consistently strives for nuance, not noise.

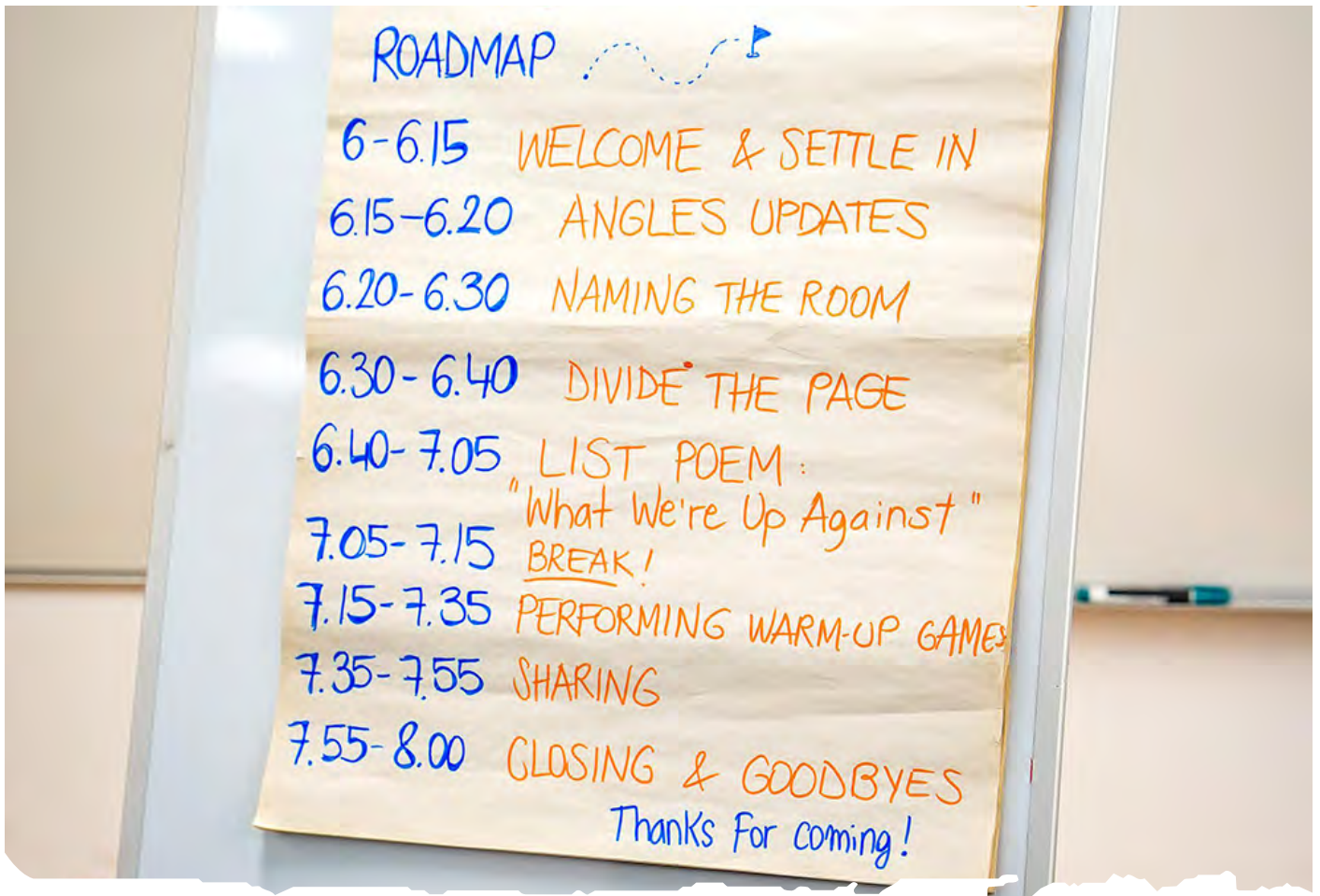
And we see the impact of this in the powerful communication and content On Road's work inspires.

For instance, as part of our ongoing work with soaps, we've been supporting the team at Emmerdale to bring a feeling of shared humanity

to the often misunderstood experience of being trans. Through the character journey of Matty Barton (played by All About Trans network member Ash Palmiosciano) the show is helping audiences better understand what it is to be trans. As a result of the collaboration with the All About Trans team, the writers moved away from depictions of the intricate detail of surgery, and instead showed Matty building and navigating relationships.

Identifying and moving away from damaging default approaches can be hard. But it's essential if we're to achieve progress. With this in mind, our team has been looking inwards as well as outwards. With the help of diversity, equity and inclusion specialists the entire team has engaged in a process of reflection on who we are and how we work, culminating in an exciting range of actions, including investment, to make On Road a truly inclusive place to work.





**In a world that can feel loud, divided and awash with misunderstanding, On Road is helping us to hear each other. Whether amplifying unheard voices or finding common ground on issues like climate change, the team consistently strives for nuance, not noise.**

As a growing organisation with big plans we need strong, durable foundations. We're delighted to be investing in our team, and in the systems and processes they rely on to deliver its important work. With funders' support we've updated our IT systems including using Salesforce for the first time to keep track of our relationships across our networks and the media.

We've also strengthened our team and board, welcoming new colleagues with a range of skills, including a new Treasurer and a Director of Communications.

By boosting our team and shoring up our ways of working we've been getting into the right shape to deliver our exciting new strategy. Outlined on pages 8 and 9 it's all about communication and change – and how communication can help create change, not keep us locked in the status quo.

We firmly believe that communication can and should catalyse change – while building trust and respecting everyone's role and needs in the process. We're proud to help lead On Road's strong and energised team towards that.



**Bisi Alimi**



**Nina Spataru**



# HIGHLIGHTS OF THE YEAR

NOV 2020



## Emmerdale meets All About Trans

In November and throughout the year, we helped to shape the ongoing storyline of Matty Barton in Emmerdale. All About Trans members are helping the storyline – in actor Ash Palmisciano’s words – to “show a positive representation of someone who happens to be trans”.



DEC



## Surviving and Thriving with the BBC’s The Listening Project

We need stories about sexual and domestic abuse that show the fullness of people’s lives. Two Angles members Duncan and Kai made sure we had just this, talking about the joys of their work and identities.



JAN 2021



## Shop Well and Eat Well goes green

The wildly popular BBC series Shop Well for Less and Eat Well for Less joined forces to offer up a climate-friendly special series. We shared our climate communications research with the producers at RDF West and saw our recommendations reflected in the show when it aired. Each episode was can-do and optimistic - and the participant’s talked movingly about their responsibility to create a better world for their children.



FEB



## Media Movers connects with a leading actor

The way high-profile people talk about important issues matters. A group of Media Movers met with a leading actor to share some of the most effective ways to talk about migration, supporting the actor to use their platform to create change.



MAR



## All About Trans brings joy to media reporting

We can entrench stereotypes when we only highlight the challenges people face. So for Trans Day of Visibility, All About Trans members worked with Cosmopolitan and featured in their short film, talking about trans joy.



MAR



## Stylist magazine talks about poverty

Danna showed how to talk about poverty with impact. She featured in Stylist’s investigation on unemployment during the lockdown, highlighting what the Government needs to do to help women in her situation.





APR



### We reflect on our own context and practices

On Road Media partnered with Impact Culture as part of its anti-racist journey. Made up of a team of equity, diversity and inclusion activists, Impact Culture supported colleagues through 1:1 conversations and a series of workshops to ensure staff are working to bring an anti-racist lens to all aspects of our work.



MAY



### Media Movers discuss migration narratives with the UN

Our Project Coordinator, Zino Akaka spoke to the UN Human Rights body about the changes we need to see in migration narratives: “many of us don’t realise how important the media is to us. It’s incredibly powerful in shaping how we understand the world.”



JUN



### We spread safe and effective poverty reporting

We make sure everything we do combines effective communications and safe media work. Daniel from our Talking About Poverty group helped to shape Journo Resources’ guidance on how to talk about poverty ethically, accurately and responsibly.



JUL



### We share our work internationally

Collaborating with others in the sector is an important part of On Road’s work. We brought members of our Angles network together to co-lead a strategic communications training with the Dublin Rape Crisis Centre. Takeaways from the course included: “I had more of an appreciation of what survivors need to consider in sharing their story and how we in DRCC can work with survivors who may want to do the same.”



AUG



### We prepare eco innovators for the global media stage

Over the summer we media trained Prince William’s Earthshot Prize Finalists. Ahead of the BBC’s broadcasting of the prize ceremony, and appearances at the global climate change conference, we equipped this inspiring group for safe and strategic media work.



SEP



### Amina sits down with Channel Four

Amina from our Talking About Poverty network invited Channel 4’s Head of Factual to an interaction - one of our informal behind-the-scenes meet-ups. The team sat down to discuss the difference that authentic and well communicated reporting can make, receiving a great reception from Channel 4.



OCT



### We gear up to launch our guide to talking about children’s palliative care

Our work with the children’s palliative care sector continued throughout 2021, collaborating with The True Colours Trust and those affected by or working in children’s palliative care. In October we prepared to launch new guidance and training sessions with the sector.





# OUR NEW STRATEGY 2021-2025

2020 saw us move into a bigger office to make space for our growing team. It also saw us embarking on a new five year strategy that sets out our growing energy and ambition.

It's all about communication and change.



On Road has always been focused on creating change. We've led the way in creating better media practices – and more equal and supportive dynamics – towards people with lived experience. We've sought and delivered better reporting, representation and more respectful ways of working. Our networks have helped to shift the ways stories are told: moving away from harmful othering depictions.

Shaped by our founder and CEO, Nathalie McDermott, and our incoming Communications Director, Nicky Hawkins, our new 5 year strategy sets out our plan to build on our experience so far, and to boost our impact.

With Nicky's support and leadership, we've been drawing on a wider range of tools and expertise to help us create change. We've incorporated a robust evidence-based approach to communicating

for change. We're informing everything we do with the science of communication and changing minds.

We're doing this because we know that social attitudes are a critical driver of lasting social change: to tackle society's biggest challenges we need more people to care and seek change. Yet all too often, communications fail to engage and invite people in. Or they create unnecessary division and discord.

Our mission is to shape content and conversations that change minds and develop the conditions for lasting social change.

We're delivering on this by creating positive, authentic connections – between people and through stories. And we're changing the ways issues are seen and talked about in the media, popular culture and across society.



## Our approach has 3 strands...



1

We use evidence and research to understand how to engage people who might otherwise be alienated by the nature or tone of a conversation. By framing communication effectively we increase the size of the receptive audience, and build a wider appetite for change.



2

We work with journalists and media professionals to create safe and supportive spaces in which they can hear and report on different experiences. By facilitating interactions between people with direct experience of an issue and media professionals, we create genuine connections and better, fairer representation of groups and topics in the media and popular culture. In turn, this leads to shifts in public opinion and creates an environment open to and accepting of change.



3

We work with spokespeople and those planning communications to help them tell their stories in ways that are strategically focused on change. We emphasise the wellbeing of people speaking to the media and facilitate peer support networks. We support spokespeople to navigate the media environment with agency and impact. This means spokespeople are owning and driving their vision for change.

**W**e see our work as a cycle, building momentum for change through shifts in social attitudes.

Our vision is of a world where communication means change, not just noise.

COMMUNICATION CREATES NOISE



COMMUNICATION CREATES CHANGE

## Our plans and objectives 2021-2025

In order to achieve our vision of a world where communication means change, we need to work on multiple levels.

1

We will continue delivering our own programmes directly, building on success and embracing our updated theory of change.

2

We will increase the work we do to share our approach with others – charities, campaign groups, individuals – and play a leading role in supporting more people to communicate effectively for change. We will deliver more targeted expertise to other organisations in the form of consultancy and training. We will enhance our business model to increase our financial sustainability and growth by developing a hybrid commercial and grants-funded model.

3

We will invest in our people, deepening our understanding of how we all work at our best, and improving systems and processes for an inclusive and healthy workplace.

By working collaboratively with others we will amplify the power of our model to generate social change.

# LIVING OUR VALUES AND BUILDING A THRIVING TEAM

Wellbeing and support is paramount to what we do at On Road Media. It's prioritised by the team, the trustees and is cascaded throughout the networks that we support.



*A team picnic.*



**Building on the wellbeing strategy we developed in 2020, we put Wellness Action Plans in place in 2021”.**

This year, we took part in an in-depth consultation into race, equity, belonging and inclusion with the organisation Impact Culture. This work has culminated in a three-year action plan that is now embedded in our strategy. We used this opportunity to understand more about ourselves as an anti-racist organisation – and the ongoing work that we still need to do. We have begun to make some major changes as a result of this process, including revising our recruitment process and partnering with the inclusive, all-in-one debiased hiring platform Applied from December 2021.

Building on the wellbeing strategy we developed in 2020, we put Wellness Action Plans in place in 2021. These are optional tools staff can share with line managers and colleagues to proactively promote and maintain mental health at work. Crucially, this has been backed up by a remote working wellness action plan during the pandemic.

We have 32 policies in place, including fertility treatment leave, parental leave and a remote and hybrid working policy to reflect the current context. We listen to the team, value their needs and encourage feedback on all policies. We are striving to create a workplace where people can flourish, thrive and progress.

As we grow, we are fostering and promoting comprehensive development opportunities for staff, including training and mentoring. In August and December we gifted the team additional annual leave days to acknowledge their exceptional work and commitment throughout the pandemic.



# A YEAR IN NUMBERS

Between November 2020 and October 2021 we've achieved:

We work with people and the media using communications to change the world:

2008

**people** have engaged with our projects through training, events and interactions

51

**interactions**, carefully curated meetings between media professionals and people with lived experience

59

**mainstream** media outcomes as a direct result of meetings

43

**peer support sessions**, supporting our network with their communications and wellbeing

27

**strategic communications and media training** courses

422

**media professionals** we've worked with

298

**members in our project networks** actively supported, engaged in training and talking to the media

We're developing our team and structure to support this:

100%

**staff retention rate**

4

**new roles within our team**

10

**new or updated policies to support staff and governance**

15

**team training sessions**



# THE CHILDREN'S PALLIATIVE CARE PROJECT

Our children's palliative care project supports families with direct experience and professionals working in this space, working together to shift public perceptions and improve media reporting around this issue.

“

As someone coming to this work very recently, the first session gave a good overview of the toolkit and how it was developed. The opportunity to practice messaging using the toolkit with the journalists in the second session was invaluable. It felt safe, feedback was very constructive and I learned a lot from the journalist and from listening to others.”

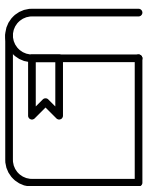
Tracy Rennie, Director of Care, EACH

*Children's Palliative Care project's new logo.*



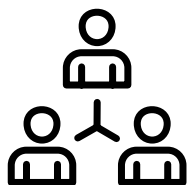


## This year's highlights...



**We condensed the findings from original research into a beautifully designed Communications Toolkit.**

This is helping people connected to the sector talk about children's palliative care in ways that connect with public audiences and increase understanding of these issues.



**We set up and collaborated with an expert advisory group made up of prominent figures in this space:**

clinicians, parents, sector and hospice professionals. The advisory group has played an instrumental role in the project's first year, helping us steer our work, and assess the opportunities and challenges we might face in the sector.



**We have benefitted from the support and partnership of our funders on this work,** and have received additional funding to extend our work to explore and shift healthcare professionals' views.

**The project is fully funded for three years by the True Colours Trust whose support we are extremely grateful for.**

## Hearing from our collaborators...



**Q&A with Tara Kerr-Elliott, Nurse Specialist at Great Ormond Street Hospital and member of our advisory group:**

**How has being involved in the On Road project been for you?**

This has been one of the most exciting projects I have been involved with for a long time! On Road Media are clearly experts in communication and listen so attentively and sensitively to us. They are so committed to helping to "change hearts and minds".

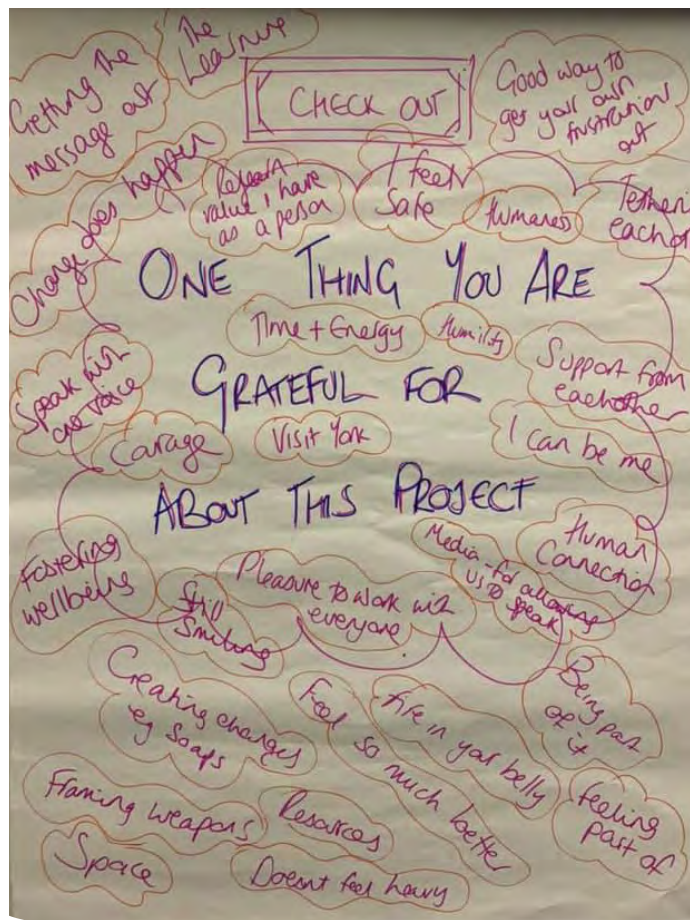
**What has the last year taught you?**

Many of us who work in Children's Palliative Care have known for a long time that there are misconceptions in how people understand the work that we do, and the children and families with whom we work. However, we have lacked the expertise, skills and knowledge to be able to improve this situation ourselves. In fact, one of the most powerful "lightbulb" moments of the last year has been realising we should avoid trying to tell people what Children's Palliative Care is not!

**What opportunities do you see for the future of this project?**

I'm so excited about the future of this project. I'm looking forward to engaging more people in meaningful conversations about children's palliative care – within our own sector, within wider healthcare and at a societal level.

# TALKING ABOUT POVERTY



A snapshot of one of our peer support exercises.

Talking About Poverty is bringing together people with low income backgrounds and those who have experienced poverty with media professionals.

“

Thank you again for taking the time to chat with me – all your individual perspectives were really informative... I'll be taking these stories as an insight to the issues and will look at the bigger picture.”

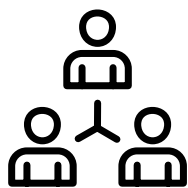
Local Democracy Reporter,  
BBC London



A poetry jam for London Challenge Poverty Week.



## This year's highlights...

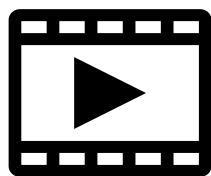


**This year, we formed a new advisory group to help us propel the project forward.**

This includes people who have experienced poverty, people who work on these issues and media representatives. Every member is motivated to shift the way these issues are talked about and reported on.



**Our network members took part in Challenge Poverty Week 2021.** They played an active role in the steering committee for London Challenge Poverty Week, taking part in media interactions and in spoken word poetry jams. We have been incredibly proud of all their amazing work.



**We held some great interactions with organisations including Channel 4, The New York Times and an interaction with JOE media which resulted in a short film on views of men in Glasgow and their experiences of the benefits system,** which one of our network members took part in. They ended their interview by taking the filmmakers to a special natural reserve in Glasgow, showing the positive and everyday realities of living in Glasgow too.

**32**

people with lived experience of poverty have actively engaged with peer support, training and interactions

**14**

peer support sessions on topics ranging from confidence to spoken word poetry

**51**

non-profit and other professionals trained

**83%**

of our group are more confident about engaging and influencing the media

## Hearing from our collaborators...



**Q&A** our poverty network member, **Anwar:**

**Has there been a standout moment of the year for you?**

The most inspiring thing for me was being able to speak out on community issues I wanted my voice heard on the media platform.

**What has the last year taught you?**

Last year has taught me to never give up on things you believe in.

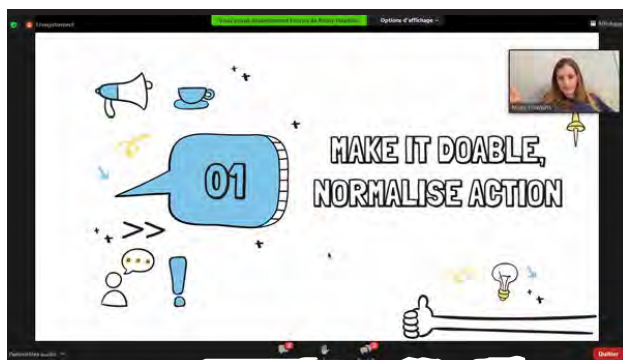
**How do you stay grounded and focussed on your wellbeing while doing this work?**

I always keep my mind focused by knowing I will make someone's life better and always feel grateful to god for what he has given me.

**This work wouldn't be possible without the support of our funders Trust for London and Joseph Rowntree Foundation.**

# CLIMATE STORIES THAT WORK

We're changing the big stories people hear about climate change and ocean health. We're building on awareness of these issues to increase public support for action and change.



“

A really interesting and thought-provoking session that will help shape some of our approach when creating content. The examples around framing language so it feels active and less frightening is something which is crucial in engaging our younger audience.”

BBC London

**155**

climate communicators have been supported with effective communications training

**900**

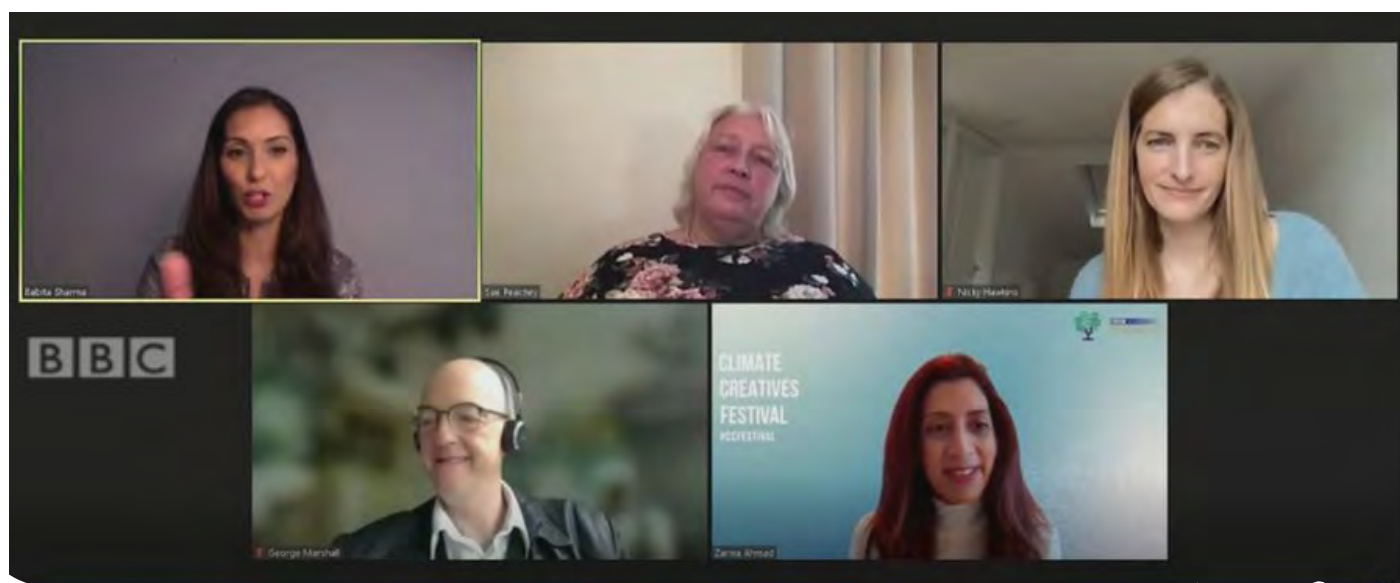
We've met and shared our research with over 900 people in popular culture and the media

**50%**

of the people we met in popular culture and media went on to tell more effective climate stories

**MILLIONS**

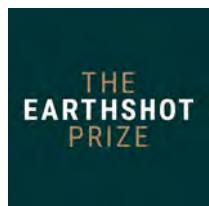
of people have heard effective climate messages, based on our guidance



*Nicky Hawkins at the BBC's Climate Creatives Festival.*



# This year's highlights...



**We advised on the Earthshot Prize communications approach** – including the words and ideas that have now been repeated again and again by a wide range of highly trusted global messengers, spanning footballers, actors, musicians, experts and politicians.



**We shared our insights with the BBC.** This provoked conversation and thought among commissioners and programme makers who are reflecting climate change with news, education and entertainment. We engaged with teams from the One Show, Shop Well for the Planet, Bitesize and The Archers.



**We're working in partnership with the team behind Blue Planet II** to create compelling climate and nature stories that reach out 'beyond the echo chamber.'

With thanks to our funders: the Climate Change Collaboration, Gower Street and Calouste Gulbenkian Foundation (UK Branch) and 10% for the ocean.

# Hearing from our collaborators...



## Q&A with Henna Shah from Purpose and a project advisor for Climate Stories that Work.

### What's inspired you about being part of this work over the last 12 months?

For me, the most inspiring moments of the year have been seeing the impact of the project in the media with powerful mainstream content reflecting the framing principles. Seeing emotive, clear messages on climate communicated to such broad audiences is a real testament to what's possible through On Road's narrative work, and I can't wait to see even more examples on our screens.

### What potential do you see for this work in future?

It's clear that the strategic opportunities for the programme are huge. Effective systemic storytelling is something we need to invest in, and I'm excited about the potential for the programme to share its learnings with more practitioners over the coming years.



# MEDIA MOVERS

Media Movers is a project for young people from migrant backgrounds who are passionate about influencing media representation of migration. We are forging a better understanding of the untold realities of people with experience of migration.



I was inspired to hear the tenacity and strength from such young people and felt encouraged by their desire to connect with others....It made me see the personal stories behind the headlines of how tough it is for people who don't have documentation in the UK."

Series Producer, Ricochet Productions

**76**

media professionals have worked with the Media Movers this year in 17 interactions and content production

**20**

peer support sessions were delivered across the 2 projects

**40**

people trained, including media movers and sector professionals in our how to frame messages and how to do so safely

**71%**

of Media Movers say that their confidence has increased 'a lot' as a result of participating in the project



*Celebrating being back together at a Media Movers South peer support.*



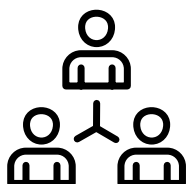
## This year's highlights...

### CHOOSE LOVE

We collaborated with sector organisations like Choose Love, Greater Manchester Immigration Aid Unit, Roma Support group and Counterpoint Arts to deliver training and interactions.



We worked with the UNHCR, the UN body focussing on the humanitarian response to forced migration. Our work with them resulted in a video and article on their platforms exploring why we need to tell a new story about migration – and how to do so safely. Fronted by our very own Zino Akaka, the video has 3.5K views on Instagram alone, and the article was viewed 776 times.



One of our Media Movers has moved on to become a group facilitator, now co-leading the Media Movers North monthly peer support sessions.

This work wouldn't be possible without the support of our funders Choose Love, Unbound Philanthropy, The Joseph Rowntree Charitable Trust and the Barrow Cadbury Trust

## Hearing from the team...



### Q&A with our new Project Manager, Zoë Speekenbrink.

#### What has been the most inspiring/standout moment of the year?

Joining On Road and the Media Movers team has been amazing. A standout moment in my first 3 months was experiencing the training with new group members. Witnessing how the young people chose to tell their stories, building in their own boundaries and applying the self care tools, whilst sharing their stories in a powerful way was incredibly inspiring.

#### What opportunities do you see for the future of this project?

This project has so much potential. With the passion, skills and talent of the young people central to this project, I see it reaching new heights. This could be in terms of spreading the On Road approach to communications, influencing narratives of migration and shaping how lived experience influences popular culture and mainstream media.

# ANGLES



Angles supports people who have lived through sexual and domestic abuse to tell their stories effectively and to engage with media professionals in a safe and bounded way.



I have worked closely with Angles and On Road for a number of years, their dedication to getting important stories out there is extraordinary and the access they provide, whilst always being very mindful of their responsibility to victims, is second to none.”

Storyliner, Hollyoaks

**153**

active network members have taken part, including 29 new activists trained

**34**

sector professionals trained

**88%**

increase in confidence of Angles members who took part in the project

**32**

mainstream media outcomes



## This year's progress/highlights...

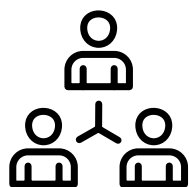


We continued to support 72 Films through interactions and consultations on their upcoming Netflix documentaries.

BBC  
RADIO



We pitched and supported two Angles members, Duncan and Kai, to record a conversation for the BBC's Listening Project. This focussed on their experiences of coming out and using their experience to help others. It aired on BBC Radio 4 with the title "Surviving and Thriving" and will be forever archived in the British Library.



Our collaboration with the sector continued to flourish. We supported and advised Rosa for their Justice and Equality Fund 'Changing the Conversation' project, organised bespoke training for 8 SafeLives Pioneers, and 2-day masterclass for staff from Dublin Rape Crisis Centre.

This work wouldn't be possible without the support of our funder City Bridge Trust and new match funding from the John Ellerman Foundation

## Hearing from our collaborators...



**Q&A** with Kai Grygier, Angles facilitator, survivor activist, researcher and drama therapist who works on community building and survivor liberation:

### How do you stay grounded and focussed on your wellbeing while doing this work?

Firstly, by laying the groundwork: I continuously remind myself to prioritise my wellbeing in this work. All my work is focused on survivor liberation and I can't do this while reproducing oppressive practices against myself. It helps to work together with people and organisations, like the Angles project, focus on wellbeing.

Secondly, by knowing what I need in order to feel well. This includes things like connecting to my communities, moving my body and a good balance of having fun out in the world and time alone to read, reflect and rest. Finally, it helps me to understand I am part of a bigger collective movement for survivor liberation: I don't have to solve any of this alone, I can focus on doing my part really well.

### What opportunities do you see for the future of this project

I'm so excited about the sense of community this project inspires and grows. In conversations between us, I feel the network 'growing up' together. We are moving from 'responding' to proactively addressing issues. We can develop the expertise we are building, and empower survivors to shape these conversations. We can set new standards and change cultural practices in how the media talks about sexual and domestic abuse. We can inspire content and engagement with underrepresented experiences within the survivor community.

# ALL ABOUT TRANS

AAT positively changes media representations of transgender matters. Our brilliant network of over 200 trans people and parents of trans kids work with the media to create exciting content which authentically represents transgender experiences.

Behind the scenes, AAT has:

- ➔ worked closely with two major UK newspapers to help shape their editorial guidance on content covering transgender matters,
- ➔ worked with Journo Resources to develop a guide on reporting on stories involving transgender people, collaborated on a messaging guide to support trans and non-binary people doing media work.

81

media professionals from 14 different outlets have met AAT members

60+

positive media portrayals of transgender matters that AAT has been involved in

100%

of members surveyed say their confidence in media work has increased 'a lot'

297

people reached through external events



All About Trans at Prime Video's Everybody's Talking About Jamie premiere.





*Our AAT network featuring in the Cosmopolitan for Transgender Awareness Week.*



**The interaction was such a positive and constructive session. The group from All About Trans were so helpful and patient in answering questions we had. The biggest thing I took away from the session 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... and will make a big difference in how I approach telling this story.”**

Storyliner, Hollyoaks

## Hearing from our collaborators...



### Q&A with Ayla Holdom, AAT Advisor.

#### What difference do you think the work of AAT makes?

The unique work and expertise of All About Trans understands the complexities of the current media landscape. Over the years, AAT has had so many successes creating and maintaining the trust. It's essential- both for those hoping to engage meaningfully, and for media looking for unique and impactful content. Importantly, AAT supports those of us engaging, following through before, during and after media engagement. This is essential for making media engagements productive and healthy experiences. For any hope of achieving collective progress and having constructive conversations, the work of All About Trans is essential. No other organisation is even attempting this with the same vigour, commitment and support from the communities directly affected.

#### What's been a standout moment for you in the work you've done with All About Trans?

My first experience with UK media was with the Sun Newspaper running a highly demeaning and personal article about my coming out as trans. It's safe to say my or any other trans person's trust in them was zero. Following a series of interactions and follow up relationship building from AAT, The Sun have subsequently been running far more honest and empathetic articles. The Managing Editor at the time was Stig Abell, who currently hosts the breakfast show on Times Radio. As a direct result of his memories from AAT's interactions, which he referenced in the show, he had me as a guest on his breakfast show. We had an open, nicely challenging and particularly honest conversation around trans topics.

## This year's highlights...

### HOLLYOAKS

#### EMMERDALE

We continued to focus on interactions with popular culture media this year. We've worked extensively with Emmerdale and Hollyoaks, consulting on three different storylines involving trans and non-binary characters. We've also worked behind the scenes with popular dramas airing on Amazon Prime and Netflix.

### COSMOPOLITAN

We teamed up with Cosmopolitan to create a video about trans joy for Trans Day of Visibility.

### bbfc

Together with the British Board of Film Classification we developed a resource for families on films featuring trans experiences, which was covered in over 50 media outlets on its release.

### GQ

Members of AAT have been involved in a wide range of print and broadcast media, including in interviews on Radio 4's PM programme, in GQ, the Metro and on The Times Thinking Straight podcast. We've also appeared on panels organised by global PR firms and content producers, and held interactions with professionals from across news and entertainment media.

**Our thanks to the City Bridge Trust and Paul Hamlyn Foundation, without whom our work wouldn't be possible.**



# THANK YOU



*Virtual Winter Wonderland celebration with the team.*

## Our incredible team has done a fantastic job of bringing together the highlights for this year.

**S**o all that remains for me to say is a huge thank you to all of them for their dedication, creativity and heart. On Road is a special place to work because of every single one of them and the unique qualities they show up with every day.

Thank you to our networks. It is truly a joy and a privilege to collaborate, learn and create change with you all.

And finally, thank you to our funders without whom our work couldn't come to life. We greatly appreciate your support, guidance and allyship. The funders that support our project work have been mentioned above but I would also like to thank those that give us core and unrestricted funding that enables us to innovate, support our team, and scale our impact. Thank you to Esmée Fairbairn Foundation,

Paul Hamlyn Foundation, Tudor Trust, Roddick Foundation and Oak Foundation for their core support this year.

I am so excited to get stuck into our new strategy with our growing team and networks, and look forward to continuing our journey together in 2022.



**Nathalie McDermott,**  
Founder and Chief Executive

# CHARITY INFORMATION

## Financial Review and Reserves Policy

A formal policy on reserves was agreed at the December 2017 board meeting. This policy was updated at the September 2021 trustee meeting. 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.

On Road Media registered as a charity in 2016 and has steadily grown since then. As a result, it has progressively built up its free reserves and is still below its desired reserves target. The charity aims to make a surplus every year to increase its free reserves.

In the year ending 31 October 2021, On Road generated a surplus in unrestricted funds of £42,882 (2020: £28,920). At 31 October 2021, On Road Media held unrestricted reserves of £128,346 and free reserves of £119,338 (2020: £85,464), representing unrestricted funds excluding those held in tangible fixed assets (2020: £75,967).

<b>Reserves at 31 October</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	£	£	£	£	£	£
General reserves	5,181	15,790	24,971	56,544	85,464	128,346
Less: Fixed assets	(1,548)	(1,100)	(739)	(2,193)	(9,497)	(9,008)
<b>Free reserves</b>	<b>3,633</b>	<b>14,690</b>	<b>24,232</b>	<b>54,351</b>	<b>75,967</b>	<b>119,338</b>

For 2021-2022, the Board agreed that the most appropriate level of reserves should be increased to the level of £140,000+ with the aim of working towards an amount that equates to between 3 (£172k) and 6 (£344k) months running costs for the organisation. Running costs include salaries, rent and overheads.

On Road's 2021-22 budget includes a surplus of over £5,000 on unrestricted funds to increase free reserves. On Road updates its financial forecast monthly, monitors its cash flows continuously and only commits additional expenditure when funding is confirmed.

The Trustees are satisfied that free reserve levels of £119,338 and unrestricted cash holdings of £311,628, along with committed funding for 2022 are adequate for On Road's activities for the foreseeable future.

## 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 5 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 on a quarterly basis. 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



**Nina Spataru**  
Co-Chair



**Melissa Murdock**  
Trustee



**Sophie Hobson**  
Trustee



**K Biswas**  
Trustee



**Amy Barbor**  
Trustee



**Jean-Michel Duffrene**  
Trustee



**Kristina Kopic**  
Treasurer

## On Road Media Team



**Nathalie McDermott**  
Founder and  
Chief Executive



**Alana Avery**  
Head of Operations



**Kate Llewellyn**  
Senior Project  
Manager



**Aishah Saddiqa**  
Project Manager



**Madeleine Ellis-Petersen**  
Project Manager



**Chiara Vare**  
Project Co-ordinator



**Zino Onokaye-Akaka**  
Project Coordinator



**Amy Pearce**  
Executive Assistant



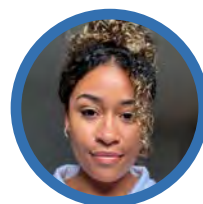
**Nicky Hawkins**  
Director of  
Communications



**Jamie Wareham**  
Senior Interactions  
Manager



**Joanna Henry**  
Administrative  
Assistant



**Makaela Lewis**  
Communications  
Assistant



**Zoë Speekenbrink**  
Project Manager



**Denis McDermott**  
Financial Advisor  
(Volunteer)



**Howard Lane**  
Finance  
Administrator



**Jennifer Potter**  
Freelance Facilitator



**Tanaka Mhishi**  
Freelance Facilitator

**REPORT OF THE TRUSTEES AND  
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2021  
FOR  
ON ROAD LIMITED**

**ANNUAL GENERAL MEETING HELD 3 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 governing documents, the Companies Act 2006, 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)".

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity is controlled by its governing document, a Memorandum and Articles of Association, 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 Adebisi  
K Biswas (appointed 17 November 2021)  
S Hobson  
K Kopic (appointed 22 September 2021)  
M Murdock  
N Spataru  
A Barbor (resigned 12 November 2020)  
J Duffrene (resigned 12 November 2020)

**Auditors**

Sedulo Audit Limited  
Regency Court  
62-66 Deansgate  
Manchester  
M3 2EN

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**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees (who are also the directors of On Road Limited for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

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

In so far as the trustees are aware:

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

**AUDITORS**

The auditors, Sedulo Audit Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 3<sup>rd</sup> April 2022 and signed on the board's behalf by:



.....  
N Spataru - Co-Chair

## REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF ON ROAD LIMITED

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### Opinion

We have audited the financial statements of On Road Limited (the 'charitable company') for the year ended 31 October 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 October 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### Basis for opinion

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

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

### Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### Opinions on other matters prescribed by the Companies Act 2006

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

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

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

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

**Other matters**

The comparative information in the financial statements has not been audited. We are not aware of any material misstatement in the comparative information.

**Responsibilities of trustees**

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**Our responsibilities for the audit of the financial statements**

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

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

**Extent to which the audit was capable of detecting irregularities, including fraud**

The primary responsibility for the prevention and detection of fraud rests with directors and management, and we cannot be expected to detect non-compliance with all laws and regulations.

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our knowledge of the business and sector, enquiries of directors and management, and review of regulatory information and correspondence. We communicated identified laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.

We discussed with directors and management the policies and procedures in place to ensure compliance with laws and regulations and otherwise prevent, deter and detect fraud.



**REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF  
ON ROAD LIMITED**

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Based on this understanding we designed our audit procedures to identify non-compliance with such laws and regulations identified as potentially having a material effect on the financial statements. Our procedures included review of financial statement information and testing of that information, enquiry of management and examination of relevant documentation, analytical procedures to identify unusual or unexpected relationships that may indicate fraud, and procedures to address the risk of fraud through director or management override of controls.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

**Use of our report**

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

Gavin Bell ACA  
SENIOR STATUTORY AUDITOR  
Sedulo Audit Limited  
Regency Court  
62-66 Deansgate  
Manchester  
M3 2EN

Date: ..... April 3rd 2022 .....

**ON ROAD LIMITED****STATEMENT OF FINANCIAL ACTIVITIES**  
*(Incorporating Income and Expenditure Account)*  
**FOR THE YEAR ENDED 31 OCTOBER 2021**

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		Unrestricted fund £	Restricted fund £	31.10.21 Total funds £	31.10.20 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>	Notes				
Grants and donations	2	231,160	522,205	753,365	486,454
Other income	3	<u>3,688</u>	<u>-</u>	<u>3,688</u>	<u>-</u>
<b>Total</b>		234,848	522,205	757,053	486,454
<b>EXPENDITURE ON</b>					
Charitable activities	4	191,966	422,268	614,234	457,534
<b>Total</b>		<u>191,966</u>	<u>422,268</u>	<u>614,234</u>	<u>457,534</u>
<b>NET INCOME</b>		42,882	99,937	142,819	28,920
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		85,464	-	85,464	56,544
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>128,346</u>	<u>99,937</u>	<u>228,283</u>	<u>85,464</u>

Detailed comparative information is provided in Note 9

The notes form part of these financial statements

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**ON ROAD LIMITED****BALANCE SHEET  
31 OCTOBER 2021**

	Notes	Unrestricted fund £	Restricted fund £	31.10.21 Total funds £	31.10.20 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	10	9,008	-	9,008	9,497
<b>CURRENT ASSETS</b>					
Debtors	11	3,015	-	3,015	6,599
Cash at bank		<u>311,628</u>	<u>324,568</u>	<u>636,196</u>	<u>292,400</u>
		314,643	324,568	639,211	298,999
<b>CREDITORS</b>					
Amounts falling due within one year	12	(195,305)	(224,631)	(419,936)	(223,032)
<b>NET CURRENT ASSETS</b>		<u>119,338</u>	<u>99,937</u>	<u>219,725</u>	<u>75,967</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>128,346</u>	<u>99,937</u>	<u>228,283</u>	<u>85,464</u>
<b>NET ASSETS</b>		<u>128,346</u>	<u>99,937</u>	<u>228,283</u>	<u>85,464</u>
<b>FUNDS</b>	14				
Unrestricted funds				128,346	85,464
Restricted funds				<u>99,937</u>	-
<b>TOTAL FUNDS</b>				<u>228,283</u>	<u>85,464</u>

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 3<sup>rd</sup> April 2022 and were signed on its behalf by:



.....  
N Spataru - Co-Chair

The notes form part of these financial statements



**ON ROAD LIMITED****CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 OCTOBER 2021**

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	Notes	31.10.21 £	31.10.20 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>348,591</u>	<u>153,530</u>
Net cash provided by operating activities		<u>348,591</u>	<u>153,530</u>
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		<u>(4,795)</u>	<u>(10,071)</u>
Net cash used in investing activities		<u>(4,795)</u>	<u>(10,071)</u>
		—————	—————
<b>Change in cash and cash equivalents in the reporting period</b>		343,796	143,459
Cash and cash equivalents at the beginning of the reporting period		<u>292,400</u>	<u>148,941</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>636,196</u></u>	<u><u>292,400</u></u>

The notes form part of these financial statements

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NOTES TO THE CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 OCTOBER 2021

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	31.10.21	31.10.20
	£	£
<b>Net income for the reporting period (as per the Statement of Financial Activities)</b>	142,819	28,920
<b>Adjustments for:</b>		
Depreciation charges	4,743	2,228
Loss on disposal of fixed assets	541	539
Decrease/(increase) in debtors	3,584	(4,984)
(Decrease)/increase in creditors	<u>196,904</u>	<u>126,827</u>
<b>Net cash provided by operations</b>	<u>348,591</u>	<u>153,530</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.11.20	Cash flow	At 31.10.21
	£	£	£
<b>Net cash</b>			
Cash at bank	292,400	343,796	636,196
	_____	_____	_____
<b>Total</b>	<u>292,400</u>	<u>343,796</u>	<u>636,196</u>

The notes form part of these financial statements

**1. ACCOUNTING POLICIES**

**Statutory information**

On Road Limited is a charitable company limited by guarantee, registered in England, with registered company number 06624806 and charity number 1165237. The address of the registered office is The Green House, Cambridge Heath Road, London, E2 9DA.

**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.

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

**Going concern**

The accounts have been prepared on the assumption that the charitable company is able to continue as a going concern. However, the COVID-19 pandemic is likely to have a profound impact on the global economy, and may in turn affect the charitable company's fundraising efforts in the future.

The trustees have considered the impact of this issue on the charitable company's current and future financial position. The charitable company holds unrestricted, general reserves of £128,346, and a cash balance of £311,628. For this reason the trustees consider that the charity has sufficient cash reserves to continue as a going concern for a period of at least 12 months from the date on which these financial statements are approved.

**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.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, are recognised when the charity has entitlement to the funds and performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably. Grants which relate to a specified future period are deferred.

**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.

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continued...



**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 OCTOBER 2021**

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**1. ACCOUNTING POLICIES - continued**

**Tangible fixed assets**

Tangible fixed assets are initially recorded at cost.

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

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

**Debtors**

Other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid.

**Cash at bank and in hand**

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

**Creditors and provisions**

Creditors and provisions are recognised when the charitable company has a present obligation resulting from a past event that will probably result in the transfer in funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provision are normally recognised at the settlement amount due.

**Financial instruments**

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are wholly recognised at transaction value and subsequently measured at settlement value.

**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.

**Taxation**

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

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continued...

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 OCTOBER 2021

## 2. GRANTS AND DONATIONS

	Unrestricted Funds £	Restricted Funds £	Total funds 31.10.21 £	Total funds 31.10.20 £
Donations	600	-	600	129
Esmee Fairbairn Foundation	60,000	-	60,000	35,000
Paul Hamlyn Foundation	45,833	30,000	75,833	44,165
City Bridge Trust	10,000	40,000	50,000	40,000
Unbound Philanthropy	-	50,000	50,000	50,000
Joseph Rountree Foundation	-	66,612	66,612	50,169
Trust for London	-	42,075	42,075	50,000
Barrow Cadbury Trust	-	25,000	25,000	25,000
Stonewall	-	-	-	1,000
Oak Foundation	38,951	-	38,951	8,470
CAF Coronavirus Emergency Fund	4,332	-	4,332	2,168
End Violence Against Women	-	-	-	3,195
The Coutts Foundation	-	-	-	5,000
The True Colours Trust	-	71,274	71,274	11,450
The Climate Change Collaboration of Mark Leonard Trust, Ashden Trust and JJ Charitable Trust	-	97,500	97,500	91,500
Rosa Foundation	-	12,000	12,000	-
John Ellerman Foundation	-	4,168	4,168	-
National Lottery Community Fund	-	28,572	28,572	-
Choose Love	-	11,672	11,672	-
Joseph Rowntree Charitable Trust	-	25,000	25,000	25,000
The Tudor Trust	-	18,332	18,332	25,000
Tower Hamlets Council	10,000	-	10,000	-
The Roddick Foundation	25,000	-	25,000	-
Living Wage Foundation	3,940	-	3,940	-
Other Grants	32,504	-	32,504	19,208
	<u>231,160</u>	<u>522,205</u>	<u>753,365</u>	<u>486,454</u>

The figures above include £30,165 in respect of exceptional Covid support received.

continued...

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 OCTOBER 2021

## 3. OTHER INCOME

	31.10.21	31.10.20
	£	£
CJRS Scheme	<u>3,688</u>	<u>-</u>

## 4. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 5) £	Totals £
Media support and publications	<u>34,441</u>	<u>579,793</u>	<u>614,234</u>
	<u>34,441</u>	<u>579,793</u>	<u>614,234</u>

## 5. SUPPORT COSTS

	Staff Costs £	Other £	Governance £	Total 2021 £	Total 2020 £
Staff costs	422,250	-	-	422,250	253,370
Consulting	-	25,090	-	25,090	25,120
Marketing	-	25,010	-	25,010	980
HR support and recruitment	-	27,474	-	27,474	1,460
Accountancy	-	5,312	-	5,312	1,435
Audit fees	-	-	4,320	4,320	1,450
Insurance	-	262	-	262	-
IT costs	-	9,449	-	9,449	4,329
Other expenses	-	20,457	-	20,457	4,578
Rent and rates	-	32,382	-	32,382	20,380
Telephone	-	1,093	-	1,093	1,293
Travel and subsistence	-	1,241	-	1,241	7,634
Bank charges	-	169	-	169	352
Depreciation	-	4,743	-	4,743	2,228
Loss on disposal of assets	-	541	-	541	539
	<u>422,250</u>	<u>153,223</u>	<u>4,320</u>	<u>579,793</u>	<u>325,148</u>

continued...



**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 OCTOBER 2021**

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

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

	31.10.21	31.10.20
	£	£
Auditors' remuneration	4,320	1,450
Depreciation - owned assets	4,743	2,228
Deficit on disposal of fixed assets	<u>541</u>	<u>539</u>

**7. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 October 2021 nor for the year ended 31 October 2020. No trustee received payment for professional or other services supplied to the charity (2020: £nil).

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 31 October 2021 nor for the year ended 31 October 2020.

**8. STAFF COSTS**

	31.10.21	31.10.20
	£	£
Wages and salaries	376,007	226,824
Social security costs	33,463	18,991
Other pension costs	<u>12,780</u>	<u>7,555</u>
	<u>422,250</u>	<u>253,370</u>

The charity considers its key management personnel to comprise the Chief Executive and Directors. The total employment benefits, including employer pension and national insurance contributions, of those key management personnel were £122,655 (2020: £70,406) incurred by 2 (2020:1) members of staff. The average monthly number of employees during the year was as follows:

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

	31.10.21	31.10.20
Staff	<u>11</u>	<u>7</u>

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

	31.10.21	31.10.20
£60,001 - £70,000	<u>1</u>	<u>1</u>

continued...

## 9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	<u>72,330</u>	<u>414,124</u>	<u>486,454</u>
<b>Total</b>	72,330	414,124	486,454
<b>EXPENDITURE ON</b>			
Charitable activity costs	<u>43,410</u>	<u>414,124</u>	<u>457,534</u>
<b>Total</b>	<u>43,410</u>	<u>414,124</u>	<u>457,534</u>
<b>NET INCOME</b>	28,920	-	28,920
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	<u>56,544</u>	-	<u>56,544</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>85,464</u></u>	<u><u>-</u></u>	<u><u>85,464</u></u>

## 10. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Total £
<b>COST</b>			
At 1 November 2020	5,554	7,310	12,864
Additions	666	4,129	4,795
Disposals	<u>-</u>	<u>(842)</u>	<u>(842)</u>
At 31 October 2021	<u>6,220</u>	<u>10,597</u>	<u>16,817</u>
<b>DEPRECIATION</b>			
At 1 November 2020	770	2,597	3,367
Charge for year	2,149	2,594	4,743
Eliminated on disposal	<u>-</u>	<u>(301)</u>	<u>(301)</u>
At 31 October 2021	<u>2,919</u>	<u>4,890</u>	<u>7,809</u>
<b>NET BOOK VALUE</b>			
At 31 October 2021	<u><u>3,301</u></u>	<u><u>5,707</u></u>	<u><u>9,008</u></u>
At 31 October 2020	<u><u>4,784</u></u>	<u><u>4,713</u></u>	<u><u>9,497</u></u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 OCTOBER 2021

11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.10.21	31.10.20
	£	£
Trade debtors	150	4,220
Other debtors	<u>2,865</u>	<u>2,379</u>
	<u>3,015</u>	<u>6,599</u>

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.10.21	31.10.20
	£	£
Trade creditors	115	10,536
Social security and other taxes	-	211
Other creditors	1,222	1,424
Accruals and deferred income	<u>418,599</u>	<u>210,861</u>
	<u>419,936</u>	<u>223,032</u>

13. RETIREMENT BENEFIT SCHEMES

**Defined contribution schemes**

The charitable company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charitable company in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £12,780 (2020: £7,555).

14. MOVEMENT IN FUNDS

	At 1.11.20	Net movement in funds	At 31.10.21
	£	£	£
<b>Unrestricted funds</b>			
General fund	85,464	42,882	128,346
<b>Restricted funds</b>			
Restricted funds	-	99,937	99,937
	<u>85,464</u>	<u>142,819</u>	<u>228,283</u>
<b>TOTAL FUNDS</b>	<u>85,464</u>	<u>142,819</u>	<u>228,283</u>



NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 OCTOBER 2021

## 14. MOVEMENT IN FUNDS

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	234,848	(191,966)	42,882
<b>Restricted funds</b>			
Restricted fund	522,205	(422,268)	99,937
	_____	_____	_____
<b>TOTAL FUNDS</b>	<u>757,053</u>	<u>(614,234)</u>	<u>142,819</u>

## Comparatives for 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
	_____	_____	_____
<b>TOTAL FUNDS</b>	<u>56,544</u>	<u>28,920</u>	<u>85,464</u>

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	72,330	(43,410)	28,920
<b>Restricted funds</b>			
Restricted fund	414,124	(414,124)	-
	_____	_____	_____
<b>TOTAL FUNDS</b>	<u>486,454</u>	<u>(457,534)</u>	<u>28,920</u>

**15. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 October 2021 (2020: £Nil).

**16. COMPANY LIMITED BY GUARANTEE**

The Company is limited by guarantee and does not have a share capital. In the event of a winding up each of the members undertakes to contribute an amount not exceeding £1.

**17. OTHER FINANCIAL COMMITMENTS**

At the balance sheet date, the company had total commitments under non-cancellable operating leases of £69,975 (2020: £89,503). Lease payments recognised as an expense in the year were £19,528 (2020: £20,380).

## About On Road Media

On Road Media is an award-winning charity. We shape content and conversations that change minds, developing the conditions for lasting social change.

**Working hand in hand with people experiencing and affected by injustice**, we bring our organisational values – being inclusive, thoughtful, patient, creative, determined and brave - to everything we do.

**This year** we've shaped the stories that millions of people have heard. Stories on the biggest issues of our time: social injustice, economic hardship and the health of our planet. Our courageous network members' voices and stories are being heard – at scale.

## Find us

The Green House  
244 – 254 Cambridge Heath Road  
Bethnal Green  
London E2 9DA

Ph. 020355 96764

[info@onroadmedia.org.uk](mailto:info@onroadmedia.org.uk)

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

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

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

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