



ANNUAL REPORT AND FINANCIAL ACCOUNTS

For the year ended 31 December 2010

One World Media promotes and supports the media's contribution to international development, human rights and education, mobilising a global media community that shares our values.

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one world media

charity number 296335

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One World Media promotes and supports the media's contribution to international development, human rights and education

ONE WORLD MEDIA

LEGAL AND ADMINISTRATIVE INFORMATION

TRUSTEES: Chair MYLES WICKSTEAD CBE
BRENDAN GORMLEY
Vice-chair CAROL HASLAM (from 9 December 2010)
ROGER MACDONALD
MAGDA WALTER
Founder CHRIS ROWLEY (resigned 9 December 2010)
MICK CSAKY
SEETHA KUMAR
PHIL HARDING

DIRECTOR: ANDY GLYNNE (to 30 June 2010)
CLOTHILDE REDFERN (Acting, 1 July –13 September 2010)
MARION BOWMAN (from 13 September 2010)

DEPUTY-DIRECTOR: SIGNE GLAHN (to 10 July 2009)
CLOTHILDE REDFERN (from 10 July 2010)

PROJECT MANAGER: CLOTHILDE REDFERN (from 14 December 2009 to 10 July 2010)

PROGRAMME MANAGER: DEREK THORNE

REGISTERED OFFICE: CAN MEZZANINE
32-36 LOMAN STREET
LONDON SE1 0EH

CHARITY NUMBER: 296335

PRINCIPAL BANKERS: BARCLAYS BANK PLC
SOUTH CHILTERN GROUP
HIGH STREET, THAME
OXON OX9 3DU

ACCOUNTANTS: LINN MAGGS GOLDWIN
2-4 GREAT EASTERN STREET
LONDON
EC2A 3NT

SOLICITORS: BATES, WELLS & BRAITHWAITE
20 OLD BAILEY
LONDON
EC4M 7EP

ONE WORLD MEDIA

TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

The Trustees are pleased to present their report together with the independently examined financial statements of the charity for the year ended 31 December 2010.

Legal and administrative information set out on page 2 forms part of this report. The financial statements comply with current statutory requirements, including the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in March 2005).

Structure, Governance and Management

Charitable Status and Governance

One World Media is an independent non-company charity registered through a Declaration of Trust on 2 April 1987 as the One World Broadcasting Trust. We promote and support the media's contribution to international development, human rights and education, mobilising a global media community that shares our values.

As an unincorporated charity, the Trust holds trustee indemnity insurance. Trustees are not remunerated although reasonable out-of-pocket expenses can be reimbursed. In practice, trustees do not claim expenses.

The charity removed the original restriction of a maximum of seven trustees in a supplementary deed on 2 April 1997.

The charity changed its name to One World Media on 10 July 2009, with approval from the Charity Commission.

In 2009 the Trust also initiated a review of governance with the pro bono support of a consultant. In March 2010, having received the consultant's report, the board set up a governance sub-group tasked with making recommendations to the board. They reported back in October and in December the board agreed to implement a number of changes to governance. The number of trustees will be increased to 12 in 2011 and the Declaration of Trust amended to enable the agreed governance changes to take place, notably the limiting of trustee terms to three years with a possible further three years.

Organisation

The Trust is staffed by a Director, a Deputy-Director, and a Programme Manager along with Finance Officer, Events Co-ordinator and Tutors working part-time. Interns and many volunteers, including senior media figures, also actively support the organisation. The daily staff are responsible for the day-to-day running of the organisation and report to the board of Trustees at quarterly meetings. Staff and trustees work together in sub-groups as needed.

The Trust shares office space with its sister organisation the International Broadcasting Trust (IBT), a research and lobbying charity with whom it collaborates on an ongoing basis.

Recruitment and training of trustees

In December 2010, the board set up a sub-group to lead the recruitment of trustees to an expanded board. The Trustees propose to advertise in 2011 for new trustees who will be interviewed by the sub-group before recommendation to the board. In 2010, no new trustees joined the board.

ONE WORLD MEDIA

TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

In December 2010, the last of the founders of One World Media, Chris Rowley, stood down from the board after 23 years as a Trustee. The Trustees wish to record their great thanks to Mr Rowley for his tireless efforts on behalf of the charity and to express their pleasure that Mr Rowley has agreed to continue to actively support One World Media without the ongoing responsibility of trusteeship.

Once a new board member has been accepted to the board, and has accepted the nomination, a comprehensive information pack about the organisation is sent out including the governing documents, the previous year's annual report and accounts, the strategic plan as well as evaluation reports on the recent major activities of the Trust. This is followed by an induction meeting hosted by the Chairman of the board, and attended by the Director of the Trust, to ensure the new Trustee is thoroughly informed about the history, philosophy and ethos of the Trust as well as the responsibilities of the Trustees before taking on their new role.

In 2011 One World Media will initiate annual review and forward planning meetings between the Chair and individual Trustees in order to maximise trustees' contribution to delivery of the new strategic plan.

Vision, Mission and objectives

The Trust appointed a new chairman in December 2009, Mr Myles Wickstead CBE, and in September 2010 a new Director, Ms Marion Bowman, joined the charity. The renewal activities initiated by the board in 2009 led, in 2010, to a strategic review in response to major changes in the media, international affairs and the economy and society at large.

In December 2010, the board re-stated the identity, vision and mission of One World Media.

Our identity: One World Media promotes and supports the media's contribution to international development, human rights and education, mobilising a global media community that shares our values.

Our vision: Independent, plural, diverse, and honest media that contribute to a better informed, more equal, just and tolerant world where every voice counts.

Our mission is to influence the people who control and work in the media around the world to promote global dialogue, tolerance and understanding, give marginalised people a voice and contribute to international development.

Our USP: We add value to the work of others through the range of media insiders and experts that we engage with across all media. We identify, reward, fund and showcase excellence in media content that helps fulfil our mission.

We value objectivity, creativity, diversity, inclusivity, public service, professional ethics, high quality, and the common humanity of the peoples of the world.

We work through the media in the fields of international development, human rights and education. Through our actions we influence, encourage, enable, celebrate and showcase media talent, and bring people together to achieve our vision.

The strategic planning process continued into 2011 with the aim of finalising a new strategic plan for 2011 – 14 in 2011.

In 2010 the Trust fulfilled its charitable objects in a variety of ways.

ONE WORLD MEDIA

TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

- **One World Media Week** was inaugurated in 2010. This was a week-long programme of screenings, panel discussions, workshops, a new talent day, a live pitch for film finance, and the annual One World Media Awards ceremony. Partner organisations during the week were the IBT, the Guardian, Documentary Film-makers Group, Commonwealth Broadcasting Association, Channel 4, Institute of Development Studies, and the Frontline Club. The Week provided a forum for debate and learning about media coverage of the developing world.
- The 22nd **One World Media Awards** for outstanding media coverage of the developing world were held in June. The 13 Awards categories cover radio and television news and documentaries, print articles, new media, and also recognise an exceptional overseas community media project.
- The **Student Media Programme** extended its reach to journalism and documentary filmmaking courses at 23 UK universities, giving both home and overseas students the skills they need to produce outstanding media coverage of the developing world. The programme featured workshops and events for students, as well as curriculum development activities with course tutors and lecturers in consultation with a steering group drawn from the universities' faculty members.
- The **Student Media Fund** facilitated the production of high quality media by students at UK universities on the developing world. This enabled students to put their learning into practice through grants to help with production costs.
- We promoted **partnerships and collaborations** between media practitioners and organisations, non-governmental organisations, voluntary organisations, experts in the fields of human rights and development, and government departments, for example through organising events such as screenings and conferences.
- We promoted **research** to motivate a wide range of media players in Europe and beyond to give more space to international development issues and the relationship between developed and developing countries, and in new formats that appeal to wider and younger audiences, readers and media consumers.

Achievements and performance

2010 was a year when One World Media's change agenda gathered pace. Following a number of initiatives implemented by outgoing Director Andy Glynne, including the change of name from the One World Broadcasting Trust in 2009, new branding and a new website, the Trustees began to review governance, board composition and strategy and appointed a new full-time director. These major new pieces of work at board level were undertaken while managing significant workloads in delivering ongoing activity. The Trustees wish to record their thanks to Mr Glynne and to the Deputy Director, Clothilde Redfern, who stood in as Acting Director, and Derek Thorne, Programme Manager, who ably bridged the gap between Directors.

There were significant achievements despite the increasing efforts needed to raise the necessary funds for the charity's work, the growing workloads and the temporary reduction in staff numbers. We are grateful to all of our funders, including those who give gifts in kind and on a pro bono basis, for their support of our work.

ONE WORLD MEDIA

TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

Inaugural One World Media Week 2010

In 2010 the 22nd annual One World Media Awards ceremony was part of the inaugural **One World Media Week** - a week of public events showcasing the organisation's other activities and progressing its charitable objects. The high level of attendance at these events confirmed there is an appetite for this new initiative.

The week included screenings of this year's award-winning films, a New Talent Day aimed at the next generation of media professionals, a presentation on how media can be used as a tool for development which featured the winners of our Special Award and panel discussions on the following issues: how the media could engage with audiences on climate change now public scepticism is growing; the role drama can play in bringing developing world issues to new audiences; and how a balanced view of development can be projected when poor countries are often only deemed newsworthy in times of natural disaster or war.

We estimate a total of 450 people attended the additional events of the week. 75% of survey respondents present at our awards ceremony said they did not attend any other events during One World Media Week, confirming that we are reaching new audiences through this initiative.

76% of respondents to our online survey about the week said the events they attended benefited them professionally. Notable comments include *"Excellent networking, great for debating contemporary ideas with peers"* and *"Great to gain more insight into media and communications within international development."*

One World Media Awards 2010

2010 marked another successful year for the One World Media Awards. Once again the charity received hundreds of entries across all media, and the ceremony was attended by 400 leading figures from the media industry, charity sector, and government. The ceremony was again broadcast on BBC World News, reaching at least 280 million homes worldwide.

The ceremony, held on 22 June at Kings Place, London, and was presented by one of our Patrons, Jon Snow of Channel 4 News.

For the first time, the ceremony did not feature a sit-down dinner. The evening began with a drinks reception and bowl food in the Music Floor Foyer where people could mingle freely. Feedback on the change of format has been largely positive.

Guests were then seated in the auditorium where **Jon Snow** presented the awards after a keynote speech by the **Rt Hon Lord Malloch-Brown** who observed *"The fact we have one world today where we pretty much know what's going on in most corners of it, where the no go areas of North Korea and Burma are extreme exceptions, is very much primarily an achievement of the world media."*

The Children's Rights Award was again judged by a **One World Youth Jury** – a group of four young people selected as part of a national competition and invited to London for two days, in which they met film-makers and journalists at the BBC and the Guardian, and staff at Unicef and Save the Children to learn about the processes involved in covering the developing world before making their decision in the jury meeting.

They then attended the ceremony to present the Award to *'Dispatches: Orphans of Burma's Cyclone'*. Evan Williams, one of the film's directors, said: *"This award is a tremendous encouragement for all of us – to recognise a difficult and dangerous process, particularly for those inside Burma. It really encourages those working in Burma, and encourages us to work with them."*

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TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

Dan McDougall was named Journalist of the Year for his work for Live Magazine in the **Mail on Sunday**. **Clover Films** was a double winner picking up the TV Documentary Award for '*Afghanistan Behind Enemy Lines*', a **Channel 4 Dispatches** programme, as well as the Millennium Development Goals Award for '*Africa Rising*', a film about Ethiopians lifting themselves out of poverty. **GQ magazine** were first time winners of the Press Award for **Ed Caesar's** striking investigation about the continuing human rights abuses perpetrated by rival militias on civilians in the eastern Democratic Republic of Congo.

The Special Award, which goes to a media project or organisation working on the ground in the developing world, continues to get entries from all over the globe. This year's winner was radio programme *Samajhdari*, a 30-minute weekly programme which reaches up to one million listeners in Nepal. It covers the link between violence against women and HIV/AIDS from the listener's point of view, providing discussion and advice on situations that affect real people – particularly women. We made a short film in Nepal about the programme and flew two of the production team, **Jaya Luintel and Deependra Joshi**, to London to receive the award.

Our 2010 awards sponsors were Age UK, BBC, Channel 4, Concern Worldwide (UK), CAFOD, The EuropeAid Co-operation Office of the European Union, the Institute of Development Studies, the International Institute for Environment and Development, Plan, Thomson Reuters, Save the Children, Unicef and WWF.

Sponsors in kind were Pogo Films, Documentary Filmmakers Group and Belu water.

We also benefited from the fact that our compere and presenter for the Awards ceremony, Jon Snow, did not charge us a speaker's fee, and neither did Lord Mark Malloch Brown, who gave the keynote speech.

Partnerships

'Five Years To Go'

We partnered with TVE, Internews Europe and Lokaalmondiaal on this three-year project funded by the European Union. The overarching objective of the 'Five Years To Go' Project is, through media, to increase European, and global, awareness, understanding and debate about the challenges currently facing sub-Saharan African countries trying to achieve the Millennium Development Goals (MDGs) by 2015.

Our role was to produce a launch conference for the project in Brussels organised to bring together European broadcasters and producers from sub-Saharan African countries to debate, plan and collaborate on programmes about the MDGs with the potential to engage the widest numbers of viewers in their own countries. This two-day conference took place on 3 and 4 March. It included an opening address by **Andris Piebalgs, European Commissioner for Development**, and a keynote speech from **Lord Mark Malloch Brown, Senior Advisor to the World Economic Forum and former Head of the UN Development Programme**.

There were presentations from various broadcasters on possible slots for content on the MDGs and workshops to brainstorm content ideas and develop television programmes which would satisfy the requirements of said slots. The conference finished with a session on how to maximise the outreach and legacy of media content beyond transmission on public service broadcasters.

The MDG category of the One World Media Awards for 2010 and 2011 is funded as part of this project.

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TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

One World Media produced a session at the **Sheffield International Documentary Festival** entitled '*International Collaboration Unlocks Hidden Stories*'. It featured two of this year's award winning documentary production teams who discussed their experiences of working with local journalists in areas inaccessible to western media, such as Burma and the enemy front line in the Afghan war. One of the Burmese film-makers involved contributed to the session via Skype.

One World Media also partnered with the **Encounters Festival, Bristol**, to devise a 90 minute programme of '*World Films*' - shorts from across the globe which communicate the breadth of social, political and cultural experiences from the developing world. This programme was accompanied by a panel discussion exploring how you go about funding and producing films in the developing world. Panellists included two UK based film-makers as well as the Festival Director of the Addis International Film Festival.

One World Media Student Programme

The One World Media Student Programme continued, with the support of a three-year grant from the UK Department for International Development. The programme builds on our education work in previous years and aims to give university media students in the UK the skills and knowledge they need to produce outstanding media content on the developing world.

In 2010 we expanded our reach significantly by bringing on board another 10 universities, making a total of 23 higher education institutions that are working with us. We ran a series of workshops in which experienced professionals covered key issues relating to the production of media in the developing world. We also ran larger events including screenings, pitching forums and master-classes. We featured prominently at the **Exposures student film festival in Manchester**.

In total, these workshops and events directly reached around 700 media students or entry-level media professionals. Feedback was consistently excellent, with 92% of participants saying that the activity gave them "an increased recognition of the importance of high quality media coverage of the developing world". The programme's funders require that an external evaluation be carried out on an annual basis, and we have contracted the consultancy BOP to perform this role. In their first evaluation report, submitted June 2010, the report said that One World Media "is achieving its goals".

The programme is also working directly with tutors and lecturers to provide useful materials and resources to help them cover these topics comprehensively on their courses. While this element was at an early stage in 2010, the external evaluation was still able to report that all tutors spoken to in interviews were intending to make changes to their courses as a result of their involvement with the programme.

One World Student Media Fund

As part of our work with students and universities, One World Media offers modest grants to media, journalism or documentary students to enable them to travel overseas and cover a story in a developing country as part of their course. We have been awarding bursaries to documentary film-making students since 2000, but 2010 was the first year in which we offered funding to students working in any medium (print, radio, TV/film, online). We made this change to recognise the increasing cross-platform nature of the UK media industry, as well as the wide range of courses with which we now work.

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TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

The Student Media Fund works in concert with One World Media's Student Programme. In 2010 we received 40 student applications – more than in any previous year – and awarded six grants of £1000 each. The successful students covered a range of stories, from a social circus in South Africa to people living with disability in Cambodia and Mozambique. In October, after the students' work was completed and submitted to their courses, we organised a feedback day in which a panel of experienced media professionals gave their thoughts on the media produced.

Feedback from the students who participated has been very good – one student commented: "I cannot express how important this experience has been for me. It is exceptional for someone at my level to have directed a film in Africa ... On a personal level, the experience of making the film was life changing."

In addition, some of the media products made by students have gone on to have success and raise awareness of important issues. One of the documentary films supported by a grant was selected for festivals in Jordan, India and Poland, and was nominated for an award at a UK festival for student film. Another film was screened at the UN Office at Geneva to raise awareness and create discussion on disability issues.

We re-launched our You Tube channel as an improved showcase for video of our own work, for that which we fund, and for related content.

Unfortunately, a long-standing strand of work, the One World Fellowship Scheme did not take place in 2010, largely due to the difficult funding climate.

Financial review

The charity received grants and donations totalling £192,812 in the year, with £109,214 of income generated from the One World Media Awards. Investment and other income amounted to £932, giving total income of £302,958.

Expenditure for the year totalled £286,626, including £248,493 of charitable expenditure, giving net incoming resources for the year of £16,332.

Total funds carried forward at 31 December 2010 amounted to £219,707.

Principal funding sources

The charity benefits from grants and donations from individual donors and institutions. Details of grants and donations received are set out in Note 2 to the accounts.

Investment policy

The charity's Trust Deed does not confer any specific rights or restrictions on us as trustees in respect of investing its funds. The free funds held by the charity during the year under review were not sufficient to justify separate investment, other than to be placed on deposit with the charity's bankers.

The cash held in respect of the charity's Project Development Fund has been placed in separate short- to mid-term access bank accounts, in accordance with the wishes of the donor. Income generated by these funds can be treated as free funds under terms of the donation.

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TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

Reserves policy

In 2006, the Board of Trustees examined the Trust's requirements for reserves in light of the main risks to the organisation. It has established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets held by the charity should be the equivalent of 6 months of the annual core running costs. The Trust has been working towards this aim for the past two years.

As of 31st December 2010, the Trust holds free, unrestricted reserves of £82,002. With budgeted annual core running costs of approximately £180,000 for 2011, this equates to 5.5 (31 December 2009: 4.2) months' worth. The Trustees plan to increase free reserves until the target is reached.

Future plans

In 2011, One World Media aims to complete drawing up a strategic plan for 2011- 14, including implementation of significant governance changes and the expansion and refreshment of the board with the recruitment of four new trustees. We plan to review and refresh the role of our Patrons and to review our fund-raising strategies in order to meet the significant challenges in the funding environment which continue as a result of the slow recovery from recession and the UK government's spending cuts.

However we foresee ongoing need for the work of our charity due to several factors including the continuing pressure on independent media outlets across the world; the shrinking of international coverage in the mainstream UK media and the increasing pressure of the economic crisis on media budgets and coverage almost everywhere. The UK will host the G8 summit in 2013 and there are signs of progress in international development. In the approach to the 2015 deadline for meeting the Millennium Development Goals media coverage can make a difference. Social and new media are having major impact on social and political change around the world. There is ongoing need to ensure the growth of appropriate media in developing countries while the potential grows for international collaboration due to advances in technology and the globalisation of media markets.

The Annual Awards will take place on 10 May as part of One World Media Week which will run from May 9 – 13. We will continue to deliver our major programme of work in UK universities and to grant funds to students through the Student Media Fund. We will review our Fellowship programme and develop new programmes from our long-standing activities, in particular the Youth Jury, which, with our Student Programme, provides the basis for a Youth Programme, and the Special Award and Fellowships, which could provide the basis for stepping up our international activities and giving media in developing countries a higher profile in our work.

Statement of trustees' responsibilities

The trustees are required by charity law to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the trust as at the end of the financial year and of the surplus or deficit of the Trust for that year. In doing so the trustees are required to:

- Select suitable accounting policies and apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare the accounts on a going concern basis unless it is inappropriate

ONE WORLD MEDIA

TRUSTEES' REPORT, YEAR ENDED 31 DECEMBER 2010

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 1993, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust Deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2006 to have due regard to public benefit.

Approved by the trustees and signed on their behalf on

Myles Wickstead

Chair

One World Media
Independent examiner's report

Independent examiner's report to the members of One World Media

I report on the accounts of the Trust for the year ended 31 December 2010, which are set out on pages 10 to 18.

Respective responsibilities of trustees and examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts (under section 43(3)(a) of the Act);
- follow the procedures laid down in the General Directions given by the Charity Commission (under section 43(7)(b) of the Act); and
- state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that, in any material respect, the trustees have not met the requirements to ensure that:

- proper accounting records are kept (in accordance with section 41 of the 1993 Act); and
- accounts are prepared which agree with the accounting records and comply with the accounting requirements of the Act; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Paul R Goldwin

Linn Maggs Goldwin
Chartered Accountants and Statutory Auditors
2-4 Great Eastern Street
London
EC2A 3NT

**One World Media
Statement of Financial Activities
for the year ended 31 December 2010**

		2010		2009
	Notes	Restricted £	Unrestricted £	Total £
Incoming resources				
Incoming resources from generated funds:				
<i>Voluntary income:</i>				
Grants and donations	2	87,317	95,495	182,812
<i>Activities for generating funds:</i>				
Income from One World Awards Ceremony		-	109,214	109,214
Awards Ceremony broadcast licence fee		-	10,000	10,000
Investment income		-	38	38
Incoming resources from charitable activities:				
Royalties received		-	2	2
Other income		-	892	892
Total incoming resources		87,317	215,641	302,958
Resources expended				
Costs of generating funds				
Costs of generating voluntary income	3	-	16,804	16,804
Charitable activities	3	103,816	144,677	248,493
Governance costs	3	-	21,329	21,329
Total resources expended		103,816	182,810	286,626
Net incoming/(outgoing) resources	4	(16,499)	32,831	16,332
Transfers between funds		6,992	(6,992)	-
Net movement in funds		(9,507)	25,839	16,332
Fund balances at 1 January 2010		142,243	61,132	203,375
Fund balances at 31 December 2010	12	132,736	86,971	219,707

The statement of financial activities includes all gains or losses for the year. All incoming resources and resources expended derive from continuing activities.

**One World Media
Balance Sheet
as at 31 December 2010**

	Notes	2010 £	2009 £
Fixed assets			
Tangible assets	8	4,969	4,859
Current assets			
Debtors	9	55,201	43,441
Cash at bank and in hand		215,874	208,013
		<u>271,075</u>	<u>251,454</u>
Creditors: amounts falling due within one year	10	<u>56,337</u>	<u>52,938</u>
Net current liabilities		214,738	198,516
Net assets	11	<u>219,707</u>	<u>203,375</u>
Funds			
Unrestricted funds			
Designated funds		4,969	11,550
General funds		82,002	49,582
Total unrestricted funds		<u>86,971</u>	<u>61,132</u>
Restricted funds		132,736	142,243
Total funds		<u>219,707</u>	<u>203,375</u>

The financial statements were approved by the trustees on

Mr Myles Wickstead.

Chair

**One World Media
Notes to the Accounts
for the year ended 31 December 2010**

1 Accounting policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and in the previous year.

Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with the Charities Act 1993 and the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in March 2005).

Fund accounting

Restricted grants and donations are available for the charity's use only in accordance with the terms under which, and for the purposes which, the funds were donated to the charity.

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity. The charity obtains all its income by means of fundraising on an unrestricted basis.

Designated funds are unrestricted funds earmarked by the trustees for particular use.

Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable.

Investment income is included when receivable.

Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Where expenditure includes VAT which can only be partially recovered, the irrecoverable VAT is reported as part of the expenditure to which it relates.

Costs of generating funds comprise the costs associated with attracting voluntary income.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

All costs are allocated between the expenditure categories of the statement of financial activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. floor area or estimated usage, as set out in Note 3.

One World Media
Notes to the Accounts
for the year ended 31 December 2010

3 Resources expended

	Basis of allocation	One World Media Awards £	One World Fellowships £	One World Student & Film Bursaries £	TVE/MDG Partnership £	DAF Project £	Other Projects £	Fundraising £	Governance £	2010 Total £	2009 Total £
Costs directly allocated to activities											
Donations and grants	Direct			8,000						8,000	3,750
Venue and caterers	Direct	22,805				500				23,305	37,709
Press and public relations	Direct	6,666								6,666	6,420
Production costs	Direct	22,437				849				23,286	20,253
Staff costs	Direct									-	78
Filming costs	Direct					4,388				4,388	-
Consultancy fees	Direct					352				352	16,869
Travel and Subsistence	Direct	1,444	540			8,860				10,844	24,833
Special Awards expenses	Direct	6,400								6,400	996
Judging and associated costs	Direct	1,554								1,554	903
Trophies	Direct	1,690								1,690	1,450
Photographer	Direct	1,080								1,080	580
Entertainers and expenses	Direct									-	826
Website	Direct	1,024								1,024	5,070
Subcontractors	Direct	2,100								2,100	-
Trainers, facilitators and speakers	Direct	84				20,816				20,900	-
Evaluation materials/costs	Direct					2,114				2,114	-
Support costs allocated to activities											
Gross salaries and NIC	Staff time	42,983		1,427	10,893	26,383		11,912	12,247	105,845	99,404
Maternity pay	Staff time	2,115			435	1,400		481	513	4,944	-
Additional staff	Usage									-	545
Staff pension contributions	Staff time	1,803			370	1,193		410	437	4,214	4,349
Recruitment and staff training	Staff time	403			83	267		92		845	-
Rent and rates	Floor area	7,413			1,523	4,908		1,686	1,799	17,329	16,111
Heat and light	Staff time	360			74	239		82		755	-
Travel and Subsistence	Staff time	206			42	137		47		432	-
Entertaining	Staff time	562			116	465		128		1,271	2,118
Communications	Staff time	738			152	489		168		1,547	961
Postage and couriers	Staff time	3,618			16	245		18		3,897	4,259
Stationery and printing	Staff time	6,757			137	745		152		7,791	9,312
Office costs	Staff time	876								876	2,568
Advertising and PR	Staff time	42			9	28		10		89	60
IT costs	Staff time	2,181			448	1,444		496		4,570	1,695
Website	Staff time	415			85	275		94		870	-
Subscriptions and licenses	Staff time									-	290
Insurance	Staff time	497			102	329		113		1,041	356
Accountancy fees	Staff time	2,843			584	1,882		647	1,500	7,456	2,125
Depreciation	Staff time						1,487			1,487	1,565
Bank and credit card charges	Transactions	385			5	15		5		411	895
Trustee meetings, expenses	Usage								4,833	4,833	-
Other expenses	Usage	1,155			237	765		263		2,420	1,462
Total resources expended		142,638	540	9,427	15,312	79,088	1,487	16,804	21,329	286,626	267,812

One World Media
Notes to the Accounts
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4 Net incoming/(outgoing) resources

	2010	2009
	£	£
This is stated after charging:		
Depreciation	1,487	1,565

5 Staff costs and numbers

	2010	2009
	£	£
Staff costs were as follows		
Wages and salaries	96,408	89,986
Social security costs	9,437	9,418
Pension costs	4,214	4,349
	<u>110,059</u>	<u>103,753</u>

No employee received emoluments of more than £60,000.

The average weekly number of employees during the year, calculated on the basis of full time equivalents, was as follows:

	2010	2009
	No.	No.
Director	1	1
Administration and support	3	4
	<u>4</u>	<u>5</u>

The charity operates defined contribution pension schemes for its employees and made contributions during the year of £4,214 (2009: £4,349).

6 Trustee remuneration

No trustee (2009: None) received remuneration or reclaimed any expenses during the year or the preceding year.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year or the preceding year.

7 Taxation

As a registered charity, One World Media is exempt from tax on income and gains falling within Section 505 of the Taxes Act 1988 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 charity is registered for Gift Aid with HM Revenue & Customs under reference number XN84069.

One World Media
Notes to the Accounts
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8 Tangible fixed assets

	IT & office equipment £
Cost	
At 1 January 2010	17,042
Additions	1,597
	<hr/>
At 31 December 2010	<u>18,639</u>
Depreciation	
At 1 January 2010	12,183
Charge for the year	1,487
	<hr/>
At 31 December 2010	<u>13,670</u>
Net book value	
At 31 December 2010	4,969
At 31 December 2009	<u>4,859</u>

There were no capital commitments at 31 December 2010 (2009: Nil).

9 Debtors

	2010 £	2009 £
Accounts receivable	21,883	14,409
Prepayments and accrued income	29,323	24,895
Other debtors	3,995	4,137
	<hr/>	<hr/>
	<u>55,201</u>	<u>43,441</u>

10 Creditors: amounts falling due within one year

	2010 £	2009 £
Accounts payable	4,140	1,229
Social security and other taxation	5,426	7,440
Accruals and deferred income	46,771	36,675
Other creditors	-	7,594
	<hr/>	<hr/>
	<u>56,337</u>	<u>52,938</u>

11 Analysis of net assets between funds

	Designated funds £	General funds £	Unrestricted funds £	Restricted funds £	Total funds £
Tangible fixed assets	4,969	-	4,969	-	4,969
Current assets	-	106,239	106,239	142,336	248,575
Current liabilities	-	(24,237)	(24,237)	(9,600)	(33,837)
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	<u>4,969</u>	<u>82,002</u>	<u>86,971</u>	<u>132,736</u>	<u>219,707</u>

**One World Media
Notes to the Accounts
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12 Movement in funds

	At 1 Jan 10 £	Incoming resources £	Outgoing resources £	Transfers £	At 31 Dec 10 £
Unrestricted funds:					
Designated funds:					
Tangible fixed assets fund	4,859	-	-	110	4,969
Website development fund	6,691	-	-	(6,691)	-
	<u>11,550</u>	<u>-</u>	<u>-</u>	<u>(6,581)</u>	<u>4,969</u>
General funds	<u>49,582</u>	<u>215,641</u>	<u>(182,810)</u>	<u>(411)</u>	<u>82,002</u>
Total unrestricted funds	<u>61,132</u>	<u>215,641</u>	<u>(182,810)</u>	<u>(6,992)</u>	<u>86,971</u>
Restricted funds:					
Project Development Fund	125,856	-	(15,301)	6,992	117,547
Bursaries	10,457	-	(9,427)	-	1,030
DAF Project	5,930	87,317	(79,088)	-	14,159
Total restricted funds	<u>142,243</u>	<u>87,317</u>	<u>(103,816)</u>	<u>6,992</u>	<u>132,736</u>
Total funds	<u>203,375</u>	<u>302,958</u>	<u>(286,626)</u>	<u>-</u>	<u>219,707</u>

Designated funds

The fixed asset fund represents the net book value of tangible fixed assets, and has been designated by the trustees to reflect the fact that these funds are not in a liquid form and so are not expendable funds.

Project Development Fund

In 2006, the Trust was awarded £150,000 from an anonymous donor to be spent over ten years on developing new projects. In 2009, this money was carried forward to future projects due to run in future years. In 2010, the funds were spent on the One World Media Week, a new initiative to accompany the One World Media Awards, and consisting of free workshops and panel discussions which give people from the media sector and beyond a greater opportunity to explore and debate the themes covered by our awards.

Bursaries

The One World Student Bursaries have been running since 2001, and support UK-based documentary filmmaking students to highlight personal stories from around the world, and to promote intercultural dialogue and increased mutual understanding. The Fund aims to contribute to a new generation of film-makers around the world, who are aware of the pressing global issues affecting every one of us, and who are skilled at bringing these issues to a wider audience.

DAF Project

The One World Student Media Programme began in July 2009, after receiving a three-year grant from DFID's Development Awareness Fund. The project aims to give student journalists and documentary filmmakers the skills they need to produce outstanding media coverage of the developing world. It does this through workshops and events targeted at existing media courses in the UK, which will help embed activities on the developing world within curricula.

**One World Media
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13 Leasing commitments

At the year end the company had annual commitments under non-cancellable operating leases as set out below:

	2010	2009
	Land & buildings	Land & buildings
	£	£
Operating leases which expire: within one year	<u>4,075</u>	<u>4,075</u>