



# Annual Report Summary

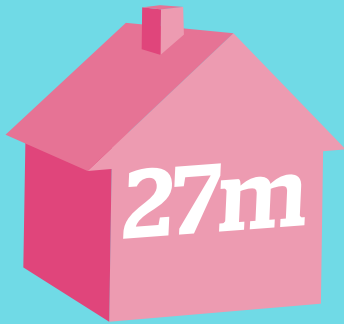
For the year ending  
31 March 2020

**togetherTV**  
*for good*

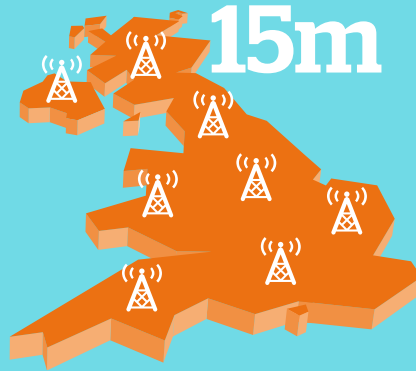
# April 2019–March 2020: the year at a glance

## Our audiences

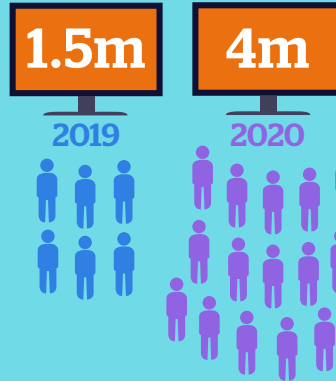
UK households where  
Together TV is available



Annual  
TV reach



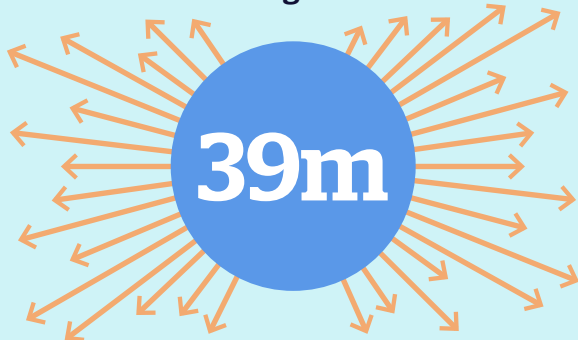
Monthly  
TV audience



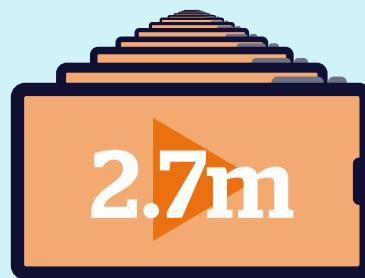
Viewing  
session length



Facebook global reach



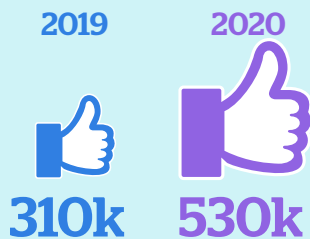
YouTube views



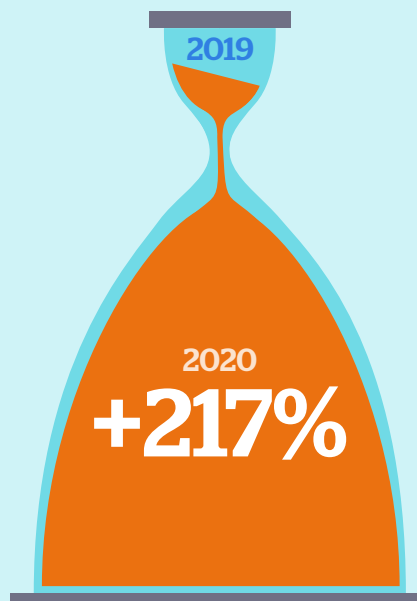
Together TV is  
a true public  
service channel

Brian J.  
via Facebook

Facebook followers



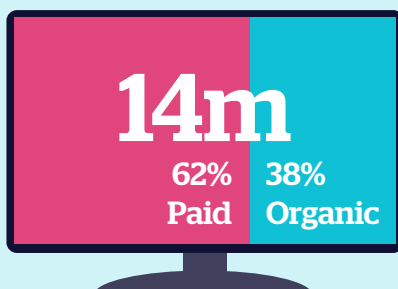
YouTube hours watched



I only just got  
this channel.  
I love the  
gardening  
and wildlife  
programmes

Nicola F.  
via Facebook

Videos viewed on Facebook



## Our campaign, Together for Good

People reached by our first run of the campaign (July 19)



People that engaged with our digital learning tools (2020)



**The Good Cook on Together TV has given me much more confidence in the kitchen**

Mike, Blackpool

Key associations that the public have with Together TV

Helps me learn or find out something new  
Reflects modern Britain  
Makes me want to do more with my life  
Integrity Has motivated me to do more in my community



1.5m

viewers say that we make them want to do more in their life

2.5m

viewers say that we motivate them to do more in their local community



**After watching Trashed on Together TV, I am now teaching my children to be conscious about the plastic they use**

Hema, Leicester

Source: Opinium Sep. 2019, data set 2,000 individuals in UK

# Letter from the Chair and Chief Executive

**Dear members, donors, supporters, partners and viewers, welcome to our fourth annual report as a charitable Community Benefit Society, our second full year broadcasting as Together TV and our 19th year since we launched as The Community Channel.**

2019-20 has been a year of great charity and media partnerships, growth in our audiences and strong impact.

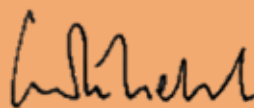
The transformation story of Together TV has been remarkable. This growth has been driven by continued support from our media partners and donors, improved prominence, stronger programming, a national marketing campaign, growing digital audiences and better working with our charity partners.

Even though we had ambitious income targets for 19-20, we have achieved and exceeded them, with profitable months across the second half of the year. The combination of increased advertising income and charitable support from our media partners and donors enabled us to generate a year-end surplus.

We can only do what we do thanks to the goodwill, effort and dedication of our partners so we owe you all huge thanks. We would also like to thank our board for their continued support, scrutiny, expertise and passion, along with the channel team for their heroic efforts over the last year.

Finally we would like to thank you, our Members, donors and supporters, for your faith in our mission. We are the world's only supporter-owned charitable national broadcaster and we believe that great content can create positive social change.

We have exciting plans for the next stage of our growth and we look forward to involving you in our journey.



**Caroline Diehl, MBE**  
Executive Chair



**Alexander Kann**  
Chief Executive

## 2020 Update

### Since year-end...

— We launched a covid-19 support campaign with mutual aid groups called [You Are Not Alone](#), including helpline, email and WhatsApp routes for people to have individually-brokered introductions to local mutual aid coordinators to get food and medicine they needed. We built the first UK map of mutual aid groups which became the UK's main place people looked for local support.

— We supported the [Black Lives Matters](#) movement on TV, web and social media, changing our planned schedules to rebroadcast David Olusoga's landmark BBC series Black & British and creating an online playlist of our decade-plus catalogue of black British programming.

— We increased audiences as our TV daily audience and audience share growth is up over 150% year-on-year, YouTube viewing has doubled, Facebook engagement is performing strongly and our website is up 150% year-on-year.

— We appointed three new trustees, with Satmohan Panesar from ITV and Paul Amadi from the British Red Cross both joining the board in June, and Amooti Binai, our new elected Member trustee, joining in September.

Together TV changes countless lives right across the UK, for viewers, charities and for thousands of people whose talent has been nurtured. It drives demonstrable social change as first viewers learn, become inspired and then go out and do more for their community.

## Achievements and performance

### Increase awareness

In July and August we ran Together For Good, a brand campaign developed for us by BBC Creative to improve awareness of Together TV, crossing TV, VOD, outdoor, cinema, social media and print.

Supporting BBC Creative were Goodstuff on media strategy, Viacom and The Guardian on production of digital creative, along with Arqiva, Little Dot Studios and Maxx.

The campaign reached millions of people through ITV, Channel 4, Viacom, Sky, Discovery and A&E Networks channels, digital outdoor through Clear Channel and Ocean Outdoor, print ads in TI Media magazines, The

Guardian and The Telegraph, campaigns on Facebook and Twitter and in cinemas with Pearl & Dean.

GoodStuff reported that our Together For Good campaign had reached half of all UK adults, delivering 100m impacts and resulting in a 24% uplift in viewing. The industry truly came together to support us.

We then held the Together for Good event on Friday 20th September in the BBC Radio Theatre at Broadcasting House to thank our partners for the campaign. This was kindly sponsored and hosted by Sarb Nijjer, BBC's Content Finance Director and our ex-Trustee.



## Improved distribution

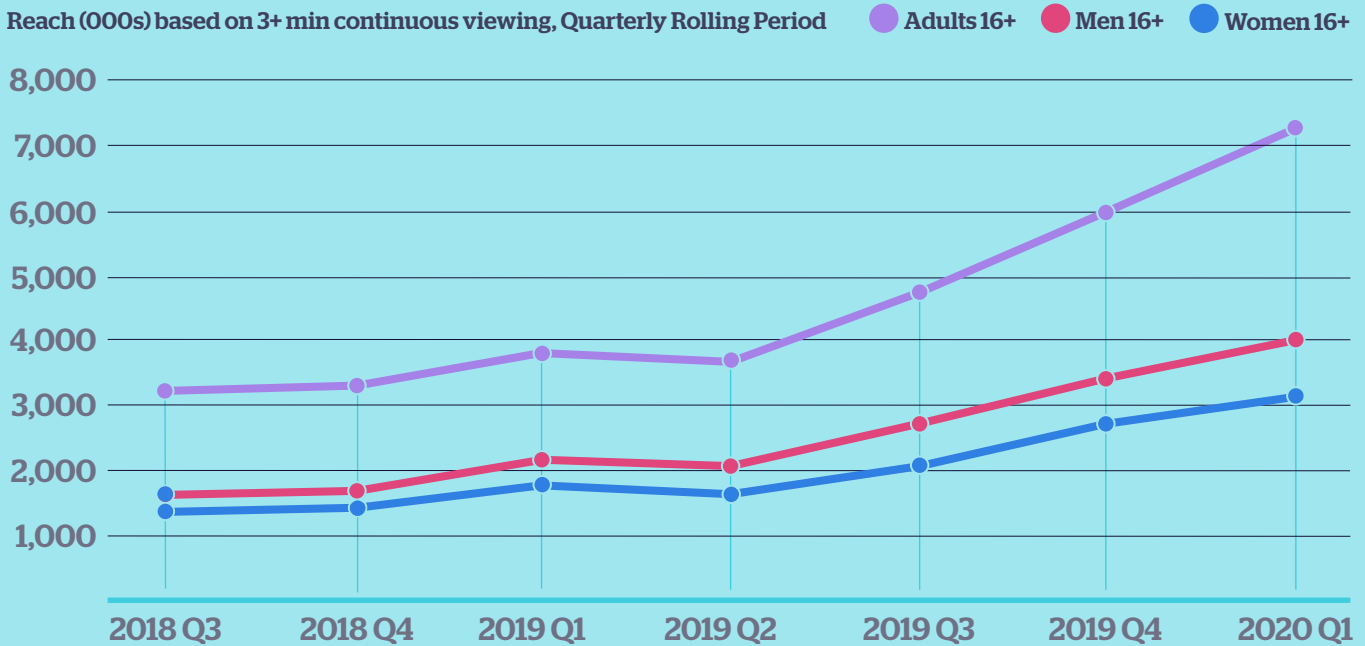
Thanks to incredible support from Arqiva, in July we launched Together TV on the widest Freeview T1 capacity reaching 12m homes at 98% coverage.

We also moved to Sky 170 in December ahead of the Christmas viewing period. Our Sky impacts increased 120% in December (versus 50% in 2018).

## Increased Viewing

Our linear TV viewing has grown strongly, nearly doubling year on year. Our quarterly TV audience has grown from just under 4m to over 7m and our monthly audience from 1.5m to around 4m. Our daily reach nearly tripled in a year and our viewing session lengths have increased by 50%. Our viewing share has steadily increased too.

### Overview: Together Total Quarterly Reach



## Programming

Our programming included dozens of new series, documentary premieres and campaign videos, from gardening and cooking to history and sexuality, with seasons and topics covered including Black History Month, environmental and LGBTQ+ programming.

We have content partnerships with BBC, BBC Studios, Channel 4, Discovery and Sky along with independent filmmakers, charities and distributors.

**Mandela,**  
**My Dad and Me**  
**Tonight 9pm**

**togetherTV**  
*for good*

Freeview 89 | Sky 194  
Virgin 269 | Freesat 164



## TV audiences

We have shifted our core audience more towards women.

This 'heavy' core audience are largely 'empty nesters' women in their 50s/60s, in lower-income, part-time working or retired households in the midlands and north, who are interested in home-based activities (music, gardening, cooking).

We also have a 'lighter core' of women, more tech-savvy and entertainment-led.



## Our social media audiences

Our digital channels have continued their strong growth. **YouTube** grew to 2.7m views (+150% year-on-year) and 211% increase in hours watched. 45% of the audience are under 35 with 53% female.

On **Facebook** our content reached 39m people globally in 2019 with over 14m video views (two-thirds driven by paid campaigns enabled by Facebook's generous donation of ad support). We grew to 530,000 followers up from 310,000 the previous year (and up from 4,000 in January 2018).

Nicola Selfridge  
@Niksfridge

I'd never sat down and watched @TogetherukTV properly until today. An interesting piece on community fridges, a German mans story about growing up during the war as a Jew and documentaries on rural life. All very good!  
#TogetherTV

3:09 PM · Jan 27, 2020 from Carmarthen, Wales · Twitter for Android

Together TV @TogetherukTV · 1h  
Imagine leaving everything behind to keep your family safe, only to face a new threat: Coronavirus. This is a reality for many in refugee camps with no medical care, clean water or food in Yemen, Syria, Somalia and South Sudan. Please donate to @decappeal: buff.ly/32nrxjw



DEC  
@decappeal

Replying to @TogetherukTV

Thank you for supporting our appeal ❤️

3:14 PM · Jul 15, 2020 · Sprout Social

Pam Hayward ▸ Together TV  
14 August 2019 · 🌐

Just found together Tv on channel 93 the 'adverts' encourage us to do something about climate change . The programmes are lovely too.

Up Your Street  
@UpYourStreet6

@DavidOlusoga Absolutely enjoyed with an open mouth the whole of Black and British: A Forgotten History  
@TogetherukTV

12:33 AM · Oct 14, 2019 · Twitter Web App

## Our impact partnerships

Across the year the majority of all our series had impact partners allocated to them for Calls to Action on TV and across digital, with different campaign weightings and bespoke content/areas on the website.

In April we completed our film for the Royal Society of Arts, [God's Lone Country](#) about three rural lives in Derbyshire, with over 800k views on Facebook. Our partner CTAs included Do Good with Food with Food Cycle, Get Creative alongside restoration shows, Grow Wild alongside gardening shows, Help Your Local Hospice with Life At The Hospice, and Be a Climate Hero with Friends of the Earth.

We also ran three partner workshops with 30 charities to identify common themes for 2020. We worked with Terence Higgins Trust on After '82, a film about the impact of HIV on the LGBTQ community, for World AIDS Day.

In March 2020 we launched our Coronavirus response campaign [You Are Not Alone](#) to support vulnerable people in self-isolation. Working with Mutual Aid UK and Public Health England, we turned our office landline into a Help Line and matched hundreds of selfisolating people to their local Mutual Aid groups. Our website had 20k+ unique viewers and became the top Google search result.



**God's Lone Country**  
Click to play on [Facebook](#)



## Our media partners

We worked with the BBC on their campaigns including Our Planet Matters and Black History Month in 2019, premiering their ALT History digital commission presented by David Olusoga (pictured right), as well as his series Black & British.

We have been working with ITV supporting their healthy eating and mental health campaigns, and ITV kindly supported our Together For Good campaign through advertising support.

Channel 4 continue to support us through programming and advertising support across their channel portfolio, as well as advising on how they measure their social impact organisationally.

Channel 5's marketing team supported Together For Good by versioning our digital out-of-home adverts and supporting us across the ViacomCBS channels. We continue to work closely with My5 team on our on-demand offer.

Sky kindly continued to contribute our satellite bandwidth and we supported Sky's Ocean Rescue new campaign by giving significant airtime to their content. Sky also supported us through some Sky One programming from January 2020.

Arqiva's support for our broadcast distribution has been incredible, enabling us to launch the channel to all Freeview homes and also retaining our Freeview HD multiplex capacity via our interim Together TV+1 channel.



We are also hugely grateful to Facebook, with its continuous support to our growth, Virgin Media and freesat who enable us to continue broadcasting on their platforms, Opinium who provide amazing national representative research for us along with our other media partners who provide pro bono support and help.

These include Discovery, A&E Networks, Turner, Google, The Guardian, The Telegraph, TI Media, Clear Channel, Ocean Outdoor, Pearl & Dean, Lansons and many more.

## Our media supporters



## Our delivery partners



## Our professional service providers



## Engaging our Membership

Our third AGM as a Community Benefit Society was held on 20th September 2019, at Fitzrovia Community Centre ahead of our Together For Good event at the BBC.

The Membership Committee met four times throughout the year with elected Trustee Laura Hopper as Chair. Members were also engaged through emails from the Membership committee, Member surveys, invitations to events and the AGM.

## Evidencing our impact

We regularly receive feedback from viewers about how we inspire them through our programming. We run Member surveys and audience surveys to get qualitative and quantitative feedback on our impact.

In 2019, Opinium ran two nationally representative surveys of over 2,000 people revealing that 17% of our viewers say Together TV makes them want to do more in their life (this translates to 2m+ people) and 15% said we have motivated them to do more in their local community (translating to 1.5m people).



**We Are Together TV**  
Click to play on [YouTube](#)

## In the coming year 2020/2021 we will...

- work with BBC Creative and partners to develop our behavioural change campaign
- continually refine our content and proposition to increase awareness, viewing and engagement
- deliver a diversity and inclusivity plan that addresses staffing, governance and programming
- enter talks with leading broadcast platforms, VOD vendors and potential partners for new services
- work with broadcasters, behavioural science and research experts to refine our impact model
- explore routes to piloting digital fundraising and individual giving models

# Summary

## Financial Statements

The Community Channel (operating as Together TV)

Consolidated Statement of Financial Activities (including Income and Expenditure account) for the year ended 31 March 2020

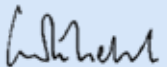
	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
<b>Income from:</b>						
Donations and legacies	11,907	-	11,907	25,704	-	25,704
Charitable activities	113,815	-	113,815	144,677	-	144,677
Other trading activities	954,055	-	954,055	655,282	-	655,282
Investments	327	-	327	82	-	82
<b>Total income</b>	<b>1,080,104</b>	<b>-</b>	<b>1,080,104</b>	<b>825,745</b>	<b>-</b>	<b>825,745</b>
<b>Expenditure on:</b>						
Raising funds	182,594	-	182,594	167,797	-	167,797
Charitable activities	675,970	-	675,970	782,321	-	782,321
<b>Total expenditure</b>	<b>858,564</b>	<b>-</b>	<b>858,564</b>	<b>950,118</b>	<b>-</b>	<b>950,118</b>
<b>Net income / (expenditure) for the period</b>	<b>221,540</b>	<b>-</b>	<b>221,540</b>	<b>(124,373)</b>	<b>-</b>	<b>(124,373)</b>
<b>Net movement in funds for the period</b>	<b>221,540</b>	<b>-</b>	<b>221,540</b>	<b>(124,373)</b>	<b>-</b>	<b>(124,373)</b>
<b>Reconciliation of funds</b>						
Total funds brought forward	61,549	-	61,549	185,922	-	185,922
<b>Total funds carried forward</b>	<b>283,089</b>	<b>-</b>	<b>283,089</b>	<b>61,549</b>	<b>-</b>	<b>61,549</b>

The Community Channel (operating as Together TV) Society number 7400

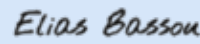
Balance Sheets as at 31 March 2020

	The Group		The charity	
	2020 £	2019 £	2020 £	2019 £
<b>Fixed assets</b>				
Tangible assets	4,113	1,218	4,113	1,218
Intangible assets	102,668	5,340	102,668	5,340
Investments	-	-	1	1
<b>Total fixed assets</b>	<b>106,781</b>	<b>6,558</b>	<b>106,782</b>	<b>6,559</b>
<b>Current assets</b>				
Debtors	352,253	117,001	91,574	72,445
Cash at bank and in hand	237,835	235,620	172,111	110,008
<b>Total current assets</b>	<b>590,088</b>	<b>352,621</b>	<b>263,685</b>	<b>182,453</b>
<b>Liabilities</b>				
Creditors: amounts falling due in less than one year	(285,380)	(169,230)	(284,980)	(142,608)
<b>Net current assets</b>	<b>304,708</b>	<b>183,391</b>	<b>(21,295)</b>	<b>39,845</b>
Total assets less current liabilities	411,489	189,949	85,487	46,404
<b>Net assets</b>	<b>411,489</b>	<b>189,949</b>	<b>85,487</b>	<b>46,404</b>
<b>Funds of the charity</b>				
Share capital	128,400	128,400	128,400	128,400
Unrestricted income funds	283,089	61,549	(42,913)	(81,996)
<b>Total charity funds</b>	<b>411,489</b>	<b>189,949</b>	<b>85,487</b>	<b>46,404</b>

Approved by the trustees on 23/09/2020 and signed on their behalf by:

  
Caroline Diehl  
(Chair)

  
Lorna Dickens  
(Trustee)

  
Elias Bassou  
(Secretary)

**The Community Benefit Society Trustees who served from 1 April 2019 to the date of this report were:**

**Non-executive**

Paul Amadi, appointed 23/06/2020

Amooti Binaisa, appointed as elected Trustee 17/09/2020

Penny Brough

Lorna Dickens

Jack Eatherley

Michael Finchen, resigned 11/06/2019

Phil Geraghty

Laura Hopper

Satmohan Panesar, appointed 23/06/2020

Laurie Patten, appointed 12/06/2019

Bryher Scudamore, resigned 20/09/2019

Jack Serle, resigned 11/06/2019

Sam Tewungwa, resigned 31/03/2020

Philip Turvil, appointed as elected Trustee 19/11/2019

Jenny Walton

**Executive**

Caroline Diehl, Executive Chair

Alexander Kann, Chief Executive

**togetherTV**  
*for good*

**Freeview 87, Sky 170, Virgin Media 269 and Freesat 164**

**[www.togethertv.com](http://www.togethertv.com)**

**020 3196 1562**

**[info@togethertv.com](mailto:info@togethertv.com)**

**24 Neal Street, London, WC2H 9QW**

The Community Channel operating as Together TV is a charitable Community Benefit Society registered with the FCA (RS007400).



On the cover: our viewer Leslie from Glasgow

Designed by [Patrick Miller](#)