

**THE COMMUNITY CHANNEL OPERATING AS  
TOGETHER TV**

# **Group Annual Report and Financial Statements**

For the year ending 31 March 2020

Charitable Community Benefit Society No. 7400

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

**Charitable Community Benefit Society number 7400****Registered office and operational address**

Registered office: Bates Wells, 10 Queen Street Place, London, EC4R 1BE

Operational address: 24 Neal Street, London, WC2H 9QW

The Trustees of the Community Benefit Society, who are also directors under society law, who served during the period from 1 April 2019, and up to the date of this report were as follows:

**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 Officer

**Company Secretary**

Raabia Adil (resigned 11/06/2019)  
Elias Bassou (appointed 10/09/2019)

**Bankers**

Co-operative Bank plc, P.O. Box 101, 1 Balloon Street, Manchester, M60 4EP  
Triodos Bank, Deanery Rd, Bristol BS1 5AS

**Solicitors**

Bates Wells, 10 Queen Street Place, London, EC4R 1BE

**Accountants**

Third Sector Accountancy Ltd, Holyoake House, Hanover Street,  
Manchester, M60 0AS

**Auditors**

Knox Cropper LLP, 65 Leadenhall Street, EC3A 2AD

## 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 19<sup>th</sup> year since we launched as The Community Channel in September 2000. 2019-20 has been a year of strong growth in our TV and digital audiences, great partnerships with charities and media groups, and some really heartening impact.

The transformation story of Together TV – our turnaround from being loss-making to delivering a surplus, our audience growth and our impact – has been remarkable. This report gives us an opportunity to celebrate these achievements.

This growth has been driven by continued support from our media partners and donors, improved prominence of the TV channel, a stronger programming offer, a major national marketing campaign, rapidly-growing digital audiences and better ways of working with our charity partners.

We continue to refine our model – financially, operationally and through to audience activations. We involve our Members through electing new Member Trustees to the board, through our Membership committee and AGM, Member surveys and newsletters from our elected Member Trustees.

In the last report we talked about our path to financial sustainability, and 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 and reserve.

We have worked with some amazing charity partners over the last year and our media partners' support has been at the heart of all we achieve. 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 for our Community Benefit Society. providing ongoing encouragement, direction and oversight. We would also like to thank the channel team for their heroic efforts over the last year, efforts which have resulted in such impressive growth.

Finally we would like to thank you, our Members, donors and supporters, for your faith in our mission. We have a unique ethos as the world's only supporter-owned charitable national broadcaster. We believe that great content can spur meaningful 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

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# Trustees Report

The Trustees present their report and audited financial statements for the year ended 31 March 2020.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

## Objectives and activities

Together TV is the channel that helps you channel your inner good. Together TV is the UK's only national TV channel dedicated to inspiring people to do good in their lives and communities.

Optimistic, encouraging and celebrating the quirks of British life, the channel motivates viewers to do more for themselves and those around them through entertaining series and documentaries.

The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period, from 1 April 2019 to 31 March 2020. The review also helps the Trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

This section of the report summarises the progress we have made to deliver our aims and objectives as outlined below:

### Our charitable objects

The objects of the society shall be for the public benefit, to:

- advance the education of the public;
- promote the charitable and voluntary sector;
- promote the efficiency and effectiveness of charities and the voluntary sector and organisations which exist to benefit the community and the charitable use of resources;
- advance the arts, heritage, culture and science; and
- advance any other purposes recognised as charitable purposes under the laws of England, Wales, Scotland and Northern Ireland for the time being.

## **Our main activities**

The main activities of Together TV are:

- broadcast of a TV channel that motivates viewers to do more to support their community, and to make changes in their own lives, fulfilling our charitable objects as a Community Benefit Society
- distribution of streamed, on-demand and short-form content from the channel
- supporting causes and campaigns from charities enabling people to make positive change in their lives and communities
- promotion of community activities, charity films and voluntary sector awareness events through the TV channel, website and other outlets
- providing direct opportunities for the public to engage with communities, charities and causes
- researching, collecting data and reporting on the measurable and demonstrable impact the channel has for its beneficiaries, both charities and the public
- harnessing the resources of the creative, media and digital industries to support the above

The beneficiaries of Together TV CBS are:

- the general public who take up social action and access support thanks to our activity
- the charitable organisations and campaigns promoted by our activity
- the media industry, whose charitable campaigns we support, along with putting their capacity and expertise towards good causes
- our Membership, the community of interest around which our Community Benefit Society is built

Our aims and objectives for 2019-2020 were to:

- a) increase public awareness of Together through the Together For Good marketing campaign
- b) increase our viewership across linear TV and Video-On-Demand viewing
- c) continue to build our reach and impact across online and social platforms
- d) secure our 2020 impact partners that align our inspiring content with activation campaigns
- e) create more value for our media partners through improved collaborations and campaigns
- f) increase our commercial income
- g) start a long-term campaign to grow income from individual supporters and Members

These objectives were to be achieved by:

- a) working with our media partners to deliver a campaign that turbo-boosts our awareness and reach
- b) improving distribution by moving up the Sky Electronic Programme Guide and launching a new partnership with a major catch-up VOD service, offering improved content – series, documentaries and seasons
- c) growing our online and social media audiences with improved content and activations
- d) growing our impact partner network based on upcoming series and seasons
- e) working with our media partners to promote their social good campaigns and seasons

- f) creating a revised three-year plan to move the channel towards a self-generated income model across commercial income, services and contributions, continuing to work with charitable, statutory and corporate funding partnerships on special projects and campaigns
- g) improving our engagement with our Membership and holding our third AGM in September 2019

### **Use of funds**

Together TV generates income from advertising, commercial partnerships, grant-funded projects, donations and sales of community shares, and contributions from media platform operators that offset broadcast costs.

Funds have been used prudently through careful financial planning, controlled spending and regular monthly forecasting. Management accounts are regularly presented to the Finance & Resources Committee and the boards of the Community Benefit Society and trading arm.

### **Volunteers**

The channel has regular volunteers supporting some of the key operational areas. Volunteers join the channel part-time for up to three months and are managed by staff who lead in each area. Volunteers receive training and supervision and contribute to the channel's operation, from editing promos to creating web and social media content to researching potential funders. In turn volunteers learn new skills and improve their employability from their experience on the channel.



*Together For Good advert, week 1 of 4, The Guardian Weekend*

## Achievements and performance

The Community Benefit Society had a successful 2019/2020 achieving the objectives set for the year, largely around growing the channel's audience and impact across television and digital platforms, working with more campaign partners from across the charity and media sectors.

Together TV changes countless lives right across the U.K., for viewers, charities and for hundreds of people whose talent has been nurtured. It drives demonstrable social change. First viewers learn, they become inspired and then many go out and do more for their community, or to connect with others and find support, in general or specifically linked to what they've watched.

*"Together TV makes me want to do more for my community and get involved with my area."*

Female viewer, 45-54, England

The charity's main activities are described below, and its charitable activities focus on broadcasting and distributing TV programming and other content to TV, web and mobile devices, to inspire social impact, and are undertaken to further Together TV's charitable purposes for the public benefit.

### **Increase public awareness of Together through the Together For Good marketing campaign**



In July and August we ran Together For Good, a brand campaign developed for us by BBC Creative to improve awareness of Together TV amongst the public. This included two animated TV adverts, new channel graphics, adaptations for cinema, outdoor, print, web and social media creative.

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 across Together TV channels. Lansons worked on PR and Opinium ran brand trackers to test our awareness before and after the campaign. System 1 ran content testing on our campaign creative. All of this support – worth hundreds of thousands - was gifted to us pro bono.

Together TV worked across all of this, coordinating the 100+ people working across production and delivery, and our work included delivering different specifications of promos to all our channel partners, re-versioning print ads for different newspapers and magazines, re-versioning our new logo for TV platforms, securing Ofcom and TV platform approvals, Clearcast approvals and music clearances.

Crossing TV, VOD, outdoor, cinema, social media and print, the campaign reached 26 million people through ITV, Channel 4, Viacom, Sky, Discovery and A&E Networks channels, hundreds of outdoor ads on billboards and shopping centres through Clear Channel and Ocean Outdoor, print ads in TI Media magazines, the Guardian and Telegraph, social media campaigns on Facebook and Twitter, and in cinemas with Pearl & Dean (a two-week ident takeover). We were supported by our TV platform partners Freeview, Virgin Media and freesat (through the Virgin Media Discovery bar, Freeview and freesat websites) and dozens of our partners.

Goodstuff tracked the media impact and value of the campaign. They reported that it had reached half of all UK adults, each being exposed to at least three ads (3.4 frequency), with impacts and resulting in a 24% uplift in viewing. The industry truly came together to support us.



*Together For Good digital outdoor media, Westfield White City*



## Together For Good event



We 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 arranged with the BBC thanks to our event sponsor and host Sarb Nijjer. Sarb is the BBC's Finance Director for Content and is our ex-Trustee (resigning when she moved from Channel 4 to BBC).

It was a fantastic event with speakers including Justin Bairamian (BBC Creative Director), Sonia Sudhakar (Guardian Marketing Director) and Caroline and Alex, and brilliantly put together by Francesca and our marketing volunteers, along with the production team in the BBC Radio Theatre.

We also premiered a short film about three of our viewers called We Are Together TV, with two of them – Leslie and Rasheeta – attending the event with their families.

**Improve distribution by moving up the Sky EPG and launching a new partnership with major catch-up VOD service, offer improved content – series, documentaries and seasons**

### **Distribution and Viewing**

We had a good year in terms of distribution, with much-improved Freeview distribution along with an EPG deal on Sky which enabled us to improve our prominence, moving from Sky 193 to Sky 170. This improved position in the merged Entertainment & Documentaries section has fuelled our audience growth and we thank Sky for their incredible and continued support.

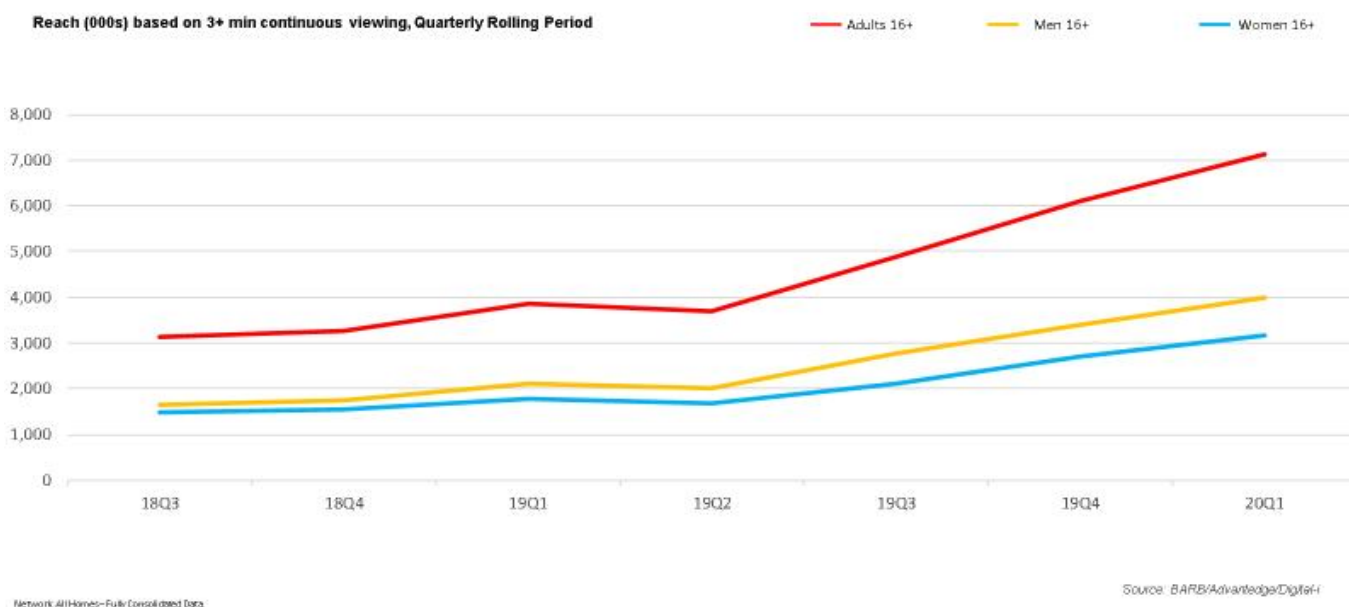
On July 8th we rebranded as Together TV (adding the 'TV') across all platforms, with the new branding and graphics. This included 10 new graphics for TV created by BBC Creative (rendered for broadcast by Arqiva), 35 brand assets for our social media channels and new website graphics.

On July 22<sup>nd</sup>, thanks to incredible support from Arqiva, we launched Together TV on the widest Freeview capacity (T1) reaching 12m homes at 98% coverage. We retained our existing capacity (T2) to launch Together TV+1 on a new slot in Freeview 93 (with 8m homes and 70% coverage). We only BARB-measure our main channel (not the +1) and this improved distribution helped power our fantastic growth across the year. A huge thank you to Arqiva for this amazing support.



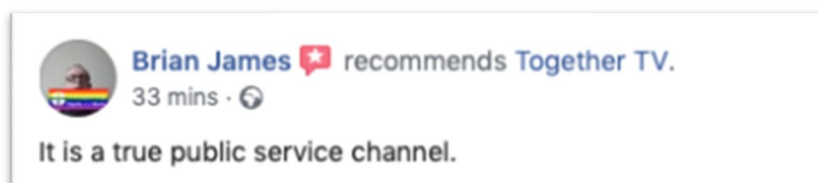
In November we secured Sky 170, moving on Friday 6th December ahead of the heavier TV viewing period across Christmas and New Year. Thanks to this and improved programming our Sky impacts increased nearly 120% in December (versus a 50% December increase in 2018 ).

## Overview: Together Total Quarterly Reach



Overall, our linear TV viewing has grown strongly across the year, nearly doubling year on year, which is a quadrupling since our launch as Together TV in January 2018. 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.



## Programming



Our programming across the year included dozens of new series, feature documentaries, short films and campaign videos from a range of content producers, distributors and charities.

We have content partnerships with BBC, BBC Studios, Channel 4, Discovery and Sky Vision along with content licenced from independent filmmakers and factual distributors including All3Media, Endemol, Hat Trick, Kew Media, TVF, DCD Rights, DRG, Passion, Off The Fence, Journeyman, SEIS, Enderleigh and Zig Zag.

Highlights included:





UK PREMIERE  
WATCH ONLINE

## LEGENDS IN THE MAKING

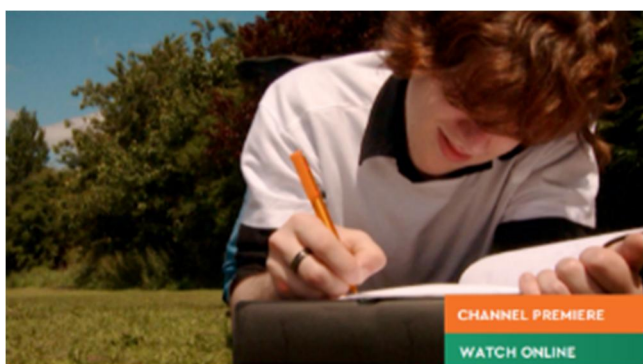
British Sporting Greats - Series



CHANNEL PREMIERE  
WATCH ONLINE

## SECRET GARDENS

All Gardens Great and Small - Series



CHANNEL PREMIERE  
WATCH ONLINE

## TONY'S LIFE WITHOUT A FAMILY

Tony: I've lost my family - Documentary



FRED MAYER

CHANNEL PREMIERE  
WATCH ONLINE

## TRUTH THAT GOES BEYOND FICTION

The Real Inglorious Bastards - Documentary



CHANNEL PREMIERE  
WATCH ONLINE

## EVERY POUND MATTERS

How to lose weight well - Series



CHANNEL PREMIERE  
WATCH ONLINE

## FIGHTING CANCER

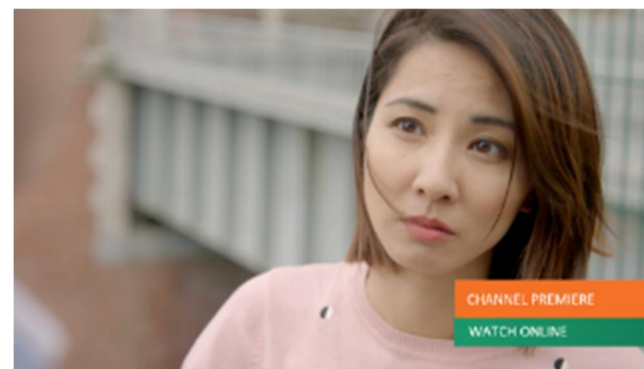
Fighting Cancer: My Online Diary - Series



UK PREMIERE  
WATCH ONLINE

## ON THE DOCKS

London Dockers - Documentary



CHANNEL PREMIERE  
WATCH ONLINE

## BRITAIN'S FORGOTTEN ARMY

Documentary - Duration: 45 minutes





UK PREMIERE  
WATCH ONLINE

## PIONEERS OF SOUTHALL

Documentary



CHANNEL PREMIERE  
WATCH ONLINE

## REGGIE YATES EXTREME UK

Series – Duration: 3\*75 minutes



### Earth Cycle

Hosted by journalist and writer Simon Parker, 'Earth Cycle' is an epic and low-impact adventure through amazing landscapes to promote green principles while championing the joys of long distance cycling in the wild.

Starts Monday 8<sup>th</sup>  
Weekdays at 9pm

togetherTV  
for good



### Win It Cook It

A cooking quiz show where the contestants must win their ingredients before they can cook with them. Do Good with Food with FoodCycle! [More Info](#)

Starts on 10<sup>th</sup> July  
Weekdays at 7pm

togetherTV  
for good



### Trashed with Jeremy Irons

Jeremy Irons, looks at the risks to the food chain and the environment through pollution of our air, land and sea by waste.

Be Part of the Climate Solution with Friends of the Earth [More Info](#)

July

togetherTV  
for good



### Hugh's War On Waste

In an attempt to change the way we think about waste, Hugh Fearnley-Whittingstall challenges supermarkets and fast food industry to reduce the waste we produce.

Be Part of the Climate Solution with Friends of the Earth [More Info](#)

Starts on 6<sup>th</sup> August  
Weekdays at 10pm

togetherTV  
for good



### Secret Life of the Hospital Bed

The documentary series that will move you with its heart-warming stories. Using tracking cameras, we'll follow patients in A&E, Maternity, Day Surgery and Paediatrics as they enter four hospitals across the country.

Starts Tuesday 13<sup>th</sup> August  
Weekdays at 9pm

togetherTV  
for good



### Clean Eating's Dirty Secrets

Vlogger and body positive influencer Grace Victory reveals the clean eating, is it the lifestyle change everyone needs, or is it another eating disorder in disguise?

Do Good with Food with FoodCycle! [More Info](#)

Saturday 28<sup>th</sup> August  
At 9pm

togetherTV  
for good





**Cut from a different cloth**

Idris Elba features in this unique documentary as it follows the collaboration of British fashion designers Alexander McQueen and the talented actor to launch a clothing line.

Saturday 7<sup>th</sup> September at 9pm

**togetherTV**  
for good



**Romanian Dog Rescue**

Hundreds of neglected dogs arriving from Romania find a new home every year in the UK. This brand new 5-part documentary follows the charity's team that helps the stray dogs, across decades, find their prospects.

Starts 16<sup>th</sup> September at 9pm

**togetherTV**  
for good



**Black and British**

Writer and historian David Olusoga hosts this landmark BBC series to present a new history of Britain with black people written back into its story and challenging perceptions about British history.

Premieres in October

**togetherTV**  
for good



**Young, Gifted and Classical**

Ubaku Kanneh-Mason is the first Black winner of BBC Young Musician and played at Prince Harry's Royal Wedding. In this film, he comes to terms with the pressures and opportunities his talent brings.

Premieres in October

**togetherTV**  
for good



**The story of Lovers Rock**

Documentary chronicling how a unique form of British reggae music became popular during the 1970s and 1980s.

Back in October

**togetherTV**  
for good



**Incredible Spice Men**

Award-winning chefs and old friends Tony Singh and Cyrus Todiwala want to transform the way people cook British dishes at home.

October

**togetherTV**  
for good



**The Disappearing Male**

There is a silent, toxic threat to the world's male population. This documentary takes a close look at what many doctors and researchers have noticed, but not been able to explain: a crisis of masculinity that is taking place in our world.

Premieres in October

**togetherTV**  
for good



**After '82**

What would you do if a deadly virus wiped out your circle of friends and loved ones? For the first time, here are the personal stories behind the HIV/AIDS pandemic, and what happened to them after '82. Narrated by Dominic West.

World AIDS Day 1<sup>st</sup> December

**togetherTV**  
for good



**Fay Presto**

Pushing boundaries, challenging the norms and being badass in the process - Fay Presto has been the first professional LGBTQ magazine. Her humour and brilliance has led her to perform for the Queen six times and now in her 70s, this documentary gives a glimpse into her everyday life and struggle.

Monday the 16<sup>th</sup> at 9.30pm

**togetherTV**  
for good



**Drugs: Time To Test**

In July 2019, 21-year-old Sadie Sewell was told she had a rare and deadly disease. She had no money left in a fight to stay alive. After a year of testing, she lost her life. This documentary tells the story of how Sadie's family and friends came to see how science and technology which it takes to produce the drugs will save lives.

Tuesday the 19<sup>th</sup> at 10.30pm

**togetherTV**  
for good





**Britain's Homeless Mums**

London's homeless mothers find solace in befriending fellow mothers separated from their children. Together they overcome the daily struggle of life on the streets and missing their little ones. Together they find the strength to laugh and share a support group for mothers in the hardest situation of all. (UK TV)

Saturday 25<sup>th</sup> January  
at 10.15pm

**togetherTV**  
for good



**Britain's Worst Road Disaster**

Thirty-two women, most from Thornaby-on-Tees, died when their bus plunged off Clatters Bridge in 1980. The whole community was affected. There wasn't a family that didn't have a connection with someone on the bus. Are our roads any safer now? (UK TV)

Premieres in January

**togetherTV**  
for good



**50 ways to kill your mammy**

Our children's first killing lesson is at 10.50pm. In 10.50pm, our children are an adventure of a lifetime, and it's 10.50pm and they're home. They're home to the world to studies, behind closed doors. It's about the way to killing your first, second, third, and the whole world is getting a piece of an amazing relationship between a woman and her son.

In January

**togetherTV**  
for good



**Surviving the Holocaust**

Kenneth Appel, 92, survived growing up as a Jewish child in Nazi Germany, and now he has received Britain's Endowment (port programme). (UK TV)

Holocaust Memorial Day  
27<sup>th</sup> January 2020

**togetherTV**  
for good



**All Aboard: East Coast Trains**

Documentary following East Coast rail employees as they work to maintain one of the UK's busiest transport networks.

In January

**togetherTV**  
for good



**Show Me Your Garden**

Alan Trueman's surprise, deserving people across Britain with their outdoor living spaces. Alan and his team of experts nurture neglected grounds and turn them into stunning gardens while checking out lovely birds and bees.

Weekdays at 8pm

**togetherTV**  
for good



**Ashley Banjo's Big Town Dance**

Alan Ashley Banjo as he embarks on his biggest challenge yet: teaching an entire town, Stockton-on-Tees, how to dance. Ashley takes on a batch of bakers, bank managers, educators and shop workers. Will they find their twinkle toes?

Starts Tuesday  
28<sup>th</sup> January 9pm

**togetherTV**  
for good



**Kings and Queens of Speech**

From the BBC's award-winning makers of Educating Yorkshire, Kings and Queens of Speech charts the journeys of students from six schools, as they compete to represent their school in the UK debating championships at the House of Commons.

Starts on Tuesday  
4<sup>th</sup> February 8pm

**togetherTV**  
for good



**OAP Internet Virgins**

A group of techies take six retired men and women on a guided tour of the social media universe. As it turns out, it is an opportunity for both to learn from each other's very different experiences.

Weekdays at 8pm

**togetherTV**  
for good



**D-Day The shortest Day**

Like all other battles, D-Day was the last. After June 6<sup>th</sup> 1944, with every town in the UK, the US, the Commonwealth and Germany, this is the story of a meticulous planning leading up to the world's biggest amphibious invasion. We trace the path of the soldiers and the bitterness of the fighting in the days that followed.

Saturday  
29<sup>th</sup> February 9pm

**togetherTV**  
for good

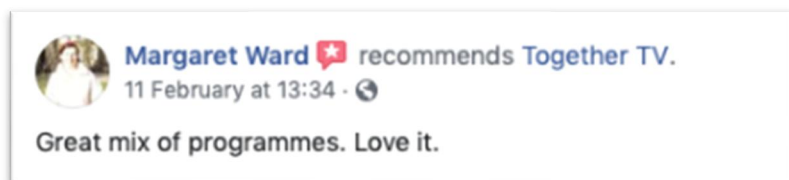




*The Telegraph on Blue Passion, a new documentary about scuba diving in Sunderland*

## Audiences

In September 2019 we asked Digital I to write a report looking at our audiences, who they are, where they are and what they like to watch and do.



The results drawn from the BARB data and consumer survey data showed that we had shifted our core audience much more towards women as we had hoped.

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 (TV, music, gardening, cooking, DIY, healthy living but not sport).



They have smartphones more than computers and still love print media along with local news and local radio. They consume news via print, with local papers, Daily Mail, What's on TV and The Sun topping the list. Top radio stations are Radio 2, local commercial radio, Heart, Radio 4 and Smooth. We

also have a 'lighter core' audience of women who are more tech-savvy and more entertainment-led.

**Core Viewers** are mostly middle-aged people living alone or with their partner without kids and being either employed or permanently retired. They mostly live in DSAT or Freeview households.



**Core Viewers** are moderately engaged with the online environment. A good proportion of them tend to use BVOD services, YouTube and social media on a regular basis, however, they are generally not interested in subscription services (either video or music). They rely on more traditional sources for identifying what to watch on TV.



### c) Grow our online and social media audiences with improved content and activations

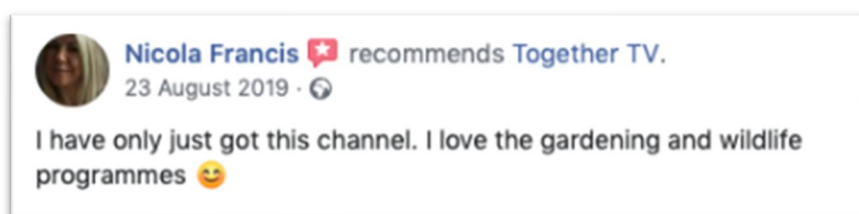
Our digital channels have continued their strong growth as we have continued working with Little Dot Studios to offer the best content to the right audiences, with paid campaign support kindly via renewed corporate support from Facebook.

YouTube continues to grow well, with 2.7m views (a fantastic +150% year-on-year) and 211% increase in hours watched, driven by more eye-catching and controversial content. The best-viewed videos in 2019 were a clip from Extremely British Muslims (390k views) and a clip from The Hospice (300k). 4.7m minutes of content were watched – up 6x on the previous year. 45% of the audience are under 35 with 53% of the audience being female (47% male).

YouTube	FY19-20	FY18-19	YoY
Views	2,717,813	1,067,427	155%
Hours watched	122,596.70	39,460.50	211%

The channel's average view duration is up and our revenue against views at \$1.76 is overperforming against Little Dot Studios' benchmark of \$0.97. Viewing from search has seen a steady increase throughout the year indicating the direct appetite for content and effective metadata.

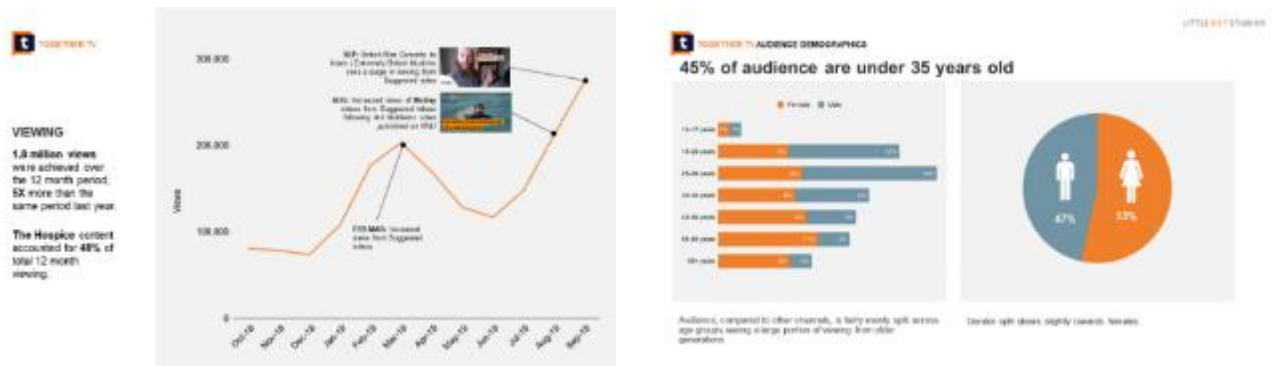
On Facebook our content reached 39 million people globally in 2019 with over 14 million video views (62% paid vs 38% organic, with paid campaigns enabled by Facebook's generous donation of significant ad support to us). We grew to 530,000 followers, up from 310,000 the previous year and 4,000 when we launched as Together TV in January 2018. From April 2019-March 2020 the channel saw 2.2m in complete views, compared to 963k in the previous year.



Our top video in 2019 was our own Together For Good promo with 2.2m views. It also saw an average view duration of 0:20, which is impressive considering the video is 0:25 in

length. Our short documentary *God's Lone Country* for the RSA's Future of Food, Farming and Countryside Commission had over 800k views and over 10k engagements. We also ran some ad campaigns to test conversion to charity partners based on audience interests – a campaign for food charity FoodCycle had 30k reach and hundreds of conversions to their website. We have also focussed on developing our Instagram community.





Twitter is not growing by followers but is by way of impressions. In 2019-20 we had nearly 1.3m impressions, the best we have ever done. In September alone we saw over 300k exposures for Brits Rescue Romanian Dogs, helped by Ricky Gervais' supportive posts and retweets.



## Grow our impact partner network based on upcoming series and seasons

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 RSA film *God's Lone Country* about three rural lives in Derbyshire. We secured press coverage in print and radio, and had over 800k views on Facebook.

We also supported the DEC Cyclone Idai appeal by broadcasting their film 15 times over the month following the appeal launch, and a paid campaign on Facebook generating 112k views (vs 27k on DEC's channel) with a link to donate, along with Twitter and Instagram activity.





## God's Lone Country

13 minute documentary we produced for the RSA's Food & Farming Commission.

The film tells the stories of three lives of rural inequality in Derbyshire – on hill-farming, lack of local services and access to housing. Produced by an ex-Countryfile PD and crew and narrated by Kate Beaven, The One Show's farming correspondent.

Though made as a film for the RSA we also broadcast it on Together, our website, Facebook and YouTube. It has been watched over 810k times on Facebook and created a global conversation on rural poverty. We also secured press coverage in farming trades, Farming Today on radio and in Daily Mail Weekend, BBC 5 Live and HuffPost.

**Thank you for sharing the film God's Lone Country. The film makes me proud to be a Together shareholder.**

Terri Murray



In May these included *Do Good with Food* with Food Cycle alongside food programming, *Get Creative and Feel Good* alongside restoration and DIY shows, *Love Weeds with Grow Wild* alongside gardening shows, *Stay Active with Neighbourly* on health shows, *Help Your Local Hospice* with Life At The Hospice in May

In June our partnerships included *Be a Climate Hero* with Friends of the Earth alongside our environmental programming (it included calls to actions, four eco-friendly tip promos, specially-filmed content from Jeremy Irons introducing his series and extras for social video), which launched on World Environment Day and built up through World Oceans Day on to the premiere of *Trashed*. We also ran *Find Your Inner Artist* with Make Music Day, continued our Grow Wild and Neighbourly campaigns, and launched Find Your Own Roots with Semble alongside our heritage and identity programmes. Our focus over the summer turned to our Together For Good campaign in July and August.



In July we also ran three partner workshops attended by 30 charities with the aim of identifying common themes, campaigns and challenges for 2020. Charities ranged from those working in environmental campaigns to mental health, disability, veterans, sustainability and relationships. Most of the charities said that the themes of social isolation, exclusion and lack of representation were high on their agenda, and how to bring people

together around reducing loneliness, isolation and improving connectedness. Following these workshops we met DMGT and News UK to discuss editorial/marketing campaigns for 2020 and incorporated the key themes into our 2020 planning with our Media Advisory Group and Board.

We continued these partnerships throughout 2019, with renewed Calls to Action and digital content with Grow Wild, Friends of the Earth and Food Cycle. In December, we filmed a promo with Terence Higgins Trust to raise awareness for the World AIDS Day alongside the premiere of *After '82*, a documentary about the impact of HIV and AIDS on the LGBT community. We also have several original community documentaries for World AIDS Day, Human Rights Day (PSAs) and Holocaust Memorial Day. Along with this we broadcast short films from BBC Lifeline, DEC, Food Cycle, Grow Wild and Hubbub.

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 to create resources for people in need, we turned our office landline into a Help Line and matched hundreds of self-isolating people to their local Mutual Aid group coordinators.



Our landing page got nearly 20k+ unique viewers and became a top Google search on this topic. We also launched 'Catch It, Clean It' and 'Stay At Home, Save Lives' gamified learning resources with PHE and using government guidelines on lockdown. Paul Amadi, Chief Supporter Officer at the British Red Cross, joined our board as our charity representative Trustee in June 2020 bringing a wide range of charity connections and knowledge.

### **Work with our media partners to promote their social good campaigns and seasons**

We worked with the BBC, ITV and Sky to promote their social purpose campaigns and seasons.

We worked with the BBC to support their Our Planet Matters environmental campaign in July 2019, working with the BBC Seasons team to premiere a new documentary series *Trashed* alongside new BBC series from Liz Bonin, along with cross-promotion on digital and social media.

We worked with the BBC on bringing Black British content to audiences through Together TV - in the summer the BBC approached us to give a TV premiere to the digital commission *ALT History: The Black British History You're Not Taught in Schools*, presented by David Olusoga.



We worked with Uplands TV and the BBC to broadcast these short films throughout Black History Month in October, alongside the BBC's landmark series *Black and British* and *Young, Gifted & Classical* which the

BBC kindly licenced to us. This joined our other Black History Month documentaries.



*Prejudice and Pride: The People's History of LGBTQ Britain* licenced from the BBC, shown November 2019

We have been talking to ITV's social purpose director about supporting their healthy eating, mental health and climate emergency campaigns, with a view to setting our campaign timings to align with theirs. Coronavirus has delayed this. We also met their director of audience research to discuss ITV's impact measurement and how we could develop impact models together. Satmohan Panesar, Commissioning Editor at ITV joined our board in June 2020 and we look forward to a closer content and campaigns relationship with them.

We continue to work with the Channel 4 team on programming and promotion opportunities, and broadcast several Channel 4 series thanks to our terms-of-trade provisions with them. We have also engaged Channel 4's audience head regarding how they measure their social impact organisationally and the role documentaries play at Channel 4. A huge thanks to our Channel 4 trustee Lorna Dickens who chairs our Finance & Resources Committee and leads on finances for the board.

Channel 5's marketing team supported our Together For Good campaign amazingly, supporting the digital outdoor element by versioning our poster/billboard creative for hundreds of different screens across the UK. We continue to work very closely with the My5 team for our curated content selection on their platform, which reaches into millions of homes across hundreds of devices. We have also worked with Viacom's distribution team on our Sky channel numbers and for strategic advice on our distribution, and consulted their social impact lead to understand how Viacom tracks its impact internationally. A big thank you to our Viacom trustee Penny Brough who guides our marketing strategy and leads on this for the



board.

Our 20-year partnership with Sky continued throughout the year, with Sky's support for Together TV via its contribution of satellite bandwidth (which enables us to broadcast to Sky and freesat homes), and its brand marketing contribution of £40k, which helps bring down our platform fees and is the single biggest cash contribution from our media partners. Sky also supported us through a slate of Sky Vision programming which we broadcast from January 2020. We work closely with Sky's channels and operations team and social impact teams, and are thankful for Jack Eatherley's continued support as our Sky trustee.

We continued our support for Sky Ocean Rescue by broadcasting their new campaign creative in early 2020 along with support online and on social media. We re-broadcast several ocean plastics/waste documentaries we have from Sky News. We are also keen to support Sky Cares and their other Bigger Picture initiatives and hope to work more closely on these in 2020.

Arqiva's support for our broadcast distribution has been incredible in this last year, enabling us to launch a full 24-hour version of the channel to all Freeview homes (via the more widespread Freeview SD masts/footprint) and also retaining our Freeview HD multiplex capacity via our interim Together TV+1 channel. This distribution is worth several million pounds each year and so a huge thanks to Arqiva for supporting us, and to our Arqiva trustee Laurie Patten who champions us internally.

Facebook has continued to support our audience, video and engagement growth on their platforms through training, expertise and pro bono ad support. This has been critical to our growth and has enabled us to build a global, digital audience for Together TV's social content. Facebook representatives are on our Media Advisory Group and we are thankful for their ongoing support for our mission.

We are also hugely grateful to Virgin Media and freesat, and our cash/contra arrangements with them which enable us to continue broadcasting on their platforms, and our other media partners who provide pro bono support and help, including Discovery, A&E Networks, Turner, Google, The Guardian, The Telegraph, TI Media, Clear Channel, Ocean Outdoor, Pearl & Dean, Lansons, Opinium and many more.



In December we convened a Content Impact Workshop with our partners. Goodstuff hosted a workshop for us attended by BBC, ITV, Channel 4, Freeview, System1, Behavioural Insight Team and Cannes Lions. David Bunker from BBC Audiences discussed the BBC's impact measurement and colleagues from the other organisations discussed evidencing media impact.

### **Create a revised three-year plan to move the channel towards a self-generated income model across commercial income, services and contributions**

Following our AGM the board met for a strategy day in November 2019, to review the updated business plan and model. This plan and model was developed by Alex with kind support from BBC Studios' commercial teams along with our accountants. The model identified three areas to develop – namely continuing to grow our advertising income from TV and digital advertising and to grow income from services and donations. We are also looking at individual giving fundraising models for FY20-21.

### **Improve our engagement with our Membership and hold our third AGM in September 2019**

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. 30 Members attended in person or via proxy. At the AGM the Chair provided a Chair's Report and the Financial Report was given with our auditors. One of the elected directors – Bryher Scudamore- stepped down, and so director elections were set to be held in October. Alex provided an update about the previous year and plans for the coming months. Members asked several questions which the board and channel team answered. The Members voted to re-appoint Knox Cropper as our auditors. Many of the Members attending the AGM went on to the event at the BBC.

The Membership Committee met four times throughout the year to discuss Member engagement and represent Member views on the CBS board. Elected Trustee Laura Hopper led the committee as Chair. Members were also engaged through emails from the Membership committee, Member surveys, invitations to events and the AGM.

## **Financial review**

### **Budgeting**

As we headed into this financial year we recognised that the one-off income from a commercial deal (EPG lease) would not be recurring, and so we set challenging advertising growth targets, targets for sponsorship and fundraising income.

The key indicator to note is our commercial income, which is rapidly improving. Otherwise we prudently reduced our cost base to be more in line with regular income so we could reach breakeven and profitability within the next 1-2 years. Whilst we forecast a c.£100k loss for the financial year, strong performance in the second half of the year, combined with the cost cuts, resulted in achieving profitability for the year.

The channel's monthly costs continue to be largely fixed supplier costs and staff costs, and so cashflow can be forecast quite accurately. One-off expenditures are known ahead of time and so factored into budgeting. The budget for FY19-20 was approved at the start of the financial year.

In terms of income, directors agreed to continue to maximise revenue from advertising, sponsorship and airtime sales. In early 2019 our airtime sales contracts were renewed with the British Sign Language Broadcasting Trust, ensuring a regular commercial income stream across the year alongside advertising income. We also moved office in the summer of 2019, from serviced offices to a leased office. This will save us £10k a year and will be our new permanent home for the next 5 years, with options to break sooner should we need to.

The budget for FY19-20 included income growth targets along with a reduction in expenditure by around £100,000. There was a planned deficit in FY19-20's budget of around £100,000 however strong viewer growth and therefore advertising / trading income resulted in a profit for the year.

Since May 2017 this non-charitable trading has been operated through Together TV Ltd (as required by charity law) and trading profits are gifted to the CBS. As at 31 March 2020 net assets and total reserves were approximately £411,489.

As detailed in the section above, Together TV remains dependent upon on-going partnerships with our media partners including Sky, Virgin Media, Arqiva, freesat, the BBC, ITV, Channel 4 and Viacom, which includes provision of bandwidth, programming, brand marketing contributions and employee engagement. We are incredibly thankful to our media partners - without their support we could not operate and would not be here.

## Going Concern

The Community Channel Board of Trustees has oversight of the channel's strategic direction and the channel's Media Advisory Group, made up of senior staff from across the UK media, digital, PR and advertising industry, will continue to advise the Channel on its content, marketing and business plan.

Bates Wells continues to provide considerable legal and advisory support to Together TV and continues providing the Company Secretary pro bono for the Community Benefit Society and its trading company.

**Top media Tweet** earned 2,372 impressions

"After watching #Trashed on Together TV, I am now teaching my children to be conscious about the plastic they use." Our viewers are a real #MondayMotivation



More stories here [buff.ly/2Yt0iFS](https://buff.ly/2Yt0iFS)

#TogetherForGood

@jeremyironsnet

[pic.twitter.com/VWXdufDt8b](https://pic.twitter.com/VWXdufDt8b)



The impact of coronavirus from March 2020 resulted in a major contraction of the television advertising market. TV advertising rates reduced anywhere from -20% (in March) to -55% (in April and May). The advertising market began to recover from June onwards and rates are improving with each month. Together TV would have generated much more advertising income had there not been covid-19 however thanks to very prudent budgeting (which did not assume we would generate this additional income) there has been no material effect on Together TV's forecast financial position and we have remained in-line with the budget for FY20-21. Please note our advertising income is around 99%+ from TV and under 1% from digital platforms including My5, DailyMotion, YouTube and Facebook.

The Trustees believe Together TV is a going concern and are confident that alongside our Reserves that with the commercial income growth across TV and digital, alongside future donated income, that the channel will continue to be financially secure. Should there be any significant material changes to projected income or distribution, the company can continue to be a going concern by reducing costs. This would require a reduction in some outputs until we can reinstate them when circumstances allow.

## **Reserves policy**

The Reserves Policy is to maintain sufficient level of unrestricted reserves to enable normal operating activities to continue over a period of up to three months should a shortfall in income occur and to take account of potential risks and contingencies, as well as new opportunities, that may arise from time to time, with the goal of building up to six months' operating costs by the end of 2020-21.

The Reserves policy is reviewed at the Annual Trustee Strategy Meeting each year. The CEO and Finance & Resources Committee present the Trustee Board with a draft document and supporting materials that enables them to make an informed decision about levels of reserves and feeds into their approval of the strategy document and annual budget.

In order to make a judgment on the amount of reserve the Trustees have considered the risks in respect of expenditure, unrestricted income and where appropriate restricted income, and where funds can only be realised by the disposal of a fixed asset. Also taken into consideration are any external identified potential major risks to income and expenditure during the year under consideration.

The year-end position of £411,489 in net equity represents around five months' operating costs. However during any wind-up period we would still be generating income from advertising, teleshopping, paid programming and media industry contributions.

The Finance & Resources Committee and Board continue to monitor the financial position, cash flow and risk register on a monthly basis.

## Plans for the future

During 2019/20 our aims were to:

- a) evolve our Together For Good campaign into a new behavioural change campaign for our viewers
- b) increase our awareness and viewership across existing linear TV and VOD platforms
- c) improve our diversity and inclusiveness organisationally and in our output
- d) launch on new platforms offering improved audience experiences for time-shifting or VOD.
- e) revise our social impact model to demonstrate the link from viewing to doing
- f) continuing to build our reach and impact across online and social platforms
- g) start a long-term campaign to grow income from individual supporters and Members

As a result of these objectives we will see some further changes and opportunities in the company in the coming year 2020/2021 including to:

- a) work with BBC Creative, content partners and software vendors to develop the creative and infrastructure for this new behavioural change offer
- b) continually refine our content offer, working with our broadcaster partners, new distributors and filmmakers to increase awareness, viewing and engagement
- c) deliver a diversity and inclusivity plan that addresses staffing, governance, recruitment and programming
- d) enter talks with leading broadcast platforms, VOD vendors and potential partners for new services
- e) work with the Public Service Broadcasters, media impact, behavioural science and research experts to improve our impact
- f) continue our work with Little Dot Studios and Maxx to increase our performance, and with partners, charities and talent on digital content
- g) explore routes to piloting digital fundraising and individual giving models

## Structure, governance and management

The Community Channel operating as Together TV is a charitable Community Benefit Society registered with the FCA (7400) and with charitable status via HMRC (EW58536). The society is established under rules which set out the objects and powers of the charitable society and how it is governed. Members of the charitable society each have one or more shares in the society. The total number of such shares as of 31 March 2020 was 128,400 held by a mix of 219 individuals and organisations. Shares may be repaid at par but do not carry any right to participation in assets in the event of a winding up beyond their £1 par value. The non-executive Trustees have no beneficial interest in the charity.

### Board of Trustees

A board of Trustees has been appointed in accordance with the society's rules, which specify board seats for up to three Trustees elected by and from the Membership, up to two nominated by Media



Trust, up to four nominated by supporter organisations in the UK broadcasting sector, one charity sector beneficiary, a director ex officio the CEO, up to three co-opted Trustees, who must be Members, and up to two external independent Trustees.

The elected Trustees are:

- Amooti Binaisa – Marketing Consultant (elected August 2020)
- Phil Geraghty – Chief Crowdfunding Officer of Crowdfunder (resigning September 2020)
- Laura Hopper – Entrepreneur
- Philip Turvil – Eco-Business Director, Field Studies Council (elected November 2019)

Philip succeeded one of our elected directors who resigned at the AGM:

- Bryher Scudamore – ex-BBC Executive & Eden Project Trustee (resigned September 2019)

Our other (i.e. non-elected) directors are:

- Paul Amadi – Chief Supporter Office, British Red Cross
- Penny Brough – CMO, UK at Viacom (broadcast partner)
- Lorna Dickens – Head of Content Finance at Channel 4 (broadcast partner)
- Caroline Diehl – Founder, Media Trust and Community Channel, and Executive Chair
- Jack Eatherley – Participation Lead at Sky Sports (broadcast partner)
- Alex Kann – Chief Executive, Community Channel
- Satmohan Panesar – Commissioning Editor, ITV (broadcast partner)
- Laurie Patten – Director of Strategy and Ventures, Arqiva
- Jenny Walton – Director of Charity Services, Media Trust (nominated by Media Trust)

Two non-elected Trustees resigned in the year:

- Michael Finchen, resigned 11 June 2019, succeeded by Laurie Patten for Arqiva
- Sam Tewungwa, resigned 31 March 2020

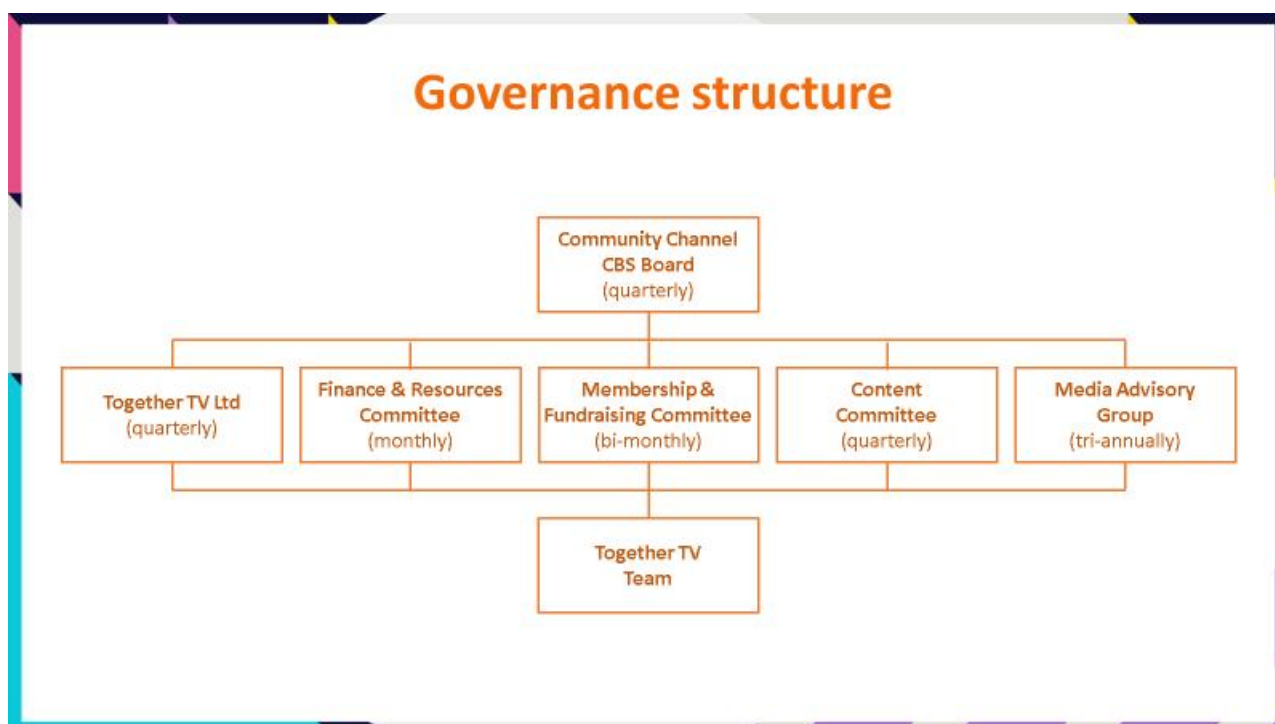
During this reporting period the Community Benefit Society held four board meetings and one strategy day. The directors give their time voluntarily and receive no benefits from the charity, other than as described in note 12 to the accounts, related to remuneration of the CEO and Executive Chair (p/t).

## **Trading Company**

Together TV wholly-owns a trading subsidiary Community Channel Trading Ltd (which became Together TV Ltd in early 2020). It is chaired by Caroline Diehl and its directors are drawn from the Trustees of the parent Community Benefit Society. Some Trustees choose not to become directors of the trading arm. The board of the trading company meets quarterly aligned with CBS board meetings.

## Sub-Committees

Three sub-committees sit under the board of Trustees in an advisory capacity, with terms of reference approved by the board and chaired by a Trustee. The Finance & Resources Committee is chaired by Lorna Dickens (as she is our board finance lead and is a chartered accountant) and meets monthly. The Membership & Fundraising Committee meets quarterly and is chaired by elected Trustee Laura Hopper. The Content Committee meets quarterly. A further group – the Media Advisory Group (detailed below) is not a formal subcommittee and meets three times a year (typically January, May and September), and has an advisory relationship to the board as per its terms of reference.

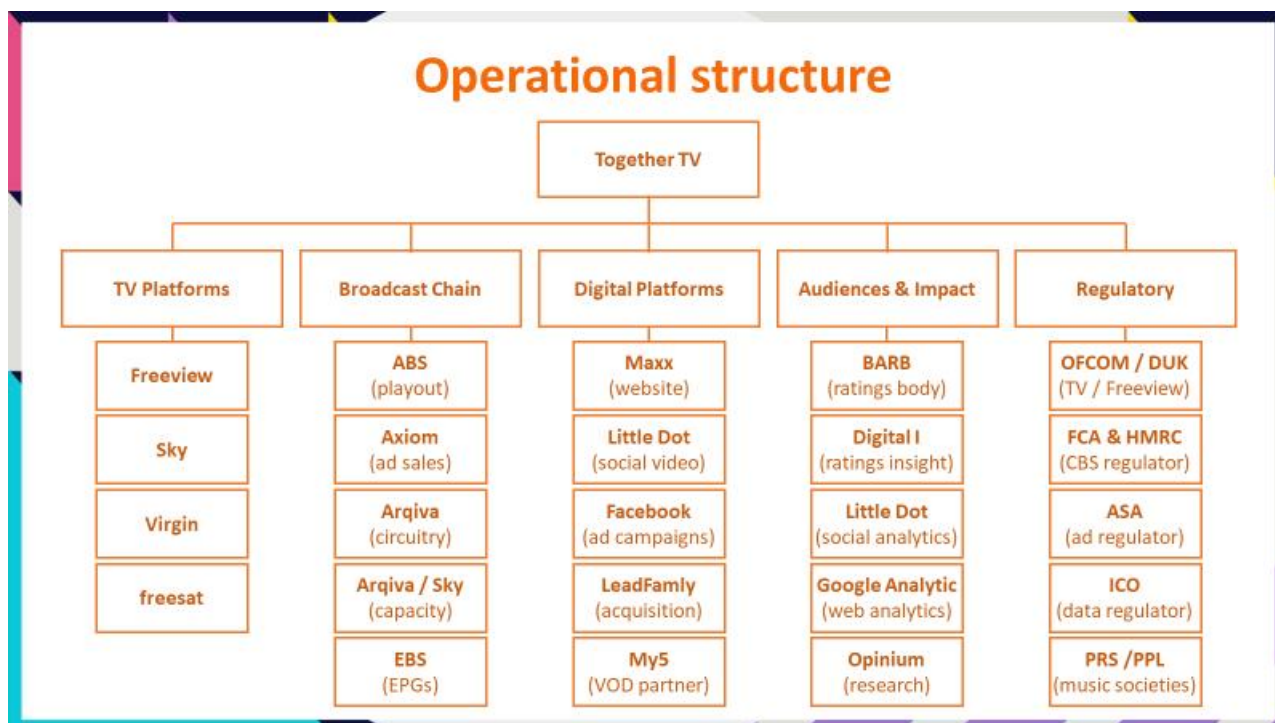


## Media Advisory Group

The Media Advisory Group of leading media organisations have confirmed their continued commitment to the channel, including broadcasters, web giants and news organisations who pledged financial, content and marketing support. This group meets three times a year and advises on matters of content, marketing, digital and engagement. The group has terms of reference that are revised every two years.

## Operations

The channel continues to be run by the core staff team who work with over a dozen suppliers to deliver the channel and its activities across platforms. The channel continues to be supported by accountants at Third Sector Accounting, IT support from PC Wizard, HR consultancy from HR Solutions and insurance from Miles Smith brokers / Hiscox, who provide the professional support services the channel requires to operate effectively and with best practice. Bates Wells and Knox Cropper continued to provide legal and audit services, as they have done since the channel launched in 2000.



*Operational structure (July 2020 – we migrated from Arqiva payout to ABS on 1 July 2020)*

## Related parties and relationships with other organisations

Together TV has a trading subsidiary, Together TV Trading Ltd, for its non-charitable income. Commercial activity includes advertising sales, sponsorships and commercial agreements. There are resource and loan sharing agreements in place that define the relationship and activity between the CBS and its subsidiary.

As a Community Benefit Society our supporters, either as investors or donors, include organisations such as the National Lottery Community Fund, Barrow Cadbury Trust, Sky, Channel 4, ITV, the BBC, Social Investment Business and UnLtd. These supporters invested in the channel in 2016 and there has been no additional income from this group of supporters – the channel has generated all its income since, through commercial activity, media contra support and a small number of donations.



Together TV relies on the goodwill of the media industry to provide the channel with bandwidth and carriage at no or discounted rates – namely Sky, Arqiva for Freeview, Virgin Media and freesat, along

with content, marketing and expertise support from our media partners ranging from the BBC, ITV, Channel 4, Viacom, Sky and Discovery through to other channel groups, internet giants, including Facebook, and print newspaper groups.

## **Trade Bodies**

Together TV also works with regulators, government and trade bodies. We are a member of the British Screen Forum, Cooperatives UK and the Royal Television Society. This year we were part of the Mayor of London's Go To Grow programme which supports growing organisations through trade missions and industry workshops.

We responded to two Ofcom consultations and to the House of Lords Communications Committee on the future of public service broadcasting. We met with Ofcom and DCMS during the year. Alex spoke at the Oxford Media Convention about the future of public interest journalism. We have been talking to DCMS during the coronavirus crisis.

## **Independent research of impact**

We regularly receive feedback from the organisations featured, contributors and viewers about how we give voice and inspire them through our programming. We run Member surveys and audience surveys to get qualitative and quantitative feedback on the impact the channel has.

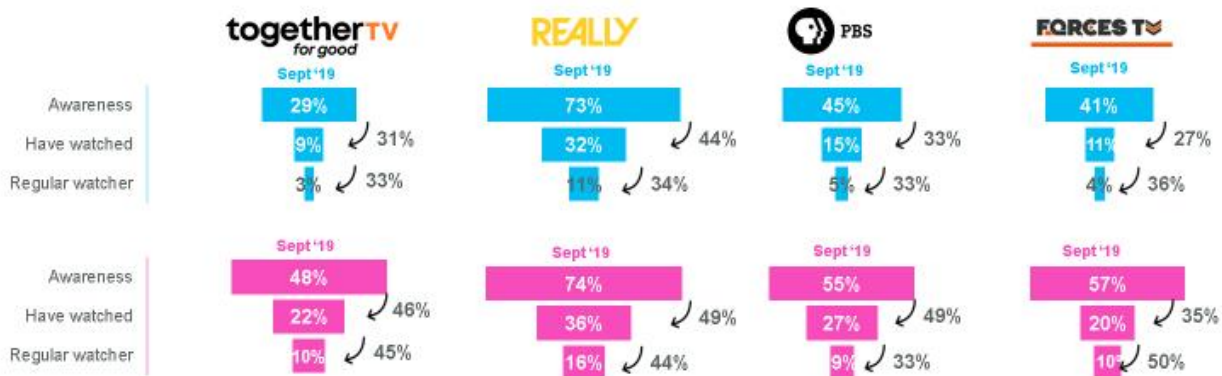
In April Opinium ran a consumer survey panel of over 2,000 nationally representative people which showed:

- awareness for Together is 27% - vs. 70% on average for the bigger digital TV channels
- 9% of this panel said they had watched Together (vs 40% for other digital TV channels) with 3% being regular Together viewers (vs. 20%).
- audience retention is in line with other channels and the 'would recommend' level is good
- activation to our website is highest for us (18%) compared to other channels surveyed.
- our audience motivation to do more in the community is highest by far (15% vs 6% (Really), 4% (PBS), 3% (Forces)).

In September 2019 Opinium ran a second nationally representative survey of over 2,000 people for Together TV, revealing insights, including that 17% of our viewers say we make them want to do more in their life (this translates to over two million people) and 15% said the channel has motivated them to do more in their local community (this translates to one and a half million people). In this second wave our strong recommendation score had increase from 8% to 12%.

Familiarity is lower for TogetherTV than for other key brands, although conversion from awareness to watching is in line with other brands

Familiarity of Together TV and competitors  
UK Nat rep / 3rd Sector

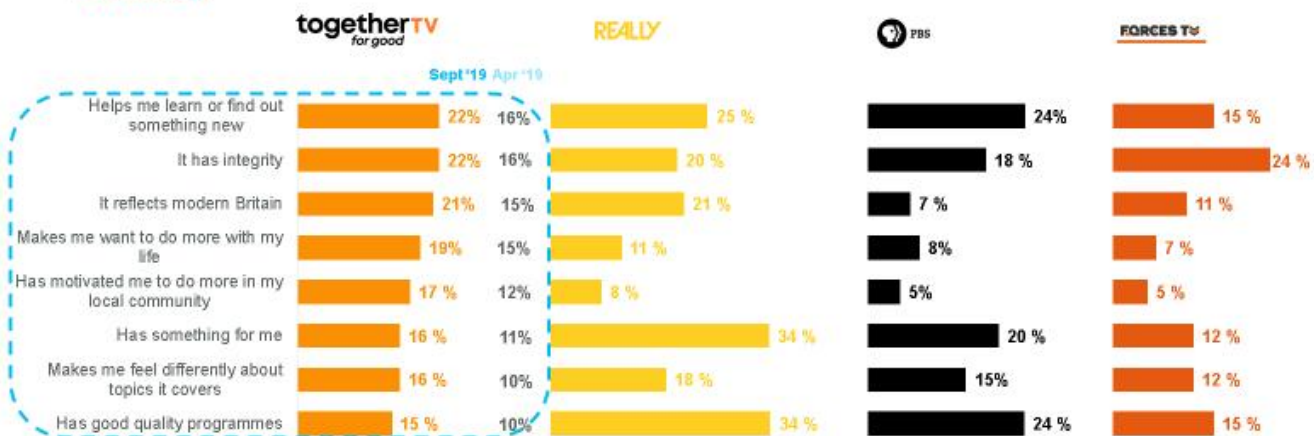


4 Q1. Which of the statements for the following TV channels best applies to you?  
Base: Total sample: UK Nat rep (2000), 3rd Sector (544)

Perceptions of TogetherTV have improved since April 2019...

What do people think of Together TV and competitors?

UK Nat rep



12 Q4. Which of the following channels applies to the statements shown? Please consider your answer even if you do not watch the channel at the moment.  
Base: UK Nat rep (2000)

Key associations that the public have with Together TV are:

Helps me learn or find out something new

Integrity

Reflects modern Britain

Makes me want to do more with my life

Has motivated me to do more in my community

Opinium followed up this research with ethnographic research, creating a pop-up online community to talk about the role meaningful activities play in their lives, and what they thought about Together TV. Whilst the smaller respondent base means we cannot take the responses as being statistically valid, they offer good insights into what this community thought:

After hearing about Together TV the respondents were keen to learn more. As a concept, Together TV sounds 'new', 'interesting' and 'exciting'; some agree that it is 'aimed at people like me'. People would expect to see content such as:

Crafting	Fitness
Gardening	Sign Language
Community projects	Basic First Aid & Life-Saving
Relaxation tips and techniques	

Together TV is seen to encourage positive action for individuals and the community.



People agree that Together TV is about:

<b>Inspiring change</b>	There's talk about inspiring change in the local area and encouraging a caring approach.
<b>Motivating people to be apart of the community</b>	One person comments that they have wanted to help the community but have 'always found an excuse'.
<b>Promoting physical and mental wellbeing</b>	People feel that this could have a positive knock-on impact on physical and mental health.

The concept of Together TV is clear, understood and liked. Many agree that they can see it having a positive impact on communities. However, more could be done to promote the channel and encourage action on a local level.

We also receive hundreds of comments, emails, survey answers and other viewer feedback that tells us the impact we are having on people across the UK, and testimonials from our charity partners





[We are Together TV](#) (click on image or link to watch)

## Members Survey 2020

In January 2020, the Membership Committee conducted a mapping exercise and a short survey. 24% of the Membership completed the survey (55 of 228 Members), and through this we learned:

**Around 40% of Members live in the Greater London area:** Although there is a good geographical distribution of Members across the UK (and even a few who live abroad), Membership is more concentrated in the south of England with around 40% of Members living in Greater London. Other areas showing concentrations include the Midlands (Birmingham), Manchester area, Yorkshire (Leeds, Sheffield), Scotland (Glasgow, Edinburgh also Dundee, Aberdeen and Inverness) and Wales (Cardiff).

The majority of Members bought community shares because they wanted to help save the channel (78%) and because they support the social mission of the channel (64%).

**Most Members use social media but only 38% follow Together TV:** 84% of respondents reported using social media but only 38% reported that they follow Together TV. This demonstrates a potential opportunity to get more Members to help generate awareness of the channel via social media. The most popular social media channels used by Members were Facebook, YouTube, LinkedIn and Twitter.

**Members are satisfied with our communications and provided suggestions for additional information:**

Over 90% of Members reported being satisfied or very satisfied with the information they receive about the CBS and the channel. This currently includes the e-newsletter (around 4 per year), the invitation to the AGM and publication of the Annual Report. However, additional comments in the survey included requests for information regarding the team and governance; evidence of the social impact of the channel; and information about the value of their shares.

**Members are more likely to support a 'Content for Good' crowdfunding campaign than**

**donations:** When we asked Members how they might support the channel in the future so that it could provide even more programming on issues vital to the community, the most popular choices were a crowdfunding campaign for content (40%) and volunteering their time to help build brand awareness (38%) followed by a one-off donation (27%), purchase of additional shares (26%). Only 10% said they would be interested in regular giving and 7% were interested in fundraising for us. Nearly 13% of people were not interested in any of the choices.

**Members would be interested in exclusive events or video content:** When asked about what potential additional benefits we could offer Members, the most popular choices were invitations to exclusive events (58%) and access to exclusive video content (53%). This information should be incorporated into determining any basic and paid Membership packages in the future.



Members Map - UK



## **Remuneration policy for key management personnel**

The Finance and Resources Committee has responsibility for nominations and remuneration and actively monitors staff salaries. The key management personnel include the Chief Executive and Executive Chair. The Chief Executive's salary is a full-time role and the Chair is paid for one day a week.

## **Risk management**

The board manages financial, operational, regulatory and other risks through regular review at board meetings, as well as Finance & Resources Committee meetings. The channel's risk register details the major risks and mitigating actions that can be applied to them and is regularly reviewed by the full board. The major risks relate to uncertainty around long-term distribution on the TV platforms.

## **Statement of responsibilities of the Trustees**

The Trustees (who are also directors of The Community Channel for the purposes of society law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Co-operative and Community Benefit Society law requires the Trustees to prepare financial statements for each financial period which give a true and fair view of the state of affairs of the charitable group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 charity will continue in operation

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and enable them to ensure that the financial statements comply with the Co-operative and Community Benefit Societies Act 2014. They are also responsible for safeguarding the assets of the charitable society 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 society's auditors are unaware
- 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

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable society's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

## Auditors

A resolution proposing that Knox Cropper LLP be re-appointed as the charity's auditors will be put to the Members at the AGM. The Trustees' report has been approved by the Trustees on 17<sup>th</sup> September 2020 and signed on their behalf by



Caroline Diehl  
Executive Chair

# **Independent auditor's report to the members of The Community Channel operating as Together TV**

## **Opinion**

We have audited the financial statements of The Community Channel (the 'parent charity') and its subsidiary ('the group') for the year ended 31 March 2020 which comprise the consolidated and charity statements of financial activities, the consolidated and charity balance sheets, the consolidated statement of cash flows 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, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and parent charity's affairs as at 31 March 2020 and of the group's and parent charity's 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 Co-operative & Community Benefit Societies Act 2014.

## **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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group 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**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or parent charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## **Other information**

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

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

We have nothing to report in respect of the following matters in relation to which the Co-operative & Community Benefit Societies Act 2014 requires us to report to you if, in our opinion:

- a satisfactory system of control over transactions has not been maintained; or
- the group and parent charity have not kept proper accounting records; or
- the financial statements are not in agreement with the books of account; or
- we have not received all the information and explanations we require for our audit.

## **Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement, the trustees 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 group's and parent charity'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 group or parent charity or to cease operations, or have no realistic alternative but to do so.

## **Auditor's 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 an auditor's report 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.

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 auditor's report.

## **Use of the audit report**

This report is made solely to the charity's members, as a body, in accordance with section 87 of the Co-operative & Community Benefit Societies Act 2014. Our audit work has been undertaken, so that we might state to the charity's members those matters we are required to state to them in an auditor's 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 charity and the charity's members as a body, for our audit work, for this report or for the opinion we have formed.

*Knox Cropper LLP*

Knox Cropper LLP, Statutory Auditor  
65 Leadenhall Street  
London  
EC3A 2AD

07 / 10 / 2020



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 £
	Note						
<b>Income from:</b>							
Donations and legacies	3	11,907	-	11,907	25,704	-	25,704
Charitable activities	4	113,815	-	113,815	144,677	-	144,677
Other trading activities	5	954,055	-	954,055	655,282	-	655,282
Investments	6	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	7	182,594	-	182,594	167,797	-	167,797
Charitable activities	8	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>	10	<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 statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

The Community Channel (operating as Together TV)  
Statement of Financial Activities (parent charity only)  
(including Income and Expenditure account)  
for the year ended 31 March 2020

	Note	Unrestricted funds £	Restricted funds £	Total funds 2020 £	Unrestricted funds £	Restricted funds £	Total funds 2019 £
<b>Income from:</b>							
Donations and legacies	3	675,770		675,770	479,914	-	479,914
Charitable activities	4	113,815	-	113,815	144,677	-	144,677
Other trading activities	5	107,423	-	107,423	101,930	-	101,930
Investments	6	327	-	327	82	-	82
<b>Total income</b>		<b>897,335</b>	<b>-</b>	<b>897,335</b>	<b>726,603</b>	<b>-</b>	<b>726,603</b>
<b>Expenditure on:</b>							
Raising funds	7	182,282	-	182,282	167,266	-	167,266
Charitable activities	8	675,970	-	675,970	782,321	-	782,321
<b>Total expenditure</b>		<b>858,252</b>	<b>-</b>	<b>858,252</b>	<b>949,587</b>	<b>-</b>	<b>949,587</b>
<b>Net income/(expenditure) for the period</b>		<b>39,083</b>	<b>-</b>	<b>39,083</b>	<b>(222,984)</b>	<b>-</b>	<b>(222,984)</b>
<b>Net movement in funds for the period</b>		<b>39,083</b>	<b>-</b>	<b>39,083</b>	<b>(222,984)</b>	<b>-</b>	<b>(222,984)</b>
<b>Reconciliation of funds</b>							
Total funds brought forward		(81,996)	-	(81,996)	140,988	-	140,988
<b>Total funds carried forward</b>		<b>(42,913)</b>	<b>-</b>	<b>(42,913)</b>	<b>(81,996)</b>	<b>-</b>	<b>(81,996)</b>

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

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

Balance Sheets  
as at 31 March 2020

		<b>The group</b>		<b>The charity</b>	
	Note	2020 £	2019 £	2020 £	2019 £
<b>Fixed assets</b>					
Tangible assets	14	4,113	1,218	4,113	1,218
Intangible assets	15	102,668	5,340	102,668	5,340
Investments	16	-	-	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	19	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	20	(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>
<b>Total assets less current liabilities</b>		<b>411,489</b>	<b>189,949</b>	<b>85,487</b>	<b>46,404</b>
<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	22	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>

The notes on pages 45 to 58 form part of these accounts.

Approved by the trustees on 02 / 10 / 2020



Caroline Diehl (Chair)

and signed on their behalf by:



Lorna Dickens (Trustee)



Elias Bassou (Secretary)

The Community Channel (operating as Together TV)

Consolidated Statement of Cash Flows  
for the year ending 31 March 2020

	Note	2020 £	2019 £
<b>Cash provided by/(used in) operating activities</b>	24	<b>116,479</b>	<b>(40,650)</b>
<i>Cash flows from investing activities:</i>			
Purchase of tangible fixed assets		(4,264)	-
Purchase of intangible fixed assets		(110,000)	-
Proceeds from issue of shares		-	-
<b>Cash provided by/(used in) investing activities</b>		<b>(114,264)</b>	<b>-</b>
Increase/(decrease) in cash and cash equivalents in the year		2,215	(40,650)
Cash and cash equivalents at the beginning of the year		235,620	276,270
<b>Total cash equivalents at the end of the year</b>		<b>237,835</b>	<b>235,620</b>

The Community Channel (operating as Together TV)

Parent charity Statement of Cash Flows  
for the year ending 31 March 2020

	Note	2020 £	2019 £
<b>Cash provided by/(used in) operating activities</b>	24	<b>176,367</b>	<b>(166,262)</b>
<i>Cash flows from investing activities:</i>			
Purchase of tangible fixed assets		(114,264)	-
<b>Cash provided by/(used in) investing activities</b>		<b>(114,264)</b>	<b>-</b>
Increase/(decrease) in cash and cash equivalents in the year		62,103	(166,262)
Cash and cash equivalents at the beginning of the year		110,008	276,270
<b>Total cash equivalents at the end of the year</b>		<b>172,111</b>	<b>110,008</b>

# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020

### 1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### a Basis of preparation

The financial statements have been prepared in accordance with 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) issued in October 2019 - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Co-operative and Community Benefit Societies Act 2014.

The Community Channel (operating as Together TV) meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

#### b Group financial statements

These financial statements consolidate the results of the charitable society and its wholly-owned subsidiary Together TV Limited on a line by line basis.

#### c Preparation of the accounts on a going concern basis

The trustees have reviewed the charity's forecasts and projections and in particular have considered the potential implications of the Coronavirus (COVID-19) pandemic. Whilst the eventual financial impact of the pandemic on the charity, and on the overall economy, remains uncertain, the trustees are confident that the charity will be able to remain operational throughout the pandemic. However, it has now reviewed its expenditure and projects and, based on donor commitments already received or confirmed at the date of approval, and its reserves, the trustees are confident that the charity can also fulfil its commitments to its beneficiaries for the period ending 30 September 2021.

The charity therefore continues to adopt the going concern basis in preparing its financial statements.

After making enquiries the trustees have concluded that there is a reasonable expectation that the group has adequate resources to continue in operational existence for the foreseeable future. The group therefore continues to adopt the going concern basis in preparing its financial statements.

The trustees have made no key judgments which have a significant effect on the accounts.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.



# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### **d Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, 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, is recognised when the charity has entitlement to the funds, any 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 and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

### **e Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), no income is included in the financial statements to represent the time donated by volunteers.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Together TV relies on the goodwill of the media industry to provide the channel with bandwidth and carriage at no or discounted rates – namely Sky, Arqiva for Freeview, Virgin Media and freesat, along with content, marketing and expertise support from our media partners ranging from the BBC, ITV, Channel 4, Viacom, Sky and Discovery through to other channel groups, internet giants, including Facebook, and print newspaper groups. The group is unable to place a financial value on this substantial support and so this is not reflected in the financial statements.

### **f Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

### **g Fund accounting**

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### **h Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise fundraising costs and the costs of supplying advertising slots on television.
- Expenditure on charitable activities includes the costs of broadcasting and television programming undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

### **i Allocation of support costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 9.

### **j Operating leases**

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

### **k Tangible fixed assets**

Individual fixed assets are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office equipment	25%
Website and software	50%

### **l Intangible fixed assets**

Intangible fixed assets costing more than £1,000 are capitalised at cost and depreciated over their useful economic live on a straight line basis as follows:

Programming slot	20%
Website and software	50%

### **m Fixed asset investments**

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. During the period the charity had no quoted investments, one unquoted investment in its subsidiary company.

### **n Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### **o Cash at bank and in hand**

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

### **p Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### **q Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### **r Pensions**

During the year the charity contributed to the personal pension scheme of six employees. The charity's contribution is restricted to the contributions disclosed in note 10. There were outstanding contributions of £6,905 (2019: £5,168) at the year end. Pension costs are included within staff costs and allocated to the funds of the charity using the methodology set out in notes 10 and 12.

## **2 Legal status of the charity**

The charity is a society for the benefit of the community registered in England and Wales. The registered office address is disclosed on page 1.

## **3 Income from donations and legacies**

	<b>The group</b>		<b>The charity</b>	
	2020	2019	2020	2019
	£	£	£	£
Donations	1,907	25,704	1,907	25,704
Donation from subsidiary	-	-	663,863	454,210
Grants (Golden Bottle Trust)	10,000	-	10,000	-
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total</b>	<b>11,907</b>	<b>25,704</b>	<b>675,770</b>	<b>479,914</b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

All income from donations and grants is unrestricted.

The donation from the subsidiary, Together TV Limited, is matched against the donation paid in the Together TV Limited accounts (see note 17) and eliminated in the group accounts.

# The Community Channel (operating as Together TV)

Notes to the accounts for the year ended 31 March 2020 (continued)

## 4 Income from charitable activities

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
Television programming	113,815	144,677	113,815	144,677
<b>Total</b>	<b>113,815</b>	<b>144,677</b>	<b>113,815</b>	<b>144,677</b>

All income from charitable activities is unrestricted.

## 5 Income from other trading activities

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
TV and digital advertising	889,605	399,404	-	-
Teleshopping	59,050	30,878	-	-
Channel lease charges	5,400	225,000	-	-
<b>Parent charges to subsidiary:</b>				
Intercompany broadcast recharges	-	-	72,776	71,289
Staff costs	-	-	7,029	8,282
Charge for IP and use of logo	-	-	19,081	13,106
Intercompany management recharges	-	-	8,537	9,253
<b>Total</b>	<b>954,055</b>	<b>655,282</b>	<b>107,423</b>	<b>101,930</b>

All income from other trading activities is unrestricted.

## 6 Income from investments

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
Bank interest	327	82	327	82
<b>Total</b>	<b>327</b>	<b>82</b>	<b>327</b>	<b>82</b>

All income from investments is unrestricted.

# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### 7 Cost of raising funds

	<b>The group</b>		<b>The charity</b>	
	2020	2019	2020	2019
	£	£	£	£
Broadcast costs	72,776	71,289	72,776	71,289
Staff costs	64,268	60,450	64,268	60,450
Support costs	45,240	35,030	45,240	35,030
Other costs	310	1,028	(2)	497
	<u>182,594</u>	<u>167,797</u>	<u>182,282</u>	<u>167,266</u>

All expenditure on cost of raising funds is unrestricted.

### 8 Analysis of expenditure on charitable activities

	<b>The group</b>		<b>The charity</b>	
	2020	2019	2020	2019
Staff costs	145,103	194,185	145,103	194,185
Broadcast costs	331,533	324,763	331,533	324,763
Content and marketing	74,829	123,128	74,829	123,128
Support costs	102,143	112,528	102,143	112,528
Governance costs	22,362	27,717	22,362	27,717
	<u>675,970</u>	<u>782,321</u>	<u>675,970</u>	<u>782,321</u>

All expenditure was unrestricted.

### 9 Analysis of governance and support costs

#### Current reporting period

	Support £	Governance £	Total 2020 £
Overheads	102,574	-	102,574
Staff costs	44,809	14,936	59,745
Audit fees	-	3,000	3,000
Consultancy and public affairs	-	1,600	-
Legal and professional	-	2,826	2,826
	<u>147,383</u>	<u>22,362</u>	<u>168,145</u>
Allocated as follows, in proportion to staff costs:			
Raising funds	45,240	-	45,240
Charitable activities	102,143	22,362	124,505
	<u>147,383</u>	<u>22,362</u>	<u>169,745</u>



The Community Channel (operating as Together TV)  
Notes to the accounts for the year ended 31 March 2020 (continued)

**Analysis of governance and support costs (continued)**

**Previous reporting period**

	2019 Support £	2019 Governance £	2019 Total £
Overheads	102,834	-	102,834
Staff costs	44,724	14,908	59,632
Audit fees	-	3,000	3,000
Legal and professional	-	9,809	9,809
	<hr/> 147,558	<hr/> 27,717	<hr/> 175,275
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
Allocated as follows, in proportion to staff costs:			
Raising funds	35,030	-	35,030
Charitable activities	112,528	27,717	140,245
	<hr/> 147,558	<hr/> 27,717	<hr/> 175,275
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

**10 Net income/(expenditure) for the year**

This is stated after charging/(crediting):	2020 £	2019 £
Depreciation	14,041	10,420
Operating lease rentals:		
Property	33,175	36,300
Auditor's remuneration - audit fees	3,000	3,600
	<hr/> <hr/>	<hr/> <hr/>

**11 Staff costs**

Staff costs during the year were as follows:

	2020 £	2019 £
Wages and salaries	225,410	278,450
Social security costs	22,422	26,557
Pension costs	10,779	9,259
Freelance	10,504	-
	<hr/> 269,115	<hr/> 314,266
	<hr/> <hr/>	<hr/> <hr/>
Allocated as follows:		
Raising funds	64,268	60,450
Charitable activities	145,102	194,184
Support costs	44,809	44,724
Governance costs	14,936	14,908
	<hr/> 269,115	<hr/> 314,266
	<hr/> <hr/>	<hr/> <hr/>

The above costs include a settlement payment of £7,000.

# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### **Staff costs (continued)**

The charity has one employee benefits in excess of £70,000 but less than £80,000 (2019: one).

The average number of staff employed by the group during the period was 5.5 (2019: 8). All staff were employed by the charity and none was employed by the subsidiary.

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £95,092 (2019: £94,255).

### **12 Trustee remuneration and expenses, and related party transactions**

Two trustees (the Chief Executive Officer and the Executive Chair) received remuneration totalling £95,092, (2019: £94,255 ).

One trustee was reimbursed expenses relating to staff entertainment / refreshments and general office costs of £1278.12 (2019:nil)

Aggregate donations with conditions from related parties were £Nil (2019: £Nil).

No other trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2019:nil).

### **13 Corporation tax**

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### 14 Fixed assets: tangible assets

	Office equipment £	Leasehold improvements £	Total £
<b>Cost</b>			
At 1 April 2019	59,752	-	59,752
Additions	775	3,489	4,264
	<hr/>	<hr/>	<hr/>
At 31 March 2020	60,527	3,489	64,016
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<b>Depreciation</b>			
At 1 April 2019	58,534	-	58,534
Charge for the year	787	582	1,369
	<hr/>	<hr/>	<hr/>
At 31 March 2020	59,321	582	59,903
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<b>Net book value</b>			
At 31 March 2020	1,206	2,907	4,113
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<i>At 31 March 2019</i>	<i>1,218</i>	<i>-</i>	<i>1,218</i>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

All fixed assets were owned by the charity.

### 15 Fixed assets: intangible assets

	Software and website £	Programming Slots £	Total £
<b>Cost</b>			
At 1 April 2019	19,340	-	19,340
Additions	-	110,000	110,000
	<hr/>	<hr/>	<hr/>
At 31 March 2020	19,340	110,000	129,340
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<b>Depreciation</b>			
At 1 April 2019	14,000	-	14,000
Charge for the year	5,340	7,332	12,672
	<hr/>	<hr/>	<hr/>
At 31 March 2020	19,340	7,332	26,672
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<b>Net book value</b>			
At 31 March 2020	-	102,668	102,668
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<i>At 31 March 2019</i>	<i>5,340</i>	<i>-</i>	<i>5,340</i>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

All fixed assets were owned by the charity.

# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### 16 Investments

	<b>The group</b>		<b>The charity</b>	
	2020 £	2019 £	2020 £	2019 £
Unlisted shares in UK registered companies	-	-	1	1
	-	-	1	1

### 17 Subsidiary undertakings

The Charitable society owns the whole of the issued ordinary share capital of Together TV Limited, a company registered in England.

Available profits are gift aided to the charitable society. A summary of the results of the subsidiary is shown below:

Profit and loss account	2020 £	2019 £
Turnover	954,055	655,182
Administration costs	(107,733)	(102,362)
Net profit	846,322	552,820
Profit and loss account brought forward	143,543	44,933
Donations to parent	(663,863)	(454,210)
Profit and loss account carried forward	326,002	143,543
Net assets	326,003	143,544

### 18 Parent charity

The parent charity's gross income and the results for the period are disclosed as follow:

	2020 £	2019 £
Gross income	897,335	726,603
Result for the period	39,083	(222,984)

### 19 Debtors

	<b>The group</b>		<b>The charity</b>	
	2020 £	2019 £	2020 £	2019 £
Trade debtors	177,368	6,405	16,287	4,810
Other debtors	3,950	9,295	3,950	25,959
Amounts owed by subsidiary company	-	-	330	269
Prepayments and accrued income	170,935	101,301	71,007	41,407
	352,253	117,001	91,574	72,445

The Community Channel (operating as Together TV)

Notes to the accounts for the year ended 31 March 2020 (continued)

**20 Creditors: amounts falling due within one year**

	<b>The group</b>		<b>The charity</b>	
	2020	2019	2020	2019
	£	£	£	£
Trade creditors	97,889	87,710	97,889	87,711
Other creditors and accruals	111,245	50,129	110,845	49,729
Pension contributions owed	6,906	5,168	6,906	5,168
Taxation and social security costs	69,340	26,223	69,340	-
	<hr/>	<hr/>	<hr/>	<hr/>
	285,380	169,230	284,980	142,608
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

**21 Share capital**

	<b>The group</b>		<b>The charity</b>	
	2020	2019	2020	2019
	£	£	£	£
Community shares held during the period	128,400	128,400	128,400	128,400
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>



# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### 22 Analysis of movement in unrestricted funds

#### Current period

	Balance at 1 April 2019 £	Income £	The group Expenditure £	Transfers £	As at 31 March 2020 £
General fund	61,549	1,080,104	(858,564)	-	283,089
	61,549	1,080,104	(858,564)	-	283,089

#### The charity

	Balance at 1 April 2019 £	Income £	Expenditure £	Transfers £	As at 31 March 2020 £
General fund	(81,996)	897,335	(858,252)	-	(42,913)
	(81,996)	897,335	(858,252)	-	(42,913)

#### Previous reporting period

	Balance at 1 April 2018 £	Income £	The group Expenditure £	Transfers £	As at 1 April 2019 £
General fund	185,922	825,745	(950,118)		61,549
	185,922	825,745	(950,118)	-	61,549

#### The charity

	Balance at 1 April 2018 £	Income £	Expenditure £	Transfers £	As at 1 April 2019 £
General fund	140,988	726,603	(949,587)		(81,996)
	140,988	726,603	(949,587)	-	(81,996)

# The Community Channel (operating as Together TV)

## Notes to the accounts for the year ended 31 March 2020 (continued)

### Name of Description, nature and purposes of the fund

General fund The free reserves after allowing for all designated funds

## 23 Analysis of net assets between funds

### Group

	General fund £	Designated funds £	Restricted funds £	Total £
Tangible fixed assets	4,113	-	-	4,113
Intangible fixed assets	102,668	-	-	102,668
Net current assets/(liabilities)	304,708	-	-	304,708
Total	411,489	-	-	411,489

### Charity

	General fund £	Designated funds £	Restricted funds £	Total £
Tangible fixed assets	4,113	-	-	4,113
Intangible fixed assets	102,668	-	-	102,668
Fixed asset investments	1	-	-	1
Net current assets/(liabilities)	(21,295)	-	-	(21,295)
Total	85,487	-	-	85,487

## 24 Reconciliation of net movement in funds to net cash flow from operating activities

### Group

	2020 £	2019 £
<b>Net income/(expenditure) for the year</b>	221,540	(124,373)
<b>Adjustments for:</b>		
Depreciation charge	14,041	10,420
Decrease/(increase) in debtors	(235,252)	74,455
Increase/(decrease) in creditors	116,150	(1,752)
Increase in shares	-	600
<b>Net cash provided by/(used in) operating activities</b>	116,479	(40,650)

# The Community Channel (operating as Together TV)

Notes to the accounts for the year ended 31 March 2020 (continued)

## Reconciliation of net movement in funds to net cash flow from operating activities (continued)

### Charity

	2020 £	2019 £
<b>Net income/(expenditure) for the year</b>	39,083	(222,984)
<b>Adjustments for:</b>		
Depreciation charge	14,041	10,420
Decrease/(increase) in debtors	(19,129)	73,676
Increase/(decrease) in creditors	142,372	(27,974)
Increase in shares	-	600
	<hr/>	<hr/>
<b>Net cash provided by/(used in) operating activities</b>	176,367	(166,262)
	<hr/> <hr/>	<hr/> <hr/>

## 25 Operating lease commitments

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property	
	2020 £	2019 £
Less than one year	24,500	39,600
One to five years	32,667	-
	<hr/>	<hr/>
	57,167	39,600
	<hr/> <hr/>	<hr/> <hr/>

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property	
	2020 £	2019 £
Less than one year	24,500	39,600
One to five years	32,667	-
	<hr/>	<hr/>
	57,167	39,600
	<hr/> <hr/>	<hr/> <hr/>