



Annual Report Summary

For the year ending
31 March 2022

togetherTV
for good

Welcome to our sixth annual report as a charitable Community Benefit Society, our fourth year broadcasting as Together TV, and our twenty-first since we launched as The Community Channel in 2000.

Message from our Executive Chair and Founder Caroline Diehl, MBE

On behalf of our board of trustees, I am delighted that this year was one of growing and well-evidenced social impact across our millions of TV and digital viewers in the UK.

We again ran several successful campaigns that supported our vulnerable viewers during the covid-19 pandemic; we connected isolated viewers during the festive season, improved viewers' mental health through our gardening Sunflower Challenge and helped the planet through our Green Challenge.

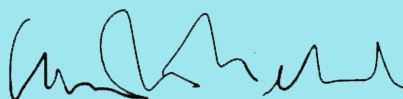
We were thrilled that our new Diverse Film Fund, supported by many individual donors, has benefited diverse communities and filmmakers, with one of our first five commissioned films winning the BAFTA for best Short Form TV programme in May 2022.

We see Together TV as a unique public service partnership across commercial and public service media, with social impact and positive social change at the heart of our purpose.

My thanks to our dynamic CEO Alex Kann, alongside his dedicated team, and to my fellow trustees, whose expertise and skills guide our strategy. And thank you to all the many friends and colleagues, mentors and supporters over the last 22 years.

It is a proud time for me personally to step down from the board knowing that the channel has strong partnerships, an experienced and diverse board and team, and a powerful social impact story to take forward to the next stage. I am delighted that Lisa Opie is taking over as our new Chair from September 2022, bringing highly relevant expertise and connections to the board – thank you Lisa.

On behalf of all our trustees, a special thank you always to our Members, donors, partners, staff and viewers – together you continue to make this Channel so special. Thank you.



Caroline Diehl, MBE

Together TV's Head of Content and Scheduling Janet Olaofe holding the BAFTA award for Best Short Form Programme "Our Land" in May 2022.



2022 Update

Since year end...

- We launched **Diverse Film Fund Year 2 - Queer Lives Today**, expanded to support funding five 20-minute documentaries at £20k each with further mentoring, support and training and launched at the BFI Flare LGBTQ+ film festival.
- We launched **Sunflower Challenge 2022** with 50,000 people and 100+ community groups registered in 9 days.
- Our Diverse Film Fund film **Our Land** won the **BAFTA for Best Short Programme** in May 2022.
- **Together TV's streaming service** launched in May 2022, for desktop, mobile and tablet along with some connected TV platforms.
- **Lisa Opie** was appointed Chair of Together TV, succeeding **Caroline Diehl MBE** our Founding Chair, along with **Satmohan Panesar** in the new role of Vice Chair. Congratulations!
- We ran a **brand campaign for Together TV**, promoting the streaming service, thanks to our media supporters including ITV, Channel 4, Paramount, A&E Networks, Sky, Turner and Clear Channel.
- In September, we held an event at the BBC Radio Theatre to say farewell to Caroline and welcome Lisa as our new Chair.

I am growing vegetables now with my grandad.

Olivia



Queer Lives Today

I have been phoning/texting people I have kind of lost touch with. Had knit and natter days with a friend. Got myself together and been shopping. Not sitting around so much, get myself outdoors more...

Sandie

The Community Benefit Society had a successful 2021-22 achieving the objectives set for the year. Our achievements and performance against each objective are described below, undertaken to further Together TV's charitable purposes for the public benefit.

Achievements and performance

Grow viewing through our new content strategy



In April, we premiered *The Instant Gardener*, hosted by Danny Clarke who fronted our Sunflower Challenge videos. We broadcast five BBC documentaries on mental health for Mental Health Week along with *The Mayor's Race* (on Marvin Rees, Mayor of Bristol), *My Big MS Adventure*, *The Movement: Refugee Rescue* and 13 new *Gamechangers* documentary premieres.

As we headed into October, we had our five *Black, British & Breaking Boundaries* films premiering along with six *Black Excellence* shorts. November focused on the environment with Liz Bonnin's *Drowning in Plastic* and *Meat: A Threat to our Planet*. In December we ran our *Christmas in a Box* hamper competition, along with the DEC Afghanistan campaign and booster jab campaign.

Our year-round focus in 2022 is on improved mental health using different content themes as the lenses for this. The year began focusing on the outdoors through series including *Highlands: Scotland's Wild Heart* and *Britain's Coastal Railways*, along with documentaries for Holocaust Memorial Day. We broadcast the NHS' campaign film *Help* and documentaries *The Last Miners* and *Grandad, Dementia and Me*, along with new BSL Zone and BBC Lifeline films.

I found a love for gardening, which has helped my mental health a lot.

Chelsea

TV Audiences

In June 2022 we asked Digital I to report on our audiences in 2021. As expected, our viewing decreased over 2021, as the COVID-19 lockdowns eased off and ended with a similar average audience to the end of 2019, indicating viewing has maintained stability.

I had always spent my time on my own or with my family but now I am in the garden with very green fingers.

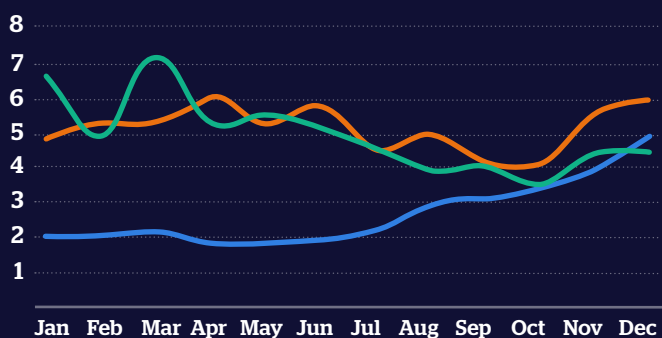
Jackie

Average Audience (000s)

+83%

Average Audience (000s) x Month

2019 2020 2021

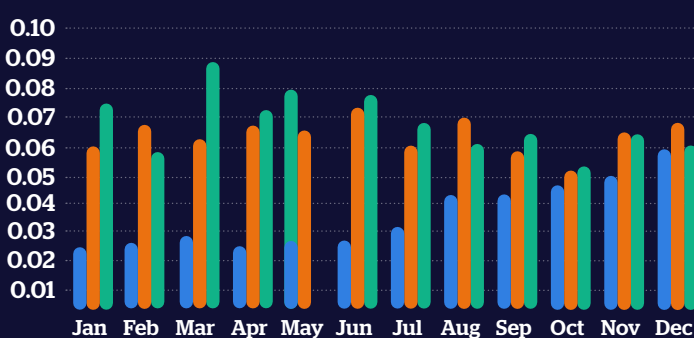


Share (%)

+93%

Share (%) x Month

2019 2020 2021



Daily reach has increased 55% since 2019, peaking during the 2020 Covid lockdowns, before resuming a steadier rate of growth in 2021. Viewing in 2021 was generally above 2019 levels. Average daily minutes watched has increased by 16%.

The vast majority of viewing came from viewers aged 55 and over, with two-thirds being in C2DE socioeconomic groups. Women had a slight lead over men in terms of the gender split. Our core viewers are mostly empty-nesters and mostly in Freeview homes.

Most of the core viewers rely on EPG to find out what to watch on TV (60%). This is followed by TV trailers (32%), newspaper listings / TV supplements (24%).



While 35% of core viewers watch YouTube somewhat regularly, the majority watch on a daily or weekly basis.



Online shopping is a rare occurrence for these viewers: 56% don't tend to do it; 41% do it rarely; 13% do it monthly.



About a third (39%) of the audience tunes in for BVOD services regularly (daily or weekly).

BVOD

The audience is split when it comes to social networks. 17% use them regularly whilst 75% rarely or barely use it at all.



Subscription services are not very popular with Together TV core viewers—only 10% use them regularly.

SVOD

93% of core viewers use music streaming services rarely or not at all.



Computer / laptop 59%

Smartphones 55%

Tablet 44%

None 18%

Games console 11%

Smart watch / fitness tracker 10%

Smart Speaker 7%



Togethertv.com

Our website had the most users and traffic we've ever seen last year, doubling the previous year and with 88% new users to the website, driven by the Sunflower Challenge and Green Challenge landing pages and resources, along with visitors to the TV Guide, our blogs and the Diverse Film Fund.

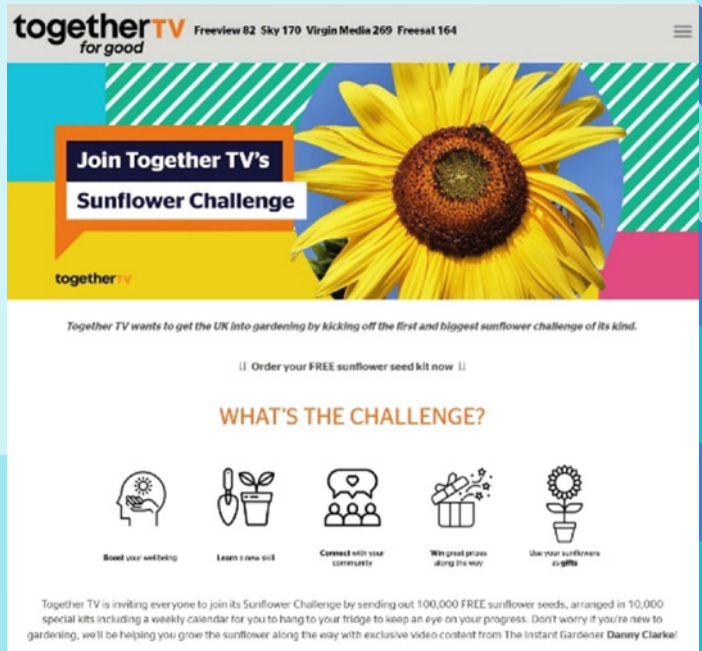
Our usual levels are to have around 75k-100k unique users per quarter. During Sunflower Challenge this leaped to 215k users.

Social Channels

Our Facebook audience has grown tremendously over the last four years, thanks to Meta's incredible support through training, coaching and very generous advertising support.

Last year we had 12.2m minutes watched on Facebook, 3.8m video views and 115k engagements. Instagram engagement and following is steadily growing.

YouTube continues to deliver millions of minutes watched each month and steady growth in our subscriber base.



I started to help out with a craft group and I have made new friends.

Shelly

Email Marketing

We began 2021 with 19,000 CRM contacts and by Christmas we had 105,000 contacts, achieving our 100,000 target for 2021.

These increases were largely due to new registrants on our Challenges. Salesforce kindly provided over ten hours of coaching in summer 2021.

Develop and launch new streaming and catch-up services

We embarked on launching our own-brand streaming and catch-up service, working with Red Bee Media to develop this service for desktop internet browsers, iPhone and iPad, Android phones and tablets, Apple TV, Android TV, Samsung TV and LG TV.

Our social purpose streaming service links our programmes into our Channel Your Inner Good challenges to engage viewing into doing.

In October 2021 we also launched on Sky Glass as an internet-delivered HD channel.



The Diverse Film Fund

The Diverse Film Fund launched in March 2021 through 29 media and charity partners promoting it and a BFI NETWORK webinar with over 100 attendees.



Diverse Film Fund
Filmmakers



We had 170 applicants of which the judging panel selected:

- **Superheroes Wear Hoodies**
by Jason Osborne
- **Our Land**
by Alexandra Genova
- **The Black Equestrian**
by Sheila Kayuma
- **Barry the Beekeeper**
by Ikram Ahmed
- **The Beyonce Experience**
by Blaise Singh

Along with the £10k of funding per film, the filmmakers went through an intensive production bootcamp, and a mentor each. In particular a big thank you to **Naked Productions** and its MD, **Fatima Salaria**.

Following an online premiere screening we broadcast the films in October then shared them through **ITV Hub**, **Sky** and **Virgin Media** on-demand.

I just want to share what it's meant to all at Rise. I've been getting regular updates from people who have seen the doc and have fallen in love with the work that they do, from those in the community to some celebrity friends of the organisation!

But perhaps most importantly, it's meant the world to all the young people and of course Joyclyn as the founder, to have been given the opportunity and the platform to participate in something that truly represents who they are. Just their feedback alone has been fantastic so on their behalf, I sincerely thank you for this opportunity.

Jason Osborne, director of Superheroes Wear Hoodies

Marketing campaigns to raise brand awareness

We launched our Sunflower Challenge campaign in May with outdoor ads in over 450 sites across the UK along with print ads in national newspapers (The Sun, The Times, i, Metro, Daily Mail), digital campaigns on Facebook, Instagram, YouTube and Google Adwords.

Outdoor campaigns reached 30m impacts and we reached a circulation of 2.1m through newspapers.

I've started gardening because of the Sunflower Challenge. I've grown tomatoes, potatoes, runner beans, butternut squash...

Ciana

The programmes give me an interest in gardening and give me some useful tips to share with others.

Mary

I enjoyed the sunflower challenge. I planted the sunflower seeds with my mammy who was terminally ill in April and have had one fully grown sunflower to remember her after she died in May.

Patricia

In the autumn, we launched our **Channel Your Inner Good** campaign, led by a new channel promo kindly produced by **BBC Creative** and broadcast on **Channel 4, Channel 5, MTV, Comedy Central and Together TV**.

A huge thank you to Justin's team at BBC Creative for all their support, and to our wider network of media partners kindly gifting us their media spaces.



Glasgow bus stops (Clear Channel)



Birmingham New Street (JCDecaux)

Behaviour Change campaigns to reduce social isolation

Sunflower Challenge

In spring 2021, we launched the first edition of the Sunflower Challenge, using gardening to improve mental health in the last months of lockdown.

Our original target was to have 10,000 participants, however over 20,000 people registered ahead of launch. In response we expanded the campaign to 50,000, which we reached in three weeks.

One unexpected element was how many community groups were interested - with over 130 participating, including mutual aids groups, Age UKs, scouts, schools and 50 young offenders in Feltham Prison.

We sent out 50,000 sunflower seed kits and growing charts to people in the post, followed by weekly emails, videos with Danny Clarke, reminders by SMS/WhatsApp, web resources, competitions, sunflower selfie gallery, local community gardens and Facebook Group community.

Over 500,000 emails and nearly 100,000 SMS/WhatsApp messages were sent over the 12 weeks. 35,000 people completed the Challenge and our engagement metrics remained strong throughout – with 31% open rates (20% benchmark) and bounce rate of under 1%.

Over 4,000 people sent us sunflower selfies for our gallery and over 13,000 wellbeing check-in responses were submitted, which showed increased wellbeing, reduced isolation and increased social impact for those who took part. Amazing!

Sunflower Challenge 2021 was shortlisted for a Big Impact Award at Third Sector Awards and featured as a case study in Ofcom's Making Sense of Media June 2022 report on media literacy and engagement.



Green Challenge

The Green Challenge – focused on improving our food sustainability – launched in The Mirror's Vanishing Britain special edition with an article endorsing quotes and pics from Nadiya Hussein, Danny Clarke and TV chef Rustie Lee.

35,000 growers participated in this challenge, receiving basil seeds kits/recipe cards and exclusive videos filmed with Rustie Lee. We introduced localisation to our weekly emails with partners FoodCycle in England and FareShare Scotland, Wales and Northern Ireland. Over 300 charities and community groups took part.



Reporting our impact

Sunflower Challenge Wellbeing Check-Ins

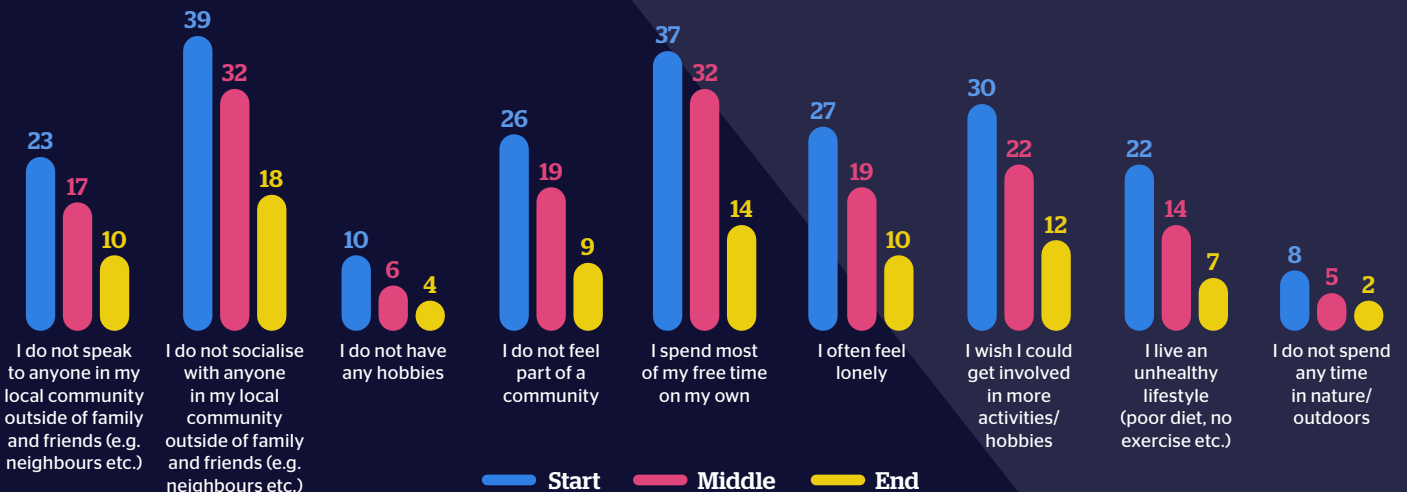
We asked our Challengers to tell us how they were at the start, middle and end of the Sunflower Challenge. We had **13,000 respondents** with data analysis by BBC Audiences team.

Wellbeing indicators had a consistent increase across the 12 weeks of the Sunflower Challenge. By participating in

the Challenge respondents reported a **10% improvement** in their wellbeing on average.

- Community Connection is where the effect is greatest with **sharp decreases** in social isolation across the three waves (see below).
- Social Impact has strong evidence of increases in terms of learning, motivation and starting new activities. Also by the final wave **25%** had given sunflowers to family or friends and **8%** had joined a local gardening group.

Improvement in Community Connection (% reduced isolation) throughout the Sunflower Challenge

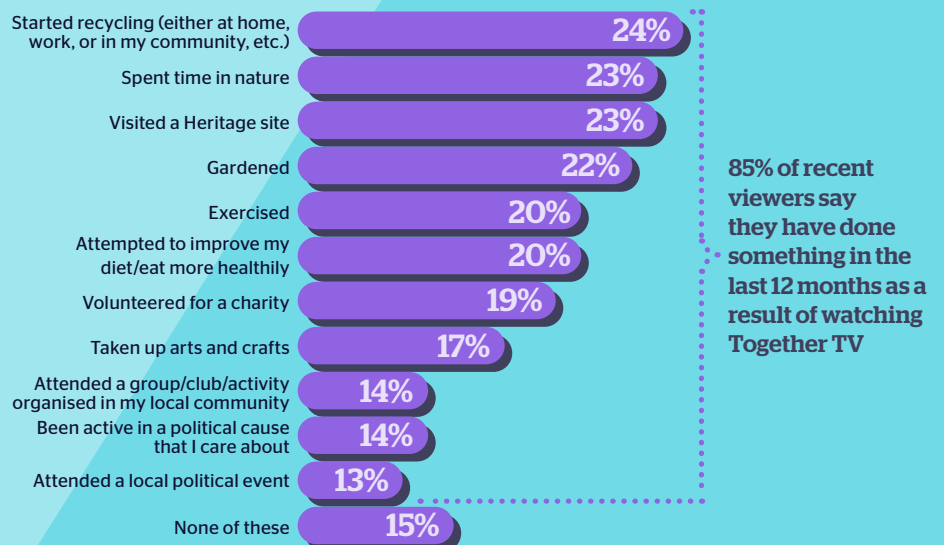


Independent Research

Opinium ran new research for us in June 2022, with a nationally representative respondent base of 2,000 people. Amazingly, **four-fifths** of those who have watched Together TV recently have taken some action as a result – that equates to **10 million people** over the last year!

Together TV has been most impactful in teaching people to do things for themselves as well as fostering a sense of belonging.

Actions taken by viewers in June 2022¹



¹Q: Q6. Which of the following have you done in the last 12 months as a result of watching Together TV? Base: those who have watched Together TV in the last month (154).

Plans for the next year

For the coming year 2022/2023, our aims will be to...

- Increase our content budget to deliver the content strategy and expanded Diverse Film Fund Year 2.
- Launch the streaming service across platforms, launch a Freeview Play app, build a new website.
- Run two marketing campaigns around our content and challenges to raise brand awareness.
- Scale up Sunflower Challenge 2022 and enhance our engagement platform with Salesforce.
- Improve our impact measurement through research support and agency partners.
- Develop new initiatives with media partners, broker new partnerships with charities and brands.

I have started to go swimming five days a week. Not only for health benefits but to force me to venture outside my house.

Natalie

I now talk to people on my street and have started a gardening club with the local school so the children can learn where their veg comes from. I also give out the sunflower seeds.

Charlie



Danny Clarke, host of the 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 2022.

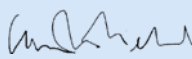
	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Income from:						
Donations and legacies	10,007	-	10,007	34,303	-	34,303
Charitable activities	112,000	-	112,000	240,250	-	240,250
Other trading activities	1,539,252	-	1,539,252	1,258,081	-	1,258,081
Investments	19	-	19	84	-	84
Total income	1,661,278	-	1,661,278	1,532,718	-	1,532,718
Expenditure on:						
Raising funds	183,756	-	183,756	198,741	-	198,741
Charitable activities	1,364,980	-	1,364,980	961,588	-	961,588
Total expenditure	1,548,736	-	1,548,736	1,160,329	-	1,160,329
Net income / (expenditure) for the period	112,542	-	112,542	372,389	-	372,389
Net movement in funds for the period	112,542	-	112,542	372,389	-	372,389
Reconciliation of funds						
Total funds brought forward	655,478	-	655,478	283,089	-	283,089
Total funds carried forward	768,020	-	768,020	655,478	-	655,478

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


The Community Channel (operating as Together TV) Society number 7400. Balance Sheets as at 31 March 2022.

	The Group		The charity	
	2022 £	2021 £	2022 £	2021 £
Fixed assets				
Tangible assets	8,508	6,560	8,508	6,560
Intangible assets	105,336	126,062	105,336	126,062
Investments	-	-	1	1
Total fixed assets	113,844	132,622	113,845	132,623
Current assets				
Debtors	331,832	319,428	212,576	133,791
Cash at bank and in hand	789,887	595,880	196,405	138,303
Total current assets	1,121,719	915,308	408,981	272,094
Liabilities				
Creditors: amounts falling due in less than one year	(319,043)	(253,952)	(318,543)	(253,416)
Net current assets	802,676	661,356	90,438	18,678
Total assets less current liabilities	916,520	793,978	204,283	151,301
Net assets	916,520	793,978	204,283	151,301
Funds of the charity				
Share capital	148,500	138,500	148,500	138,500
Unrestricted income funds	768,020	655,478	55,783	12,801
Total charity funds	916,520	793,978	204,283	151,301

Approved by the Trustees on 12/09/2022 and signed on their behalf by:


Caroline Diehl
(Chair)


Lorna Dickens
(Trustee)


Solinda Butawo
(Secretary)

The Trustees of the Community Benefit Society, who are also directors under society law, who served during the period from 1 April 2021 and up to the date of this report were as follows:

Non-executive

Paul Amadi

Justin Bairamian, appointed 28/06/2022

Amooti Binaisa

Lorna Dickens

Jack Eatherley, resigned 22/02/2022

Alex Graham, appointed as Senior Independent Director 15/09/2021

Laura Hopper, resigned 15/09/2021

Jill McKnight, appointed 22/02/2022

Satmohan Panesar

Laurie Patten

Philip Turvil

Jenny Walton

Executive

Caroline Diehl, Executive Chair, resigned 12/09/2022

Lisa Opie, Executive Chair, appointed 12/09/2022

Alexander Kann, Chief Executive Officer

Company Secretary

Solinda Butawo

togetherTV
for good

Freeview **83**, Sky **170**, Virgin Media **269** and Freesat **164**

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



On the cover: Sunflower Challenge participant Maxine F.

Report layout and design: [Patrick Miller](#)