

Charity Registration No. 1140827

Company Registration No. 07560997 (England and Wales)

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2015

SCIENCE MEDIA CENTRE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Dr P Cotgreave (Chair)
Mr A J Denoon
Dr H J Munn
Mr P L M Davies (Treasurer)
Mr J C Baker
Mr M Sudbury
Professor Sir M Rawlins
Professor Sir S Wessely
Dr H Jamison
Professor O Leyser

Senior Staff

Ms Fiona Fox OBE	Chief Executive
Ms Natasha Neill	Head of Operations (from January 2015)
Mr Tom Sheldon	Senior Press Manager (from May 2014)
Dr Edward Sykes	Senior Press Manager and Head of Mental Health & Neuroscience (from May 2014)
Mrs Selina Kermode	Head of Operations and Development (left in January 2015)
Dr Helen Jamison	Deputy Director (left in May 2014)

Charity number

1140827

Company number

07560997

Principal address

215 Euston Road
London
NW1 2BE

Registered office

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NW1 2BE

Auditors

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SCIENCE MEDIA CENTRE

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SCIENCE MEDIA CENTRE

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2015

The Trustees present their report and accounts for the year ended 31 March 2015.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the Charity's Memorandum and Articles of Association, the Companies Act 2006 and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005.

INTRODUCTION

The Science Media Centre (SMC) has its roots in the influential House of Lords Science and Technology Select Committee third report on Science and Society, which sought to renew public trust in science; the overall goal of the SMC is therefore to help achieve this aim by working to promote more balanced, accurate and rational coverage of the important science, health and environment stories that appear in the media.

The SMC was originally set up in April 2002 as a division of the Royal Institution of Great Britain (RIGB, Charity Registration No. 227938), and its financial structure was that of a restricted fund maintained by the RIGB. In April 2011 the SMC became independent and registered as a charity and a company limited by guarantee. The period ended 31 March 2015 is the SMC's fourth year as a fully independent organisation, but also its thirteenth year of existence.

OBJECTS AND ACTIVITIES

Public opinion surveys continue to demonstrate that the public values science (Public Attitudes to Science 2014, Ipsos MORI study conducted for the Department of Business, Innovation and Skills (BIS)). The vast majority of those surveyed (81%) agree that science will make people's lives easier and think that scientists and engineers make a valuable contribution to society. However, more people feel uninformed about science than feel informed (55% vs 45%), and there is a considerable appetite for hearing more about science. Traditional mainstream media such as television and print newspapers continue to be the most common sources of information that people access, providing an opportunity for accurate, evidence-based information to reach a mass audience. (Public Attitudes to Science 2014, Ipsos MORI study conducted for the Department of Business, Innovation and Skills (BIS)).

The SMC's priority is to promote, for the benefit of the public, and policymakers, accurate and evidence-based information about science in the media, particularly on controversial and headline news stories, as this is when most confusion and misinformation occurs. The objects of the SMC are as follows:

"To advance the education of the public in science and engineering and all their related branches and disciplines, particularly by the dissemination of research and information about science to the media."

In order to meet its charitable objectives, the SMC's main activities include:

- working with scientists, engineers and other experts from the scientific community, and supporting them to engage with the media;
- working with journalists and providing them with information about science and its related disciplines;
- supporting press officers when they are working on complex and contentious science, health and environment stories that could be misrepresented.
- providing expertise and advice on issues relating to science and the media.

There has been no change during the period in the policies adopted in furtherance of the objects, and the Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the SMC should undertake.

ACHIEVEMENTS AND PERFORMANCE

Summary

The Science Media Centre exists to respond to complex and often controversial science stories in the media, and remains the only independent charity in the UK to do so. When a story breaks or controversial new research is published, the SMC encourages experts to engage with the media, while also providing accurate, evidence-based information and the views of members of the scientific community to journalists covering the story.

Major issues which the SMC worked on in 2014-15 include: the UK winter flooding events, the launch of the Concordat on Openness in Animal Research, the launch of Genomics England, the Ebola outbreak, fossil fuels and climate change, the debate surrounding mitochondrial donation techniques, air pollution, and studies into the effectiveness of Tamiflu. It also worked on issues such as statins, e-cigarettes, sugar, and GM technology as they have continued to be prevalent in the news agenda and public debate.

In total, the SMC responded to 343 breaking stories and new reports or scientific studies, held 67 press briefings and dealt with approximately 800 separate media enquiries from journalists looking for an expert. All of these activities contributed to the SMC's performance towards its key objects and activities as listed above.

Following the strategic review in 2012, specific sectors of the scientific community were targeted for funding to ensure that the supporters of the SMC represent the key stakeholders that it works with. As a result of the targeted fundraising for university donations the income of the SMC from this group grew from £36,000 to £71,500.

Working with scientists, engineers and other experts, and supporting them to engage with the media

Supporting scientists is one of the most valued aspects of the SMC's work, and by working with individuals and press offices we encourage their engagement with the media.

The SMC runs several events each year to introduce scientists, engineers and other experts to the importance and public benefits of working with the media, to encourage them to get involved, and to support them to be able to do so. The events are aimed at experts with little or no media experience, and include talks and panel sessions with other experts who have media experience, and with journalists who can explain the realities of their work and how best to help them cover science accurately for the public.

This year the SMC ran an 'Introduction to the Media' event held at the Wellcome Collection. The event was attended by over 140 scientists from a wide range of fields. The event was open to scientists from any institution, and university-affiliated experts were particularly well represented.

All attendees who answered the feedback survey rated the event very positively. The journalist panel, scientist panel and 'Top Tips' talk were met with almost universal approval (rated 'very good' or 'good' by 100%, 97% and 97% of respondents respectively), whilst the SMC talk and closing remarks from Dr Jeremy Farrar, Director of the Wellcome Trust, also received exceptionally positive responses.

Working with journalists and providing them with information about science and its related disciplines

The main services that the SMC provides to journalists are:

Rapid Reactions

When a story breaks the SMC springs into action-persuading leading scientific experts to drop what they are doing to engage with the story, and then contacting journalists at all the major news outlets to offer those experts for interviews or immediate comment. The Rapid Reaction service is a real example of a win-win scenario for science and the media: the eager news journalists are delighted to get credible experts to talk to, and the SMC ensures that the public is hearing the best science from the people who are leading the field. Examples of Rapid Reactions include stories like Fukushima, volcanic ash, the horsemeat scandal, the 2014 floods, Ebola, bird flu and the closing down of the post of chief scientific adviser to the president of the European Commission.

Roundups

This service is totally unique to the SMC and has become a key tool for the Centre and for journalists. The SMC issues critiques from leading experts to embargoed science stories, giving valuable insight that journalists can use to rate a press release, gauge how significant a story is, and lift quotes for inclusion in their articles. Statements from independent scientists can help reporters identify the strengths and weaknesses of a new study and put it into the context of wider scientific knowledge. These comments can indicate how surprising or important the findings are and describe any implications. Print and broadcast journalists can lift quotes for their reports and follow-up for further interviews with the experts. Recent examples have helped journalists to navigate new studies on antibiotics and heart disease, plants and climate change, cocoa and cognition, and how alcohol intake affects sperm quality.

Briefings

The Science Media Centre runs regular press briefings for UK news journalists. News briefings give scientists the opportunity to explain complex news findings directly to an audience of journalists. Background briefings address a wide range of topical issues where experts feel that accurate, evidence-based information has been missing from the media and public debate. SMC briefings have proved to be instrumental in ensuring scientifically-accurate media coverage of certain issues. Recent examples have focused on e-cigarettes, Ebola, mitochondrial donation techniques, Campylobacter, shale gas, statins and cracks in nuclear power stations.

The SMC is also popular as a neutral venue for scientific institutions who want to speak out on issues of joint concern, such as NHS reform and the UK science budget.

In addition to responding to the most important news stories of the day, providing accurate information about the latest developments in science to journalists, and running regular press briefings, the SMC also handles *ad hoc* enquiries from journalists seeking an expert to interview, or background information on a science, health or environment story which they may be working on.

The SMC continued to build on the success of its Before the Headlines project, which provides journalists with statistical analyses of new scientific studies. It focuses on studies with complicated statistics which may be particularly open to misunderstanding and misreporting. Drawing on the expertise and advice of a network of experienced statisticians and epidemiologists, the SMC issued sixteen analyses for journalists on new research, including studies looking into, bisphenol-A, Tamiflu, as well as statins and diabetes. In addition the SMC has issued several Factsheets for journalists on key areas of interest, including Ebola, e-cigarettes, genome editing and Campylobacter.

The SMC also produces Briefing Notes on controversial topics in science, which give a summary designed for general news producers and presenters of the basics of a specific topic and a run-down of points of controversy from the scientific perspective. Briefing Notes are produced in consultation with leading scientists in the field, as well as specialist media professionals. Aimed at broadcasters and newsdesks, Briefing Notes are designed to be read rapidly and to be kept in a studio or newsroom. During this year a Briefing Note on animal research was produced.

Supporting press officers when they are working on complex science, health and environment stories:

Many of the SMC's core activities rely on working with and supporting press officers, helping when their institutions or scientists hit the headlines or when they have the expertise to comment on an issue already in the headlines. Press officers often approach the SMC for its assistance and expertise, particularly when an issue is complex or controversial.

The SMC also provides support for press officers by sharing advice and championing the crucial role they play in science communication. SMC staff are often invited to give talks and presentations at scientific organisations and meetings, aiding both the press officers and encouraging experts to engage with the media, whilst raising awareness of the SMC's work. Staff speak at universities, learned societies, institutions, companies and charities. In particular this year SMC staff have presented sessions or given talks at the British Toxicology Society annual conference, the Stempra press officer training day, the National Institute for Biological Standards and Control, the University of Exeter and the Royal Society of Biology.

Providing expertise and advice on issues relating to science and the media

The SMC is often called upon to comment on and provide expertise in relation to its overview and experience of science in the media. This year SMC staff have featured in interviews and had comment pieces published in the following outlets: Indy Voices, the Guardian and BBC Radio Oxford (on how health stories are covered in the press).

The SMC's staff also provide expertise and advise internationally, and during the year spoke at the symposium on advocacy and transparency on animals in research (FENS forum) in Milan, Italy and at the chief scientific adviser meeting in Auckland, New Zealand.

Restricted Fund - Working with mental health and neuroscience experts

A restricted fund in the form of grants and donations from several organisations within the mental health research community continues to allow the SMC to employ a full-time member of staff to work specifically on mental health and neuroscience stories in the media. This much-needed position fills a recognised gap in the field to improve public access to accurate information and research on mental health, psychiatry, neuroscience and psychology. This post has enabled the SMC to work on a range of issues including biomarkers for Alzheimer's, depression and cancer, animal research for psychiatry, cannabis and schizophrenia, and the role of antidepressants in care.

Other activities

The SMC also carries out a number of other activities alongside the core programme of services and projects it runs as detailed above. All of these involve working with and supporting scientists, journalists and press officers, and fulfil the SMC's charitable objective to promote for the benefit of the public and policymakers accurate and evidence-based information about science in the media.

Although the core focus of the SMC's work is very much within the UK, it has continued to develop its working relationships with other SMCs outside of the UK. This has helped to raise awareness internationally of the significant public education benefits of encouraging scientists to engage with the media and working with journalists to help them cover science accurately and informatively, and has also significantly raised the profile of the global SMCs. In particular the UK SMC has worked closely with existing SMCs in Canada, Australia and New Zealand, hosted colleagues from the nascent German SMC for a week, and run sessions on a potential SMC in Ireland.

IMPACT OF THE SMC'S WORK

The period 2014-15 has been a year of change and renewed focus for the SMC, with staff changes and the outcomes of the strategic review. Staff have continued to show incredible commitment to the mission of the SMC and yet again the impact of the SMC in ensuring more accurate, balanced and rational coverage of science in the UK media has been astounding.

Commentary on the objectives as described in last year's trustee report follows:

1. Communicating the strategic review to the SMC's stakeholders outlining its renewed vision, mission and objectives

The outcome of the strategic review was communicated to stakeholders and the full report made publicly available on the SMC's website.

2. Further reviewing how the SMC defines science and ensuring its expert database and governing individuals include a range of expertise from across science and engineering

The SMC has committed substantial time throughout the year to review the database of scientists to ensure its quality. The SMC has also worked closely with the Academy of Medical Sciences in recruiting their female Fellows to the SMC database following media training.

3. Further developing the SMC's funding and fundraising model

In 2014-15 the SMC focused fundraising efforts on universities aiming to increase the proportion of funding received from this sector. The efforts were a great success with the proportion of funding from universities rising from 6% to 14% and the total number of institutions donating to the SMC increasing to 20 in 2014-15 from 10 in 2013-14.

PLANS FOR FUTURE PERIODS

The current period has seen the SMC's fourth year as a fully independent charity. The Trustees feel that the SMC is operating from a position of strength, in terms of both its core activities and financial security. The following priorities have been identified for the coming year:

1. To undergo a publications review to ensure that the SMC is both keeping its stakeholders fully abreast of developments and asking them to engage with issues. This review will also make certain that the outcomes of the strategic review are reflected consistently throughout the SMC's publications.
2. To hold a specialist 'Introduction to the Media' event will be held focusing on nutrition, with the aim of increasing the number of scientists on the SMC database who are able to comment on such stories.
3. To review how the SMC might better engage with non-specialist journalists
4. To explore possibilities to increase the number of industry scientists on the SMC database.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2015

STRUCTURE, GOVERNANCE AND MANAGEMENT

The SMC is an independent charity and company limited by guarantee (Company Registration No. 07560997, England & Wales; Charity Registration No. 1140827).

It is funded principally by donations from trusts and foundations, science bodies and other organisations, companies, charities, and government and related agencies. The SMC is independent from its funders who do not gain influence over the SMC's work in return for their financial support. To protect the SMC from any undue influence the SMC caps donations from any one institution at 5% of annual income. The SMC's Trustees and Advisory Committee have agreed on a small number of exceptions to the 5% upper limit on donations. These exceptions are large trusts like the Wellcome Trust and Drayson Foundation.

The Trustees, who are also the directors for the purpose of company law, and who served during the period are:

Dr P Cotgreave (Chair)	
Mr T Miller	(Resigned 24 September 2014)
Mr P D Greenish	(Resigned 24 September 2014)
Mr A J Denoon	
Dr H J Munn	
Mr P L M Davies (Treasurer)	
Mr J C Baker	
Mr M Sudbury	(Appointed 23 January 2015)
Professor Sir M Rawlins	(Appointed 17 June 2014)
Professor Sir S Wessely	(Appointed 23 January 2015)
Dr H Jamison	(Appointed 23 January 2015)
Professor O Leyser	(Appointed 17 June 2014)

The Trustees are also the directors for the purpose of company law. The Board of Trustees is the major decision-making body and it meets at least three times a year. Trustees are individuals distinguished in the field of science, engineering, medicine, journalism, communications, finance, law and policy. The SMC considers each of the Trustees to be independent in character and judgement, and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the SMC. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared.

Trustees are appointed in accordance with the SMC's Memorandum and Articles of Association and Regulations, taking into account the benefits of appointing a person who is able, by virtue of his or her personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the Charity. All of the Trustees also act as directors of the company, but none has any beneficial interest in the company and no remuneration is provided except for reasonable travel and subsistence costs. These costs totalled £573 (£402 in 2013-14)

Advisory Committee

The Trustees are guided by a voluntary group of distinguished experts from the fields of science, engineering, medicine, journalism and communications, who provide expertise and advice, and also meet three times a year. The SMC is very grateful to the members of the Committee for their valuable contribution to its work.

Trustee Induction & Training

The SMC undertakes a comprehensive induction programme for all new Trustees, which includes induction materials relating to its purposes and finances, the powers of the Trustees and information about day-to-day running of the SMC. Key documents are provided, such as the SMC's Memorandum and Articles of Association and Regulations, the Charity Commission's Essential Trustee guide, up-to-date accounts, and minutes of the most recent Trustee meetings. Trustees are also supported through on-going training, with skills requirements regularly reviewed.

Policy is determined by the Trustees, on the advice of the Advisory Committee and others, and its implementation is delegated to the Chief Executive who, in conjunction with a team of seven additional staff, the Advisory Committee and Trustees as appropriate, undertakes the necessary work. The Head of Operations has particular responsibility for issues relating to governance and the Treasurer for the financial management of the organisation.

Volunteers

The SMC also continued to benefit from significant contributions from unpaid volunteers, who undertake short-term work placements to gain experience of the work of the SMC and assist with its day-to-day activities. Volunteer work is of direct benefit to the SMC and the Trustees wish to record their thanks to all concerned. The SMC is also pleased to note that many of them go on to secure full time roles in public engagement and science communication.

Staff

This year the SMC has had several staff changes and a restructure following the departure of the Deputy Director. As a result the post was replaced by a Senior Management Team comprising the Chief Executive, two Senior Press Managers and the Head of Operations. The new staff structure has allowed for better distribution of organisational responsibility and both staff and Trustees are happy with the current structure.

Risk Management

The Trustees have assessed the major risks to which the SMC is exposed and are satisfied that systems are in place to mitigate that exposure. These risks are reviewed annually, and also at regular Trustee meetings on a case-by-case basis, with reference to the SMC's risk register. In particular, the SMC's risk register ("Change Document") was extensively reviewed and updated this year to ensure that appropriate and comprehensive risk management strategies are in place.

Following the staff restructure, responsibility for the overall Change Document was delegated to Dr Edward Sykes, Senior Press Manager and Head of Neuroscience, with named Trustees owning particular risk areas.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2015

PUBLIC BENEFIT STATEMENT

The Trustees have had due regard to the Charity Commission's guidance on the public benefit requirement under the Charities Act 2006. The charity is actively advancing its objects for the public benefit by the means described above. The Science Media Centre is delivering a wide range of services for the benefit of the public and policymakers. The potential beneficiaries of the charity include all those in the UK affected by issues of significant science, health and environmental impact.

TRANSACTIONS AND FINANCIAL POSITION

In its fourth year of operation as a fully independent organisation, the SMC has continued to establish a strong financial position and build up an appropriate level of reserves by year end.

The principal income of the SMC is derived from donations and grants from trusts and foundations, science bodies and other organisations, companies, charities and government and related agencies. The Statement of Financial Activities shows that the total income to year end was £520,815. This is a decrease from the previous year (£594,549 in 2013-14), mainly due to timing differences in receiving donations after year end.

Total expenditure for the year was £508,669 (£495,120 in 2013-14) of which 91% (93% in 2013-14) was spent on charitable expenditure directly carrying out the Charity's key objectives. The activities for the year therefore resulted in a surplus of £12,146 (£99,429 in 2013-14).

RESERVES POLICY

This year the Trustees agreed that the reserves policy should be amended to reflect the risk of long term legal costs to the SMC and increase the level of unrestricted funds.

It is therefore the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between six and twenty-four months' expenditure (approximately £230,000 - £920,000 for this period).

This level of reserves has been built up and maintained throughout the period; the Charity holds £449,649 in reserves as of 31 March 2015 (£437,503 in 2013-14).

STAFF

The Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of the SMC during the year.

AUDITORS

Clarkson Hyde LLP were appointed auditors to the company, a resolution proposing that they be re-appointed will be put to the members.

On behalf of the board of Trustees

Dr P Cotgreave (Chair)

Trustee

Dated: 15 September 2015

SCIENCE MEDIA CENTRE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees, who are also the directors of Science Media Centre 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 which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

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; and
- 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 adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the accounts comply with the Companies Act 2006. 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.

SCIENCE MEDIA CENTRE

INDEPENDENT AUDITORS' REPORT

TO THE TRUSTEES OF SCIENCE MEDIA CENTRE

We have audited the accounts of Science Media Centre for the year ended 31 March 2015 set out on pages 12 to 17. 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 charity's trustees, as a body, in accordance with section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charity's trustees 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 its trustees 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, the Trustees, who are also the directors of Science Media Centre for the purposes of company law, are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view.

The Trustees have elected for the accounts to be audited in accordance with the Charities Act 2011 rather than the Companies Act 2006. Accordingly we have been appointed as auditors under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our responsibility is to audit and express an opinion on the accounts 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 accounts

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charity'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 accounts. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited accounts and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on accounts

In our opinion the accounts:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2015 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.

SCIENCE MEDIA CENTRE

INDEPENDENT AUDITORS' REPORT (CONTINUED)

TO THE TRUSTEES OF SCIENCE MEDIA CENTRE

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the accounts; or
- the charitable company has not kept adequate accounting records; or
- the accounts are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Peter Minchell (Senior Statutory Auditor)
for and on behalf of Clarkson Hyde LLP

Chartered Accountants

Statutory Auditor

3rd Floor
Chancery House
St Nicholas Way
Sutton
Surrey
SM1 1JB

Dated: 15 September 2015

Clarkson Hyde LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

SCIENCE MEDIA CENTRE

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2015

	Notes	Unrestricted funds £	Restricted funds £	Total 2015 £	Total 2014 £
<u>Incoming resources from generated funds</u>					
Donations and legacies	2	471,669	24,994	496,663	566,541
Investment income	3	1,652	-	1,652	1,008
		<u>473,321</u>	<u>24,994</u>	<u>498,315</u>	<u>567,549</u>
Incoming resources from charitable activities	4	-	22,500	22,500	27,000
		<u>473,321</u>	<u>47,494</u>	<u>520,815</u>	<u>594,549</u>
<u>Resources expended</u>					
Costs of generating funds					
Costs of generating donations and legacies	5	26,002	6,501	32,503	27,434
		<u>26,002</u>	<u>6,501</u>	<u>32,503</u>	<u>27,434</u>
Net incoming resources available		447,319	40,993	488,312	567,115
Charitable activities					
Staff costs		289,013	52,952	341,965	347,489
Other direct costs		105,280	16,272	121,552	113,688
		<u>394,293</u>	<u>69,224</u>	<u>463,517</u>	<u>461,177</u>
Total charitable expenditure		394,293	69,224	463,517	461,177
Governance costs		12,649	-	12,649	6,509
		<u>12,649</u>	<u>-</u>	<u>12,649</u>	<u>6,509</u>
Total resources expended		432,944	75,725	508,669	495,120
		<u>432,944</u>	<u>75,725</u>	<u>508,669</u>	<u>495,120</u>
Net incoming/(outgoing) resources before transfers		40,377	(28,231)	12,146	99,429
Gross transfers between funds		(5,342)	5,342	-	-
		<u>(5,342)</u>	<u>5,342</u>	<u>-</u>	<u>-</u>
Net income/(expenditure) for the year/ Net movement in funds		35,035	(22,889)	12,146	99,429
		<u>35,035</u>	<u>(22,889)</u>	<u>12,146</u>	<u>99,429</u>
Fund balances at 1 April 2014		414,614	22,889	437,503	338,074
		<u>414,614</u>	<u>22,889</u>	<u>437,503</u>	<u>338,074</u>
Fund balances at 31 March 2015		449,649	-	449,649	437,503
		<u><u>449,649</u></u>	<u><u>-</u></u>	<u><u>449,649</u></u>	<u><u>437,503</u></u>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SCIENCE MEDIA CENTRE

BALANCE SHEET

AS AT 31 MARCH 2015

	Notes	2015 £	£	2014 £	£
Fixed assets					
Tangible assets	8		4,347		6,631
Current assets					
Debtors	9	7,291		23,285	
Cash at bank and in hand		444,562		420,753	
		<u>451,853</u>		<u>444,038</u>	
Creditors: amounts falling due within one year	10	<u>(6,551)</u>		<u>(13,166)</u>	
Net current assets			<u>445,302</u>		<u>430,872</u>
Total assets less current liabilities			<u>449,649</u>		<u>437,503</u>
Income funds					
Restricted funds			-		22,889
Unrestricted funds			<u>449,649</u>		<u>414,614</u>
			<u>449,649</u>		<u>437,503</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2015, although an audit has been carried out under section 144 of the Charities Act 2011. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these accounts under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

The accounts were approved by the Board on 15 September 2015

Dr P Cotgreave (Chair)

Trustee

Company Registration No. 07560997

SCIENCE MEDIA CENTRE

NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2015

5	Total resources expended	2015	2014
		£	£
	Costs of generating funds		
	Costs of generating donations and legacies	32,503	27,434
		<hr/>	<hr/>
	Charitable activities		
	<u>Staff costs</u>		
	Activities undertaken directly	341,965	347,489
	<u>Other direct costs</u>		
	Activities undertaken directly	121,552	113,688
		<hr/>	<hr/>
		463,517	461,177
		<hr/>	<hr/>
	Governance costs	12,649	6,509
		<hr/>	<hr/>
		508,669	495,120
		<hr/> <hr/>	<hr/> <hr/>

Governance costs includes payments to the auditors of £2,376 (2014:£1,248) for audit fees.

6 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year, but they were reimbursed a total of £573 (2014: £402) travelling expenses.

7 Employees

Number of employees

The average monthly number of employees during the year was:

	2015	2014
	Number	Number
Administration	8	8
	<hr/> <hr/>	<hr/> <hr/>

The number of employees whose annual remuneration was £60,000 or more were:

	2015	2014
	Number	Number
£60,000-£75,000	1	1
	<hr/> <hr/>	<hr/> <hr/>

SCIENCE MEDIA CENTRE

NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2015

8 Tangible fixed assets

**Fixtures, fittings
& equipment**

£

Cost

At 1 April 2014

11,243

Additions

702

At 31 March 2015

11,945

Depreciation

At 1 April 2014

4,612

Charge for the year

2,986

At 31 March 2015

7,598

Net book value

At 31 March 2015

4,347

At 31 March 2014

6,631

9 Debtors

2015

2014

£

£

Other debtors

2,291

3,285

Prepayments and accrued income

5,000

20,000

7,291

23,285

10 Creditors: amounts falling due within one year

2015

2014

£

£

Trade creditors

2,900

6,013

Accruals

3,651

7,153

6,551

13,166

SCIENCE MEDIA CENTRE

NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2015

11 Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total £
Fund balances at 31 March 2015 are represented by:			
Tangible fixed assets	4,347	-	4,347
Current assets	451,853	-	451,853
Creditors: amounts falling due within one year	(6,551)	-	(6,551)
	<u>449,649</u>	<u>-</u>	<u>449,649</u>
	<u><u>449,649</u></u>	<u><u>-</u></u>	<u><u>449,649</u></u>