

**REGISTERED COMPANY NUMBER: 06632452 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1145249**

**Report of the Trustees and  
Financial Statements for the Year Ended 31 December 2012  
for  
BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**HW Fisher & Co.  
Chartered Accountants and Registered Auditors  
11-15 William Road  
London  
NW1 3ER**

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Contents of the Financial Statements  
for the Year Ended 31 December 2012**

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# BRITISH SIGN LANGUAGE BROADCASTING TRUST

## Report of the Trustees for the Year Ended 31 December 2012

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006 present their report with the financial statements of the charity for the year ended 31 December 2012. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

BSLBT was granted charitable status with effect from 3 January 2012. The comparative figures for the year ended 31 December 2011 have been revised in line with the provisions of the SORP.

### REFERENCE AND ADMINISTRATIVE DETAILS

**Registered Company number**  
06632452 (England and Wales)

**Registered Charity number**  
1145249

**Registered Office**  
153-155 London Road, Hemel Hempstead, Hertfordshire, HP3 9SQ

### Trustees

A Ainger	Resigned 16.3.2012
PA Beschizza	
J Fitzgerald	Resigned 31.1.2013
O Foster	
R Griffiths	
DN Jackson	Resigned 16.3.2012
N Padden	Resigned 16.3.2012
T Patterson	
AC Reeves	Resigned 31.1.2013
AD Murray	
JL Fox	Resigned 31.8.2012
L Cutress	Appointed 1.9.2012
J McWhinney	Appointed 1.9.2012
LM Richards	Appointed 1.9.2012
D Vega	Appointed 1.9.2012

**Auditors**  
HW Fisher & Company, 11-15 William Road, London NW1 3ER

**Advisers**  
Knox Cropper, 153-155 London Road, Hemel Hempstead, Herts HP3 9S

**Report of the Trustees  
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**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity constitutes a company limited by guarantee as defined by the Companies Act 2006 and is governed by its Memorandum and Articles of Association.

The British Sign Language Broadcasting Trust (BSLBT) was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language (BSL). For more information: <http://stakeholders.ofcom.org.uk/consultations/signing/statement/plain/>

BSLBT was initially established as a private company, with a Board of Directors drawn in equal numbers from the broadcasting world and from the Deaf community. In January 2012 it achieved charitable status, retaining the commitment to an equal mix of Deaf and hearing trustees.

**Recruitment and appointment of new trustees**

The Nominations Committee, a sub-committee of the Trustee Board of BSLBT, ensures that the Board and its sub-committees have the right balance of skills and ability to enable BSLBT to carry out its work effectively. It takes delegated responsibility for recommending all new trustees to the Board and re-appointment of Trustees retiring by rotation and eligible for re-appointment.

The Trustee Role description and all vacancies are published on the BSLBT website ([www.bslzone.co.uk](http://www.bslzone.co.uk)) in both BSL and English and interviews are also conducted in both languages.

**Induction and training of trustees**

It is the charity's policy to provide appropriate induction and training for all trustees to enable them to contribute effectively to the governance of the organisation. They are also made aware of their statutory obligations as trustees and provided with opportunities for further training as they deem necessary.

**Organisational structure and how decisions are made**

Originally the Board consisted of 10 trustees, five of whom were Deaf people and five were hearing, plus the Executive Chair (the current Chair is hearing.) In February 2013, on the recommendation of the Nominations Committee, they decided to reduce the size of the Board to four Deaf and four hearing people, plus the Executive Chair.

The Trustees have four Board meetings per year plus an annual Strategic Awayday. The Board delegates the day-to-day running of the charity to the staff. At its annual Awayday it reviews aspects of the strategic business plan and considers annual objectives, and then monitors progress through quarterly reports at Board meetings.

The Board maintains closer scrutiny of three key areas through its committees:

- Finance & Audit Committee
- Nominations Committee
- Remuneration Committee

The Executive Chair (Ruth Griffiths) and a Chief Executive (Terry Riley) work in partnership to lead the organisation. Ruth has a professional background in broadcasting, notably building the BBC's subtitling, sign language interpretation and audio description services. She leads the Board of BSLBT as well as taking primary responsibility for the operational and financial management of the Trust. Terry has a professional background as a senior television producer (he was the first Deaf programme editor at the BBC) and leads on creative and commissioning issues.

Terry and Ruth are supported by Maggie Swinfen, the Trust Manager, and Steven Wynne who is BSLBT's Outreach Worker. BSLBT has a very lean staff structure, currently employing the equivalent of just 3.2 full time staff. The team all work from home, but meet regularly in London to plan and progress work.

The BSLBT Board focused on risk at its strategic Awayday in 2012 and the output of the day was a Risk Register, which is reviewed regularly by the Finance & Audit committee. The top four risks identified were:

- Loss of key staff in small team
- Progress is slowed down by poor communication between Board members
- BSLBT is unable to develop additional income because of a lack of the right skills
- Failure to develop/update the website leads to audience disengagement and damage to BSLBT reputation.

There are plans in place to manage all key risks.

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**Report of the Trustees  
for the Year Ended 31 December 2012**

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**OBJECTIVES AND ACTIVITIES**

**Objects of the charity**

The Objects of BSLBT are *“the promotion of social inclusion among the Deaf community who are socially excluded from society, or parts of society, as a result of being deaf by encouraging, supporting and developing the provision of broadcasting of sign-presented content (in any media) for the members of the Deaf community.”*

**Public benefit**

The audience for BSLBT programmes is the Deaf community whose first and preferred language is British Sign Language. English is at best a second language, and indeed written and spoken language is not part of Deaf people’s natural experience or culture. This means that subtitling on television is often a challenge and real access to, and understanding of, many programmes may be limited.

BSLBT aims to address the social exclusion of the Deaf people. It is the sole provider of television programmes made specifically for the Sign Language community. As well as providing vital information in their native language, here Deaf people can also see themselves and their lives reflected, and their experiences and culture shared and acknowledged through their preferred language. Deaf children and young deaf people at last have role models to identify with, while a geographically fragmented deaf population is brought together and validated as a community. In addition, the programmes provide visibility of the Deaf community to the mainstream world.

**Aims of the charity**

The aims of the charity are:

- To engage with the Deaf community to find out their views on what programmes and other content they wish to see
- To provide a wide range of television programmes made in British Sign Language by Deaf people for Deaf people
- To make it as easy as possible to find and watch BSL Zone content

**Main objectives for the year**

The Board of BSLBT has developed a three year Business Plan that commits the organisation to objectives in core areas:

- Commissioning programmes
- Distribution
- Audience engagement
- External relations and communications
- Finance and Resources
- Governance

Key objectives for BSLBT for 2012 were:

- To sustain a track record of excellence in programming
- To develop and revitalise its digital media presence
- To deepen engagement with BSL viewers
- To consolidate its infrastructure and business systems and to ensure the right resources are in place to underpin success in the next 5-10 years

**ACHIEVEMENT AND PERFORMANCE**

**1. To deepen its engagement with BSL viewers and its understanding of their needs, to inform future programme commissioning**

Traditional marketing and communication methods do not work with the Deaf community. Building awareness of the BSL Zone must be at least initiated face-to-face in British Sign Language, and English-language printed or online promotional material cannot be relied upon as follow-up or continuing communication tools. Deaf people, particularly the younger generations, do use email, Facebook and Twitter as well as YouTube and other popular video sites but giving information and telling people about something new and different is always best done face to face. This is certainly the case with building awareness of the BSL Zone.

BSLBT started with a real opportunity to have a significant impact on the lives of Deaf people and after four years that impact is really being felt. Priorities for Outreach work in 2012 were:

- a. To increase the number of people watching the BSL Zone and visiting BSLBT website
- b. To get feedback on the BSL Zone and BSLBT
- c. To get Deaf people talking about the BSL Zone

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Steven Wynne, BSLBT's Outreach Worker, visited 103 schools and Deaf clubs between Spring 2011 and Autumn 2012 to tell them about the BSL Zone programmes and where to find them. More than 1,600 people now receive a weekly email newsletter, and more than 200 organisations receive a quarterly mailing of postcards giving details of forthcoming programmes.

In May 2012 six volunteer BSL Zone 'Ambassadors' were recruited to a pilot scheme to support Steven's work around the country by 'spreading the sign' about what BSLBT offers at Deaf clubs and events and being a channel for Deaf people to give ideas and feedback on BSL Zone programmes. BSLBT is very grateful for the contributions made by participants in the scheme, particularly at the three BSL Zone Showcases, and has decided in 2013 to concentrate volunteer effort on future showcases.

The BSL Showcases were a great, great success. Firstly, a sell-out event in London on September 15th saw 550 Deaf people of all ages and backgrounds from across the country come to the Unicorn Theatre in London for a day celebrating BSL Zone programmes, films and film-makers. Eleven programmes were screened and 22 programme-makers took part in question-and-answer sessions with the audience. The following comment is representative of comments from Deaf people about the work BSLBT does:

*Each programme is so unique and true about the Deaf Community. How they touch my heart and every clip makes me cry. We need to share this with every organisation and everyone to share what it is like being deaf and how we face barriers daily but we never give up. Enjoy every moment of it. Well done to all of the members of staff and volunteers for all their hard work!! Thumbs up!*

On 20th October 140 Deaf people gathered at the Bristol BSL Zone Showcase to watch three programmes and take part in a discussion with seven programme-makers. Then in Preston on 29th November, 200 Deaf people came to the University of Central Lancashire to watch three programmes with five programme makers. The energy and enthusiasm at these events were very powerful, and four more showcases are planned for 2013.

Steven also manages the BSL Zone page on Facebook, which now has more than 1,000 'likes' and continues to gather followers all the time.

**2. Sustaining a track record of excellence in programming**

Within its first four years of operation, BSLBT established an impressive track record of commissioning high-quality programmes for broadcast to the Deaf community. Commissions have ranged across genres including drama, sports, children's programmes and chat shows. All these programmes can be watched at [www.bslzone.co.uk](http://www.bslzone.co.uk).

<b>PROGRAMME TITLE</b>	<b>NO. OF PROGS</b>	<b>GENRE</b>	<b>PRODUCTION COMPANY</b>
Secret Lab (Series 2)	2	Children's	Drip Media/Remark
Punk Chef pilot	1	Cookery	<a href="http://www.remark.uk.com">www.remark.uk.com</a>
Still Here	1	Drama	<a href="http://www.muttandjeffpictures.com">www.muttandjeffpictures.com</a>
Life Out There	1	Drama	<a href="http://www.vsl.org">www.vsl.org</a>
Champion of the World	1	Drama	<a href="http://www.neathfilms.com">www.neathfilms.com</a>
The Evolution of BSL	1	Factual	Drip Media/Remark
Olympic Dreams	1	Factual	<a href="http://www.remark.uk.com">www.remark.uk.com</a>
Who cares?	1	Factual	<a href="http://www.muttandjeffpictures.com">www.muttandjeffpictures.com</a>
Zoom & Zoom Focus 2012	4	Film scheme	<a href="http://www.neathfilms.com">www.neathfilms.com</a>
The Hub (Series 2)	10	Deaf News	<a href="http://www.remark.uk.com">www.remark.uk.com</a>

Twenty-three programmes were commissioned in 2012 from five different companies, again demonstrating the great wealth of creative talent that is being discovered and developed among Deaf film- and programme-makers.

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At the heart of the BSL Zone schedule is *The Hub*, a monthly programme of Deaf news and current affairs from Remark Productions, which returned for a second series, dealing with such issues as the problems of Deaf access to banking services, the 2013 Deaflympics and Deaf involvement in the London 2012 Olympic Games, and the impact of the introduction of the Personal Independence Payment (PIP) on Deaf people. The shortage of vital information presented in BSL is reflected in the feedback received:

*It's so good to see a top-quality magazine programme with top-quality presenters introducing news items relevant to the Deaf community, and with the information so well given.*

*The Hub should be on more often – weekly not monthly.*

*We need more of The Hub.*

Drama has enduring popularity, and in 2012 three new very different productions came to the screen. *Still Here*, from Mutt & Jeff Pictures, is a black comedy that looks at friendship, ageing and change, while celebrating senior members of the Deaf club community. *Life Out There*, from VS1 Productions, is a comedy-drama with a supernatural twist about Billy, a young man who begins to wonder whether there is more to life than his job in a costume shop and caring for his ungrateful father. And finally, *Champion of the World*, from Neath Films, a drama about a young Deaf athlete who fights her way back from injury only to find herself faced with a dilemma about what lengths she will go to in order to win.

Factual programming also captured a wide range of Deaf experience. Firstly, *Olympic Dreams*, from Remark Productions, looked at Deaf participation in the 2012 London games. *The Evolution of BSL*, from Drip Media and Remark Productions is a personal story by Ramon Woolfe about BSL and his own family, and *Who cares?* from Mutt & Jeff Pictures, which finds harrowing answers to questions about care for elderly Deaf people.

Comments on *The Evolution of BSL* show the appetite for programming about Deaf language and culture:

*I enjoyed that amazing programme. I grew up in a hearing family, and they respected my school's wish that sign language was not allowed at home. Now I am a BSL teacher all my family respect and accept BSL as Deaf people's first or preferred language.*

*Thought the programme was absolutely amazing and insightful.*

*More please! I can't get over the fact that there are 22 signs for purple.*

*Wow! Lovely to see the different generations of deaf people and how we can learn from each other in Sign Language from old times to the modern day.*

On a lighter note, a very successful pilot of *Punk Chef* was commissioned. In this lifestyle programme, from Remark Productions, the Punk Chef, Scott Garthwaite, helps one Deaf family to change their habits and start eating healthier food.

*That's amazing, Punk Chef, to show us how to make healthy foods with BSL. My son has diabetes and it was good for me to learn to cook healthily and with less sugar. This of course includes me and my daughter so now she can cook for three of us.*

*Absolutely fantastic! I was so pleased to have a Deaf chef as it's so important to understand health and nutrition, and to encourage the whole Deaf community to find and cook simple healthy food, particularly for children.*

*Love Punk Chef! How refreshing to see a programme presented in BSL that is fun and educational at the same time. Having worked with Deaf teenagers for over twenty years, this is precisely the kind of thing we need to give them positive messages about food. Thank you!*

*Secret Lab*, the children's educational programme from Drip Media and Remark Productions, returned for a second series. This time Professor Knowitall explores Key Stage 3 science topics with some fun experiments. The impact of this series is particularly powerful as this email from the parent of a Deaf child shows:

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*I have attached the video clip of my little boy Daniel re-enacting his own version of the Secret Lab. These programmes give a valuable insight into Deaf culture and issues and the use of BSL in the presentation is so important to the Deaf community. Whilst subtitling has helped many people to access television, it still requires a good level of literacy to follow the script and often words are missed or mistakes made. For Deaf children particularly, subtitling is not providing full access whereas programmes such as The Secret Lab are presented in away that both Deaf and Hearing children can fully understand. The Secret Lab also presents scientific information in an entertaining and visual way which all too often Deaf children do not have access to in mainstream schools. As a hearing parent of a Deaf child, I am keen for my son to see good Deaf role models and to see BSL in everyday use so that he grows up with confidence and pride in his Deaf identity and believe me, your programmes are a very important part of that.*

And last but by no means least the third year of **Zoom** and **Zoom Focus**, BSLBT's short-film scheme run by Neath Films. **Zoom** is a short film scheme for first-time Deaf directors to make a 15-minute film. **Zoom Focus** offers directors with a little more experience the opportunity to make a 25-minute film. The Zoom 2010 and 2011 films had entertained and impressed Deaf audiences on television in the UK and around the world via the BSLBT website and they had won numerous awards at film festivals at home and internationally. They had set the bar high and participants in the 2012 scheme did not disappoint in their ambition or execution:

- Julian Peedle-Calloo's **Zoom Focus** film is **Confession**, and is fictionalized drama about Alexander Graham Bell's attitude to deafness and education. This film was an instant hit, with more than 12,000 people watching it online in the two weeks after it was first broadcast on television, and many dozens leaving their comments on the website. Examples of comment include:

*I cried. I became angry. I applauded. I loved it. Such a great film.*

*This movie was so beautiful. Please spread to anyone in the world that Deaf people must to sign language forever. Be proud that sign language still beautiful!*

*An absolutely magnificent film - unfortunately, a dark side of our Deaf history... but oh so important to be attentive of what had happened throughout the years so that we do not allow this to repeat again and again. White and hearing power should not dictate what is the best for us -- we certainly are able to decide for ourselves!*

*I remember being smacked on my hands for using signs. Owww. As awful and ugly that was, I'm glad this was shown in the film - this part needed to be included (and everything else, too!), to raise awareness. Again, outstanding work... hands waving!*

- **You, Me** is Simon Herdsman's **Zoom Focus** film, an emotional drama about how the closure of a Deaf school affects the Deaf people who are linked to it. This film, too, made a great impact with more than 9,000 viewings online in three months.

*Beautifully written and very educational about issues that Deaf people face. The little girl was absolutely superb. Well done.*

*I think this was a wonderfully emotive film. It demonstrated the issues that many deaf people have in relation to education very well. I really loved this film and also learned some new signs, which is great.*

*Expresses superbly the issues of BSL Education, Deaf schools and children's isolation. Naomi is brilliant actress for one so young.*

- Cathy Heffernan's **Zoom** film, **Crossing the Divide** is a documentary exploring the ties that brought Deaf people together, and pushed them apart, during the Troubles in Northern Ireland. Featuring extensive archive footage and interviews with people who attended Deaf schools in Belfast at the time, this film tells the story of friendships and romances that crossed the religious divide.

*This was a very interesting short deaf story... I felt a bit emotional about the struggle between Catholic and Protestant. It must have been very hard to understand in those old days... I wonder if they still have bad experiences or whether they want to forget. They were very brave.*



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• *Strangers*, Brian Duffy's *Zoom* film, is a drama about a young Deaf football fan who is left out at home until the day a sign language interpreter comes, when suddenly he is able to show his father the extent of his knowledge, and finally ask his mother the questions he really wanted to know the answers to. This film focuses on the importance of communication within families.

*Amazing short film. Powerful, emotional, interesting and thought provoking.*

*What a great movie! It remind me of myself when I was a child. Thankfully, I finally have a voice [through sign language] and my mum can understand why I was like this.*

*Sensitive and excellent movie, it reflected to my childhood time.*

• The impact of the 2001 New York terror attacks on Deaf people living far many miles away is the theme of Raabia Hussain's *Zoom* drama September 11th. This film looks at both hearing and Deaf attitudes to ethnicity following world events. Raabia wrote about what participating in *Zoom* had meant to her:

*It's a unique opportunity and I am really grateful to BSLBT and Neath Films for changing my life hugely. I really appreciate it and without it I wouldn't have gone so far in life.*

• And finally Becky Bailey's *Zoom* film, *Little World* is an animated drama in black and white that uses beautiful visuals to bring a Deaf girl's world at a Victorian boarding school to life. Painstakingly created by animators across the world, *Little World* has been compared to the animated classic, *Persepolis*.

Ofcom holds BSLBT accountable for the delivery of signed broadcast programming and this arrangement is reviewed periodically. At the last review in 2010 Ofcom gave unqualified support for the work BSLBT had achieved and for its continuation.

### 3. To develop and revitalise its digital media presence

BSLBT Programmes are broadcast in regular weekly timeslots, known as the BSL Zone, on the Community Channel and Film4 and are available on Freeview, Sky and Virgin Media platforms. They can also be viewed at any time via BSLBT's website at [www.bslzone.co.uk](http://www.bslzone.co.uk)

Of the two distribution channels, viewing figures to date for 2012 show that Film4 achieves a much greater audience reach. 410,000 people saw BSLBT programmes in 24 hours of broadcast time on Film4, with 122,000 viewers on the Community Channel in 78 hours of broadcast time. It is significant that the Community Channel is not a general destination for Deaf people because the channel does not carry subtitles.

In 2011 the BSLBT Board recognised the need to invest in a new website, to serve as a supplementary distribution channel for its programmes. This was in part a response to the difficult broadcast slots BSLBT has been able to purchase, but also a response to the general move to online platforms and increased online viewing.

The online mission of BSL Zone is:

- To be the place Deaf people go to find and watch the best content made in BSL by Deaf people for Deaf people
- To give more life to BSLBT programmes and more engagement for Deaf viewers
- To be lively and frequently updated – with as much BSL content as is practical and affordable
- To be linked to BBC i-player and all other major broadcasters' online players

The goal is that Deaf people will go to [www.bslzone.co.uk](http://www.bslzone.co.uk) to:

- Catch up on BSL Zone programmes they missed on television
- Find out more about BSL Zone programmes
- Comment on programmes and interact with programme makers
- Find out more about BSLBT

## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Report of the Trustees for the Year Ended 31 December 2012

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This new website came on stream in July 2012, and its success is amply borne out by the website figures for 2009 – 2012 in the table below:

	Jan 2009 – June 2012 42 months www.bslbt.co.uk	July 2012 – December 2012 6 months www.bslzone.co.uk
UNIQUE VISITORS	85,294	48,596
Visits	216,656	283,159
Pageviews	685,291	309,343
Average visit duration	04:13 minutes	05:59 minutes
Bounce rate	45.73%	19.69%

#### 4. To consolidate its infrastructure and business systems and to ensure the right resources are in place to underpin success in the next 5-10 years

In the four years since 2009, BSLBT has spent 8% of its income on core staffing and administration costs. In recognizing that the organization might be too lean and thus not able to capitalize on new opportunities, such as fully exploiting its new website or applying for charitable funding, the Board undertook a review of organizational structure in 2012. When looking at future needs, they also recognized that the current CEO, Terry Riley, would be retiring in June 2014 and that the succession plan needed to be managed carefully. The review was completed in late 2012 and implementation started in early 2013.

Governance was greatly improved in 2012 with the setting-up of three Board committees: Nominations, Finance & Audit and Remuneration. These have now been functioning effectively for a year, and make significant contributions to the Board's work.

The focus of the Board's Awayday in 2012 was Risk and its output a Risk Register that is regularly monitored, checking alignment with the Business Plan, and monitoring systems and procedures in place to manage the key risks identified.

BSLBT has kept overheads to a minimum since 2009 by operating as a 'virtual organisation'. This has meant that it has not had to pay the costs of an office base for the staff team, all of whom work from home. However, as the organization develops this may become increasingly difficult to sustain and the Board is keeping the need for a fixed office base under active review throughout 2013.

The processes for commissioning programmes were reviewed during 2012 and a revised system, which aims to be more predictable and transparent will launch in early 2013. All programme makers were invited to a Workshop in December 2012 to introduce and explain the new commissioning process.

Programme budgets are also being examined in the light of four years' experience and the Board will consider the report in early 2013.

Finally, the Board would like to thank the programme-makers, participants in programmes and all the BSL Zone viewers – as well as dedicated staff team for their continuing support.

#### FINANCIAL REVIEW

##### Principal funding sources

BSLBT was set up in 2008 as an alternative way for independent broadcasters to meet their regulatory duty to provide programming in British Sign Language (BSL). Independent broadcasters with between 0.5% and 1% of audience share can choose either to source and broadcast programmes presented in sign language themselves or to contribute £20,000 each per year to BSLBT to make programmes in sign language for the Deaf audience.

Fifty-four channels from 14 broadcasters contributed to BSLBT in 2012, providing an income of £1,080,000.

The Board's strategy is to allocate a minimum of 70% of annual spend to programming and distribution, with at least 10% for Audience Engagement and no more than 15% to management and governance. In 2012, spend on programming and distribution dipped to 67% to help fund the new website but this will rise above 70% again in 2013.

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## BRITISH SIGN LANGUAGE BROADCASTING TRUST

### Report of the Trustees for the Year Ended 31 December 2012

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#### Reserves policy

The trustees have examined the charity's requirements for reserves in the light of the main risks to the organization. Having taken into consideration the facts that subscribing broadcasters pay in advance, overheads are low and the charity now has a sizeable library of programming to call on, the Board has decided that the charity should hold reserves of at least £150,000. In the first year of being a charity, BSLBT set about improving reserves, committing £116,000 to the reserve, and the target figure will be achieved in 2013.

#### Investment policy and objectives

The Finance & Audit committee is currently reviewing the charity's investment policy and strategy, seeking to maximise the return on cash held during the year with the need to protect absolutely the capital. However, the Board recognizes the need to improve on current returns and has agreed that for the foreseeable future the reserve and any cash sums available for shorter terms due to high balances at certain times of year should be invested with the best interest rates available from the charity's bank.

#### PLANS FOR FUTURE PERIODS

The Board has agreed plans for 2013 in each of the key areas:

##### Programming and content

A third series of *The Hub* has been commissioned for broadcast monthly during 2013, and a series of six shows with the *Punk Chef* will start going out on television in March 2013.

In line with the new commissioning process, two television programmes about the 2013 Deaflympics, plus associated content for the BSL Zone online, will be put out to tender in early March 2013, as will one drama and one documentary. A second commissioning round will follow in September for programmes and exclusive online content for 2014.

The *Zoom* scheme is not running in 2013 while a review looks at the best way forward for 2014. While *Zoom* has been a worldwide success it is not sustainable in its current form. The review will report to the Board during the summer of 2013 and an invitation to tender for a 'new' Zoom will be published later in the year.

The BSL Zone online will seek to give Deaf people new perspectives of the content so far created by repackaging some elements of programmes made in earlier years. For example, the *Deaf history* items from the *Wicked* series will be cut into individual items as will the very first short films made for BSLBT, under the title *Seeds*.

##### Digital distribution

The Community Channel and Film4 will remain the home for the BSL Zone on television, and the BSL Zone will be linked to the BBC i-player so that BSLBT programmes will feature on the BBC i-player search function. It is the Board's intention to link the BSL Zone to other major broadcasters' online players within the next two years.

##### Audience engagement and outreach

BSLBT will continue to exhibit at the main annual events, such as Deaf Day at the City Lit in London, Deaffest in Wolverhampton, Deaf World and Deaf Diaspora. And to build on the success of the 2012 Showcases, Steven Wynne will run four more key events around the UK (Newcastle upon Tyne, Glasgow, Belfast and a city in the Midlands) as well as smaller Deaf film nights in other locations.

A Deaf Web Editor will be appointed early in 2013 to develop the BSL Zone website, and to work with Steven on engaging Deaf people through social media such as Facebook and Twitter.

##### Infrastructure and business systems

Work will continue to develop an ideal staff structure for the long-term. The programming and distribution side of BSLBT's operations will be bolstered, and business and administrative support appointed.

The succession plan for the CEO will come into play as Terry Riley reduces his time commitment to BSLBT and focuses his involvement on key issues and at key times during the year. When Terry retires in June 2014 the role of CEO will cease, and the Trust is considering the editorial executive role to lead commissioning and monitor programmes during production. From 2013, in preparation for Terry's retirement, the Board will establish a small and focused Commissioning committee to support programme making.

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## **BRITISH SIGN LANGUAGE BROADCASTING TRUST**

### **Report of the Trustees for the Year Ended 31 December 2012**

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During 2013 the Board will seek to appoint a Vice Chair for good governance and to support the Executive Chair. It is the Board's long-term intention to separate the operational and board roles of the Executive Chair.

The Board has begun to examine the landscape for charitable fund-raising and will develop a strategy during 2013 for the following three years.

#### **Disclosure of information to auditors**

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditors are aware of such information.

#### **Auditors**

A statement of Trustees' responsibility for the financial statements can be found on the next page, which is deemed to be incorporated in (and form part of) this report.

HW Fisher & Company were appointed first auditors to the charity during the year. A resolution to reappoint them will be proposed at the Annual General Meeting.

#### **Other matters**

The accounts for the year ended 31 December 2011 were not audited.

### **STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees, who are also the directors of British Sign Language Broadcasting Trust for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

In preparing these accounts, 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;
- \* prepare the accounts 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 company and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



# Report of the Independent Auditors to the Members of BRITISH SIGN LANGUAGE BROADCASTING TRUST

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We have audited the financial statements of British Sign Language Broadcasting Trust for the year ended 31 December 2012 on pages twelve to eighteen. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

## Respective responsibilities of trustees and auditors

As explained more fully in the Statement of Trustees Responsibilities set out on page three, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

## Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Report of the Trustees to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

## Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2012 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

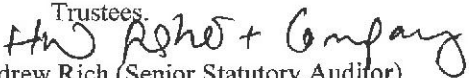
## Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements.

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

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

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies exemption in preparing the Report of the Trustees.

  
Andrew Rich (Senior Statutory Auditor)  
for and on behalf of HW Fisher & Co.  
Chartered Accountants and Registered Auditors  
11-15 William Road  
London  
NW1 3ER

Date: 22/7/13

**BRITISH SIGN LANGUAGE BROADCASTING TRUST****Statement of Financial Activities  
(Incorporating an Income and Expenditure Account)  
for the Year Ended 31 December 2012**

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	Notes	2012 Unrestricted funds £	2011 Total funds £
<b>INCOMING RESOURCES</b>			
<b>Incoming resources from generated funds</b>			
Investment income	2	1,891	1,812
<b>Incoming resources from charitable activities</b>			
Broadcasting of sign-presented media	3	<u>1,093,882</u>	<u>995,571</u>
<b>Total incoming resources</b>		1,095,773	997,383
<b>RESOURCES EXPENDED</b>			
<b>Charitable activities</b>			
Broadcasting of sign-presented media	4	933,906	990,955
<b>Governance costs</b>	6	<u>18,300</u>	<u>11,578</u>
<b>Total resources expended</b>		952,206	1,002,533
		<hr/>	<hr/>
<b>NET INCOMING/(OUTGOING) RESOURCES</b>		143,567	(5,150)
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		25,219	30,369
		<hr/>	<hr/>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>168,786</u>	<u>25,219</u>

**CONTINUING OPERATIONS**

All incoming resources and resources expended arise from continuing activities.


The notes form part of these financial statements



**BRITISH SIGN LANGUAGE BROADCASTING TRUST****Balance Sheet  
At 31 December 2012**

	Notes	2012 Unrestricted funds £	2011 Total funds £
<b>CURRENT ASSETS</b>			
Debtors	11	865,738	336,838
Cash at bank		<u>538,950</u>	<u>939,192</u>
		1,404,688	1,276,030
<b>CREDITORS</b>			
Amounts falling due within one year	12	(1,235,902)	(1,250,811)
		<u>168,786</u>	<u>25,219</u>
<b>NET CURRENT ASSETS</b>			
		<u>168,786</u>	<u>25,219</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			
		<u>168,786</u>	<u>25,219</u>
<b>NET ASSETS</b>			
		<u>168,786</u>	<u>25,219</u>
<b>FUNDS</b>			
Unrestricted funds	13	<u>168,786</u>	<u>25,219</u>
<b>TOTAL FUNDS</b>			
		<u>168,786</u>	<u>25,219</u>

The financial statements were approved by the Board of Trustees on 25th June 2013 and were signed on its behalf by:

  
R Griffiths - Trustee

The notes form part of these financial statements

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention, the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

**Financial reporting standard number 1**

Exemption has been taken from preparing a cash flow statement on the grounds that the charitable company qualifies as a small charitable company.

**Incoming resources**

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Resources expended**

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on cost

**Taxation**

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

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

**2. INVESTMENT INCOME**

	<b>2012</b>	<i>2011</i>
	£	£
Deposit account interest	<u>1,891</u>	<u>1,812</u>

**3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES**

	<b>Activity</b>	<b>2012</b>	<i>2011</i>
		£	£
Channel contributions	Broadcasting of sign-presented media	1,080,000	980,000
Access to Work income	Broadcasting of sign-presented media	13,493	14,571
Other income	Broadcasting of sign-presented media	<u>389</u>	<u>1,000</u>
		<u>1,093,882</u>	<u>995,571</u>

**4. CHARITABLE ACTIVITIES COSTS**

	<b>Direct costs</b>	<b>Support costs</b>	<b>Totals</b>
	£	(See note 5) £	£
Broadcasting of sign-presented media	<u>835,006</u>	<u>98,900</u>	<u>933,906</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2012

## 5. SUPPORT COSTS

Broadcasting of sign-presented media	<b>Management</b> £ <u>98,900</u>
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Support costs, included in the above, are as follows:

**Management**

	2012	2011
	<b>Broadcasting of sign- presented media</b>	<i>Total activities</i>
	£	£
Trustees' salaries	42,712	34,630
Trustees' social security	4,876	3,806
Administration salaries and social security	-	456
Insurance	1,691	1,795
Telephone	1,715	1,529
Postage and stationery	1,570	1,606
Sundries	-	283
Travelling and subsistence	5,155	4,332
Computer and IT support costs	6,520	6,478
Room hire and rental costs	8,092	1,276
Staff training	3,751	2,147
Interpreters	2,773	2,191
Legal and professional fees	7,992	9,015
Accountancy	11,510	10,420
Bank charges	<u>543</u>	<u>435</u>
	<b><u>98,900</u></b>	<b><u>80,399</u></b>

**Finance**

	2012	2011
	<b>Total activities</b>	<i>Total activities</i>
	£	£
Depreciation of tangible fixed assets	<u>-</u>	<u>500</u>

## 6. GOVERNANCE COSTS

	2012	2011
	£	£
Trustees' expenses	3,291	2,252
Accountancy	2,000	2,000
Legal and professional fees	10,259	7,326
Auditors' remuneration	<u>2,750</u>	<u>-</u>
	<b><u>18,300</u></b>	<b><u>11,578</u></b>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST****Notes to the Financial Statements - continued  
for the Year Ended 31 December 2012****7. NET INCOMING/(OUTGOING) RESOURCES**

Net resources are stated after charging/(crediting):

	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Auditors' remuneration	2,750	-
Depreciation - owned assets	<u>-</u>	<u>500</u>

**8. TRUSTEES' REMUNERATION AND BENEFITS**

	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Trustees' salaries	42,712	34,630
Trustees' social security	<u>4,876</u>	<u>3,806</u>
	<u>47,588</u>	<u>38,436</u>

Trustee remuneration relates to administration services provided by a trustee, as permitted by the charity's Articles of Association. None of the trustees receive remuneration in respect of the performance of their duties as trustees.

**Trustees' expenses**

	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Trustees' expenses	<u>3,291</u>	<u>2,252</u>

**9. STAFF COSTS**

	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Wages and salaries	139,861	124,545
Social security costs	<u>15,329</u>	<u>13,856</u>
	<u>155,190</u>	<u>138,401</u>

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

**Notes to the Financial Statements - continued  
for the Year Ended 31 December 2012**

**10. TANGIBLE FIXED ASSETS**

	<b>Computer equipment £</b>
<b>COST</b>	
At 1 January 2012	2,000
Disposals	<u>(2,000)</u>
At 31 December 2012	<u>-</u>
<b>DEPRECIATION</b>	
At 1 January 2012	2,000
Eliminated on disposal	<u>(2,000)</u>
At 31 December 2012	<u>-</u>
<b>NET BOOK VALUE</b>	
At 31 December 2012	<u><u>-</u></u>
At 31 December 2011	<u><u>-</u></u>

**11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2012 £</b>	<b>2011 £</b>
Trade debtors	840,000	336,000
Other debtors	3,729	838
Prepayments	<u>22,009</u>	<u>-</u>
	<u><u>865,738</u></u>	<u><u>336,838</u></u>

**12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2012 £</b>	<b>2011 £</b>
Trade creditors	29,286	18,126
Tax	-	219
Social security and other taxes	6,411	-
VAT	154,418	132,466
Other creditors	2,590	-
Deferred income	1,040,000	1,080,000
Accrued expenses	<u>3,197</u>	<u>20,000</u>
	<u><u>1,235,902</u></u>	<u><u>1,250,811</u></u>

Deferred income represents channel contributions invoiced in advance.

**BRITISH SIGN LANGUAGE BROADCASTING TRUST**

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2012

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**13. MOVEMENT IN FUNDS**

	At 1.1.12 £	Net movement in funds £	At 31.12.12 £
<b>Unrestricted funds</b>			
General fund	25,219	143,567	168,786
	<u>25,219</u>	<u>143,567</u>	<u>168,786</u>
<b>TOTAL FUNDS</b>	<u>25,219</u>	<u>143,567</u>	<u>168,786</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	1,095,773	(952,206)	143,567
	<u>1,095,773</u>	<u>(952,206)</u>	<u>143,567</u>
<b>TOTAL FUNDS</b>	<u>1,095,773</u>	<u>(952,206)</u>	<u>143,567</u>

**14. MEMBERS**

British Sign Language Broadcasting Trust is incorporated as a company limited by guarantee, having no share capital. Its members are the directors of the company. In accordance with the Memorandum and Articles of Association, every member is liable to contribute a sum of £1 in the event of the company being wound up.