



Annual Report Summary

For the year ending
31 March 2021

togetherTV
for good

Welcome to our fifth annual report as a charitable Community Benefit Society, our third full year broadcasting as Together TV and our 20th since we launched as Community Channel in 2000.

Message from the Chair and Chief Executive

Together TV inspires positive change.

We are dedicated to creating new connections for people and communities, and we do this through our programming, our partnerships and our real-world changemaking.

The past year has been a testing time for us all and during lockdown people have needed trusted media more than ever. At Together TV, we have played our part.

Our **You Are Not Alone** campaign supported our vulnerable viewers by brokering introductions to local mutual aid groups. Our **Christmas Together** campaign helped bring connection to isolated viewers during the festive season. Our **Diverse Film Fund** launched in March 2021 telling the stories of Black British lives today. Our **Sunflower Challenge** followed, using gardening to improve mental health as we emerge from months of lockdown.

During the pandemic, we expanded the team to help us deliver more campaigns, viewer engagement and support. We also migrated our playout to a new provider and built a new **Engagement Platform**, which enables us to deliver our changemaking campaigns and impact at scale. Alongside all this is the incredible support of our media partners, who provide the bandwidth to keep us broadcasting, help us with marketing and programming, and are so generous with their expertise. Thank you!

As we look ahead to 2022 we will continue to deliver our role to inspire positive change, create new connections and create demonstrable impact for people and community groups right across the U.K.



Caroline Diehl, MBE
Executive Chair



Alexander Kann
Chief Executive

2021 Update

Since year-end...

— We launched our **Sunflower Challenge**, using gardening to improve mental health. It was promoted by a marketing campaign devised by BBC Creative, which showcased broadcasts (*Garden Rescue*, *Instant Gardener*) and signposted viewers to register. We sent out 50,000 sunflower seed kits, followed by weekly emails, videos with Danny Clarke (who presents *Instant Gardener*), reminders by SMS, web resources, competitions, gallery, local community gardens and Facebook Group community.

— Following Caroline's crowdfunding campaign in August 2020, our **Diverse Film Fund** films have been produced and are broadcasting. We commissioned five 10-minute documentaries about Black British lives today, with funding up to £10k per film along with a production bootcamp and filmmaker mentoring. An incredible 29 partners supported the launch, resulting in 170 applicants.

— We have developed our **new streaming platform**, extending Together TV to new platforms via livestreaming and catch-up. It will enable us to develop new audiences, expand our distribution, have direct audience relationships and starts to de-risk loss of our linear carriage. We are planning to soft launch the service in Q4 2021.

— We have appointed the independent TV producer Alex Graham as our **Senior Independent Director** and trustee. Alex founded and ran Wall To Wall, one of the UK's most successful independent production companies from 1987 until 2013, then became Elected Vice-Chair and then Chair for PACT, then trustee then Chair for The Scott Trust, owners of The Guardian.

— The **Green Challenge**, in partnership with the Daily Mirror, launched in September 2021, growing basil and sustainable cooking as a route into climate issues ahead of COP26. TV chef Rustie Lee hosts four new videos.

The Community Benefit Society had a successful 2020/2021 achieving the objectives set for the year despite the challenges of coronavirus. These are described below, undertaken to further Together TV's charitable purposes for the public benefit.

Achievements and performance

Refine our TV content offer

Our content offer, led by factual series and documentaries, is geared around three areas:

Home world

House & Home

DIY - Gardening

Health & Wellbeing

Food - Wellbeing

Relationships

Dating - Sex Positivity

Local world

Heritage

History - Community

Great British Outdoors

Countryside - Journeys

Wider world

Inspiring Change

Social Change - Campaigns

We discussed the mix of popular and engaging series alongside more reputational content, and simplified our content strategy for 2021. In May, our VE Day programming premiered eight documentaries and secured great coverage from national outlets including the Sunday Express, The Sun, Daily Mirror and Daily Mail. We partnered with the Building Heroes charity to promote their work.

Following the tragic murder of George Floyd and the resurgence of the Black Lives Matter movement, we showed solidarity on-air, online and on social media re-broadcasting David Olusoga's landmark BBC series *Black & British*, who then shared his support on Twitter.

We also licenced the short documentary *The Felling of Colston* within days of its release.

Black History Month in October focused on Justice with documentaries including *No Justice No Peace*, *Race For Justice* and *An Outrage* as well as *Looking for Love* by the late Menelik Shabazz, *Young Gifted & Classical* and five Black women of Impact films.

We partnered with Museumand (the National Caribbean Heritage Museum) editors on videos, blogs and spoken word, broadcasting their documentary *Nine Nights* and filming eight new short interviews in Nottingham and London.

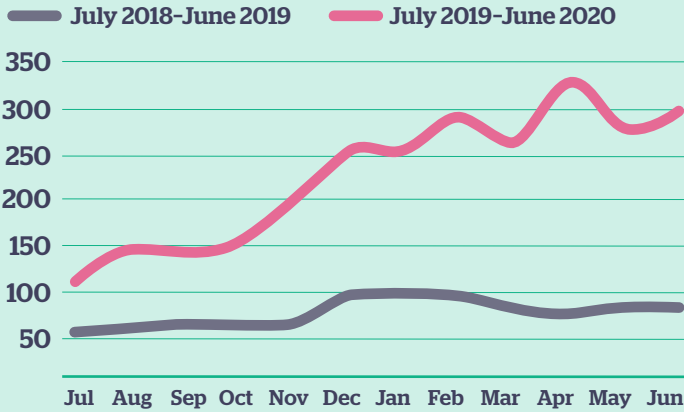


David Olusoga, *Black & British* series

Grow our TV audiences

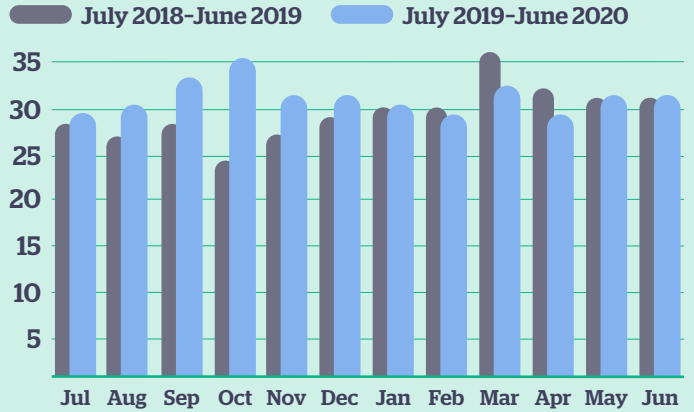
In June 2020 a Digital i report on our audience growth showed our daily reach had increased over 150% year-on-year, with reach up by 56%.

Average Daily Reach (000s) x Month



This daily reach increase shows viewers are engaging more. Our monthly average audience increased 64% and our share increased by 65%.

Average Daily Minutes (Viewers) x Month



Daily Reach **+150%**

July 2018-June 2019 82
July 2019-June 2020 205

Total Reach **+56%**

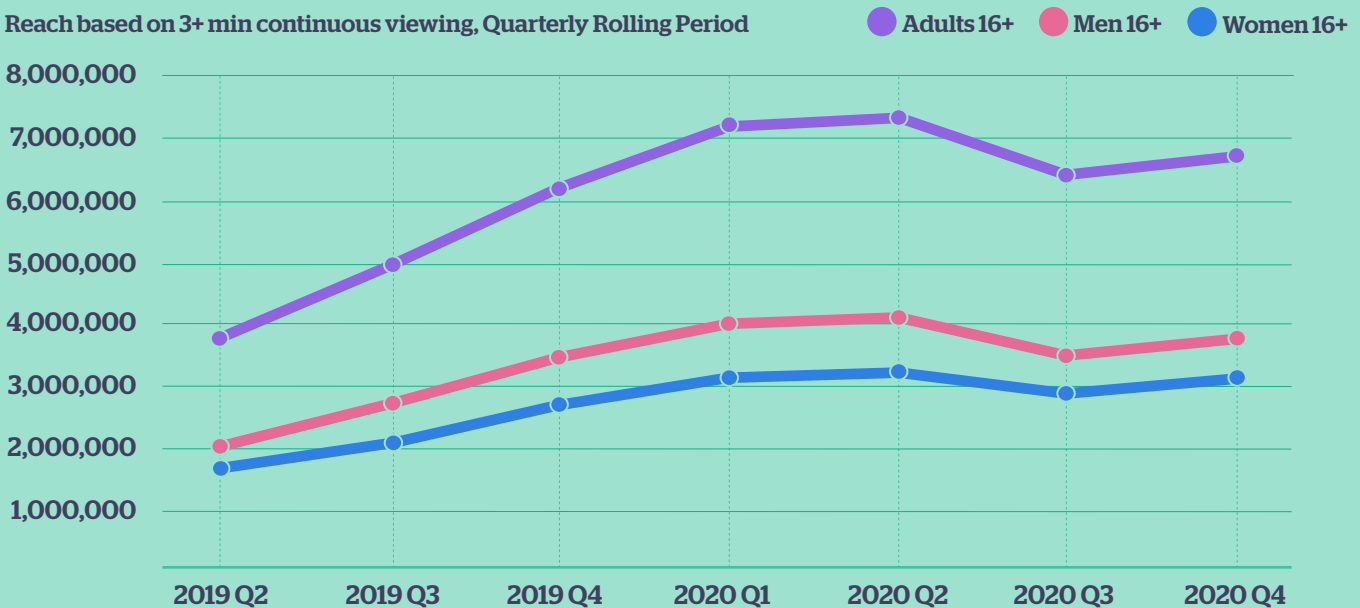
July 2018-June 2019 8,958
July 2019-June 2020 14,005

We have seen continued strong performance over the rest of the year, though our overall reach has declined once each lockdown has ended.

Our viewer profile is 52% male, largely 55+ and from lower income and retired households.

Reach (unique TV viewers per quarter)

Reach based on 3+ min continuous viewing, Quarterly Rolling Period



Grow online and social media audiences

togethertv.com

As we have increased our digital activity during lockdown—from viewer support to our content campaigns—we've seen corresponding strong growth in our digital and social media audiences.

This has been driven by our larger marketing team enabling us to create more digital and social media content, increase community management and run the one-to-one engagement our viewers have needed.

Website visitors have ramped up dramatically—driven by key moments such as our Black & British blogs in response to the Black Lives Matter movement, livestream of Love & Pride from Pride Radio and website visitors doubling in the last quarter of 2020 driven by our Christmas Together campaign.



Social Channels

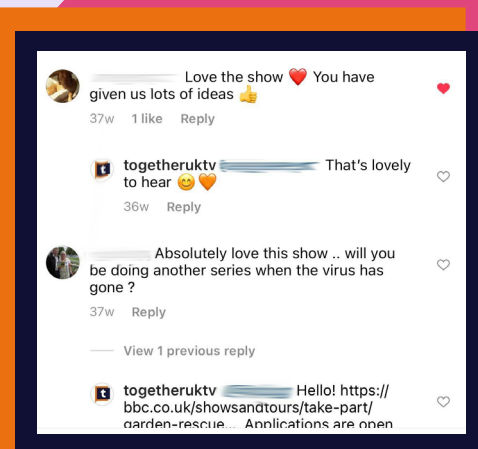
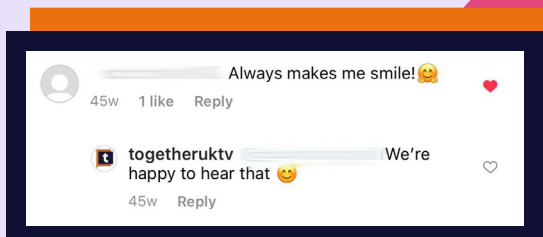
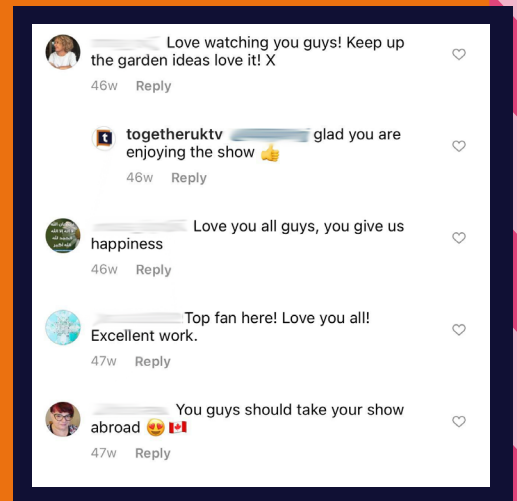
Across the financial year, we saw 10m video views on Facebook for a total of nearly 3m minutes viewed, our content reaching 7m people globally.

YouTube continues to grow strongly—nearly 100% year-on-year, with viewing time up 76% and watch time up 63% month-on-month.

Total engagement is up 20% with 66k total engagements (likes, dislikes, comments and shares), outperforming industry benchmarks.

Across the year, we ran campaigns and awareness days, including supporting the DEC campaign in July along with working with LGBTQIA+ groups for Love & Pride in July, Road Peace for a showing of *Britain's Worst Road Disaster* and supported Make Music Day 2020.

We also supported World Day Against Child Labour with a blog & social posts, working in partnership with Anti-Slavery International.



You Are Not Alone

Just before lockdown started, we launched a campaign to support vulnerable people in self-isolation.

Stuck at home?
You're not alone!

togetherTV
for good

Working with Mutual Aid UK and Public Health England, we created online resources for people in need, including gamified resources *Catch It Clean It* and *Stay At Home, Save Lives*.

We turned our office landline into a Help Line and matched hundreds of self-isolating people to their local Mutual Aid group coordinators, bringing in new Data Privacy and Safeguarding policies internally and with Facebook on social media safeguarding.

Our landing page had around 20,000+ unique viewers and became a top Google search for this topic.

We learned that our viewers' contact preferences, in order, are phone calls, SMS, email, WhatsApp and then Facebook.

We continued working with Mutual Aid groups throughout the year and filmed six groups for our Christmas Together campaign (detailed below).

You Are Not Alone returned for the second and third lockdowns with an on-screen zip graphic with our phone / SMS details on every programme from noon to 10pm.

Viewer calls lasted an hour on average and were conversations concerning mental health support—more so than the food and medicine assistance calls we saw in the first lockdown.

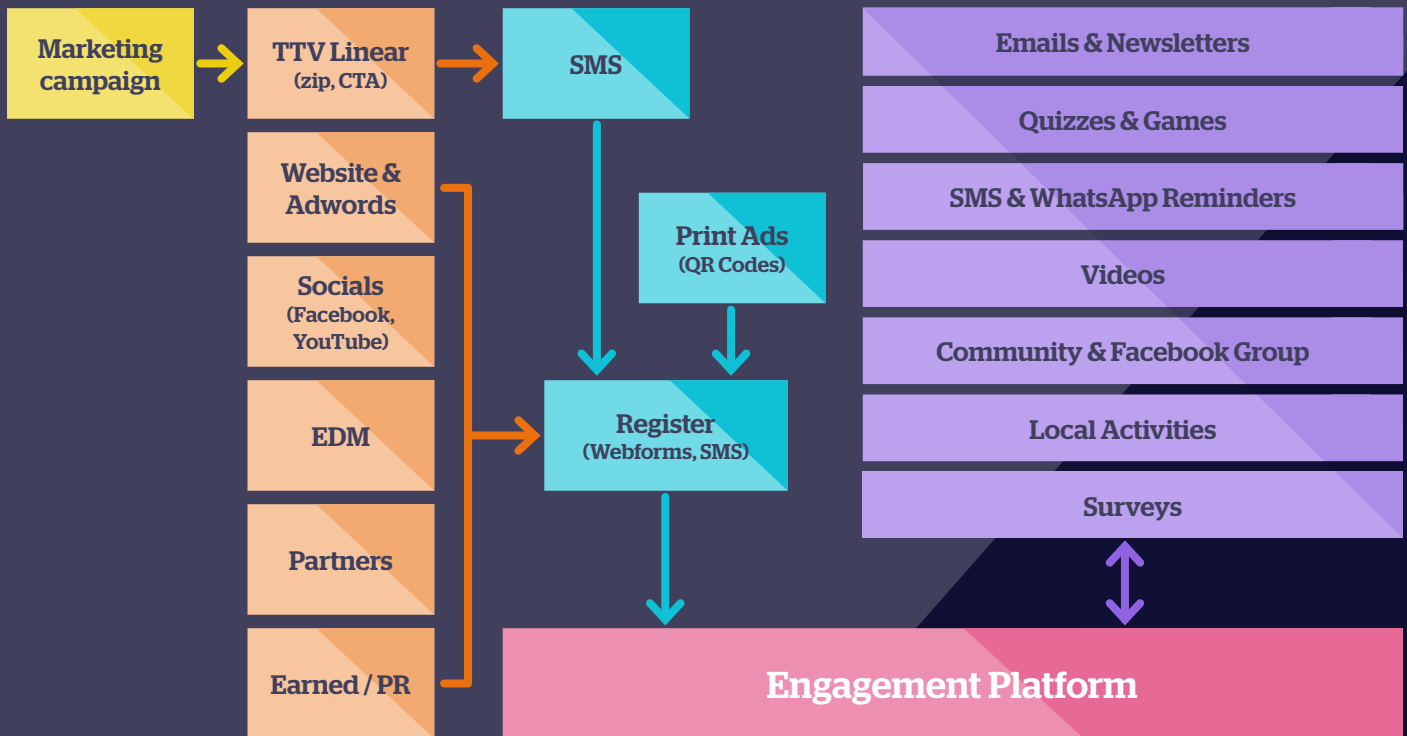
Develop our new Engagement Platform

Our Engagement Platform has been 18 months in the making, starting with our learnings from the Together For Good campaign in summer 2019.

Our Engagement Platform enables us to better listen to our viewers and stakeholders, understand their behaviours and preferences, build a relationship with our audiences based on their interests and track engagement levels, developing direct relationships

with our viewers and users, engaging them with relevant, personalised and localised things to do.

This framework brings together our external marketing reach, Together TV content and on-air messaging with our online and social media channels. This all brings people onto our Engagement Platform, which in turn delivers personalised behaviour change journeys.



Deliver a diversity and inclusion plan for our organisation and content

Together TV supports diverse, inclusive and independent filmmaking across its programming. From documentaries and series to seasons and events around ethnicity, sexuality and disability.

We work with diverse production companies, broadcast pioneering Black and Asian British film and have co-funded independent British Asian drama. The murder of George Floyd and the Black Lives Matter movement brought into focus our need to do more. We can clarify that, after the board discussed it, the outcome was a paper agreeing our priorities across different areas.



Lynda-Louise Burrell, Creative Director at Museumand

A Christmas lunch for everyone

Christmas Together was our campaign to help reduce isolation during the loneliest of festive seasons.

Christmas Together

Freeview 87 | Sky 170
Virgin 269 | Freesat 164

We targeted viewers who live alone, those that needed to self-isolate and those who were unable to be with their family or attend a Christmas lunch club.

The campaign ran from 1 December to 18 January and was part of our wider work with the Jo Cox Foundation on the Great Winter Get Together, which was five weeks of building new connections and reducing isolation.

We broadcast *Old People's Home for 4 Year Olds* and ran a Christmas in a Box giveaway with

1,000 registrants for our 50 festive hampers. Along with this, Together TV worked with TBI Media to produce a one-hour Christmas Together special featuring interviews with our series presenters, how-to segments, songs and films celebrating mutual aid groups.

Engagement remained high throughout and through Facebook alone we reached nearly 3m people with 5.8m impressions. A huge thanks to the marketing team for working on Christmas Day to deliver this!



Ria Hebden, Christmas Together special

Absolutely a big help.

Alan, Dorset

I really don't know what I would do without your help, you are a life saver.

Petrina, vulnerable

You have been my angel today. I appreciate the help and kindness that you showed me.

Annette, 70+, Scotland

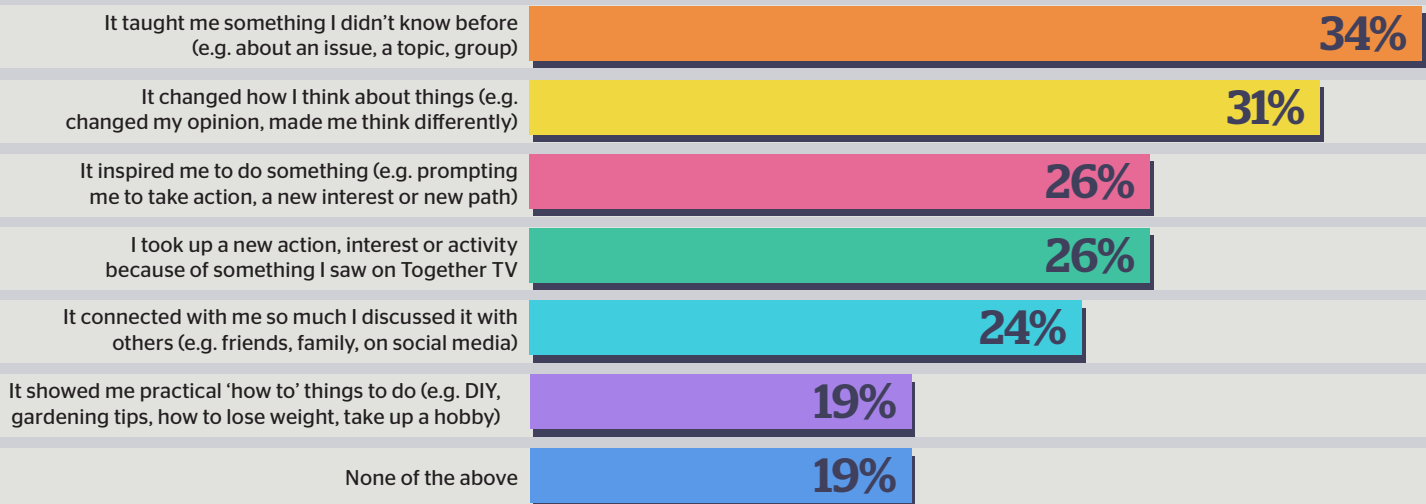
Independent research on impact

Opinium very kindly conducted research in October 2020, which showed that 26% of Together TV viewers said the channel inspired them to do something new.

This is up from 19% in September 2019 and 15% in April 2019 when Opinium ran the same surveys. It found 26% of viewers said the channel's content drove them to take up a new action up from 17% in September 2019 and 12% in April 2019.

This indicates viewers are engaging with our programming, are inspired and then make a change in their lives for the better. At 26% of all viewers that is over **three million people** each year.

Together TV has been most impactful in helping people learn new things and challenging their beliefs.



Opinium also asked questions that show our audience understands the channel and our impact.

Positive experiences from watching the channel include being more community focused and learning new things.

Instilling a sense of community

I felt closer to the group portrayed—in part because of the 'informal' production.

It made me view other people as an extended part of me.

Highlighting important issues

Showing terminal patients. Really devastating.

One particular programme, ie. *Food Unwrapped*, has made me more aware of food safety and nutrition which I have taken on board.

Teaching new things

I enjoyed watching the programmes. Connected with my hobbies, especially gardening, inspiring me to continue, and I probably picked up a few ideas for my garden.

It made me realise I could make my garden better for wildlife and for me and my mental health.

Plans for the next year

For the coming year 2021/2022, our aims will be to...

- Grow our linear viewing by implementing our new content strategy and messaging.
- Develop and launch new IP streaming and catch-up services.
- Deliver the first Diverse Film Fund and prepare to launch the 2022 edition.
- Run 2-3 national marketing campaigns to raise brand awareness.
- Launch two Together For Good mass-engagement campaigns.
- Secure new campaign partners and further enhance our Engagement Platform.
- Improve our engagement with our stakeholders and partners.
- Regularly report our impact via independent research and our own data.



**“My sunflower is 10ft.”
Julie, standing beside the magnificent results
of her Sunflower Challenge.**

Summary

Financial Statements

The Community Channel (operating as Together TV)

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

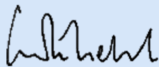
	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Income from:						
Donations and legacies	34,303	-	34,303	11,907	-	11,907
Charitable activities	240,250	-	240,250	113,815	-	113,815
Other trading activities	1,258,081	-	1,258,081	954,055	-	954,055
Investments	84	-	84	327	-	327
Total income	1,532,718	-	1,532,718	1,080,104	-	1,080,104
Expenditure on:						
Raising funds	198,741	-	198,741	182,594	-	182,594
Charitable activities	961,588	-	961,588	675,970	-	675,970
Total expenditure	1,160,330	-	1,160,330	858,564	-	858,564
Net income / (expenditure) for the period	372,389	-	372,389	221,540	-	221,540
Net movement in funds for the period	372,389	-	372,389	221,540	-	221,540
Reconciliation of funds						
Total funds brought forward	283,089	-	283,089	61,549	-	61,549
Total funds carried forward	655,478	-	655,478	283,089	-	283,089

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


Balance Sheets as at 31 March 2020

	The Group		The charity	
	2021 £	2020 £	2021 £	2020 £
Fixed assets				
Tangible assets	6,560	4,113	6,560	4,113
Intangible assets	126,062	102,668	126,062	102,668
Investments	-	-	1	-
Total fixed assets	132,621	106,781	132,622	106,781
Current assets				
Debtors	319,428	352,253	133,791	91,574
Cash at bank and in hand	595,881	237,835	138,303	172,111
Total current assets	915,309	590,088	272,094	263,685
Liabilities				
Creditors: amounts falling due in less than one year	(253,952)	(285,380)	(253,416)	(284,980)
Net current assets	661,357	304,708	18,678	(21,295)
Total assets less current liabilities	793,978	411,489	151,300	85,487
Net assets	793,978	411,489	151,300	85,487
Funds of the charity				
Share capital	138,500	128,400	138,500	128,400
Unrestricted income funds	655,478	283,089	12,800	(42,913)
Total charity funds	793,978	411,489	151,300	85,487

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


Caroline Diehl
(Chair)


Lorna Dickens
(Trustee)


Elias Bassou
(Secretary)

The Trustees of the Community Benefit Society, who are also directors under society law, who served during the period from 1 April 2020 and up to the date of this report were as follows:

Non-executive

Paul Amadi, appointed 23/06/2020
Amooti Binaisa, appointed as elected Trustee 17/09/2020
Penny Brough, resigned 18/11/2020
Lorna Dickens
Jack Eatherley
Phil Geraghty, resigned 17/09/2020
Alex Graham, appointed as Senior Independent Director 15/09/2021
Laura Hopper
Satmohan Panesar, appointed 23/06/2020
Laurie Patten
Philip Turvil
Jenny Walton

Executive

Caroline Diehl, Executive Chair
Alexander Kann, Chief Executive Officer

Company Secretary

Elias Bassou

togetherTV
for good

Freeview 83, Sky 170, Virgin 269 and Freesat 164

www.togethertv.com

020 3196 1562

info@togethertv.com

24 Neal Street, London, WC2H 9QW

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

On the cover: Tony, supported by WHoo Cares during the pandemic. [Watch his story here.](#)



Report design by [Patrick Miller](#)

