

Charity Registration No. 1140827

Company Registration No. 07560997 (England and Wales)

SCIENCE MEDIA CENTRE

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2020

SCIENCE MEDIA CENTRE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr J C Baker (Chair) Dr P Brooker Mr A Bull Mr J E Hitchcock Professor K McConway Ms J Revill Ms F Unsworth Professor A J Hunter S K M Kermod J R G Davidson Ms K Chadwick (Treasurer)	(Appointed 19 June 2019) (Appointed 19 June 2019) (Appointed 19 June 2019)
Senior Staff	Ms Fiona Fox OBE Ms Lara Muth Mr Tom Sheldon	Chief Executive Operations Manager Senior Press Manager
Charity number	1140827	
Company number	07560997	
Principal address	215 Euston Road London NW1 2BE	
Registered office	215 Euston Road London NW1 2BE	
Auditor	Clarkson Hyde LLP 3rd Floor Chancery House St Nicholas Way Sutton Surrey SM1 1JB	
Bankers	HSBC 16 King St Covent Garden London WC2E 8JF Scottish Widows Bank 67 Morrison Street Edinburgh EH3 8YJ	

SCIENCE MEDIA CENTRE

CONTENTS

	Page
Trustees' report	1 - 14
Statement of Trustees' responsibilities	15
Independent auditor's report	16 - 17
Statement of financial activities	18
Balance sheet	19
Statement of cash flows	20
Notes to the financial statements	21 - 26

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2020

The Trustees present their report and financial statements for the year ended 31 March 2020.

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 "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)".

OBJECTS AND ACTIVITIES

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 measured 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 2020 is the SMC's ninth year as a fully independent organisation, but also its eighteenth year of existence.

Public opinion surveys continue to demonstrate that the public values science, with 82% saying they are very or fairly interested in health research (1), while other surveys report that the vast majority of those surveyed (74%) agree that science will make people's lives easier, and think that scientists (89%) and engineers (87%) make a valuable contribution to society (2). The most recent survey of its kind reported high levels of public trust that scientists (87%) and doctors (95%) tell the truth (3). Mainstream media such as television and newspapers continue to be one of the most common and significant sources of science news that people access, providing an opportunity for accurate, evidence-based information to reach a mass audience. This is despite the rise in popularity of social media sites such as Facebook and Twitter platforms via which many members of the public, especially younger ages, access news. However it is clear that these social media platforms still predominantly circulate traditional news media articles, indicating that this is where the public still access information and news.

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.

(1) Wellcome Trust Monitor Report Wave 4 November 2019, Public interest and engagement with health research

(2) Public Attitudes to Science 2019, carried out by Kantar, on behalf of the Department for Business Energy and Industrial Strategy (BEIS)

(3) Veracity Index 2020, Ipsos MORI survey of trust in professions

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2020

Aims and Objectives

The SMC's philosophy is:

“The media will DO science better when scientists DO the media better.”

Our main activities allow us to achieve our philosophy and our objects - by ensuring that the accuracy and balance of science represented by the mainstream media is improved. As an organisation we predominantly work on new research and the breaking news of the day, meaning our long and short-term aims are very similar. For us, the most important thing is that we continue to be able to proactively respond to the next breaking news story or controversial research paper.

Staff are the main resource of the SMC and six members of staff are dedicated to the press office element of the Centre with the remaining two members of staff providing essential support to the running of the Centre.

Volunteers

The Centre continues to benefit from volunteers through our database of expert scientists, who willingly give up their time to help achieve the aims of the SMC through engagement with the media.

A scientist might help with an article for the *Daily Mail* on a controversial science subject, give an interview for *BBC News* on a new breakthrough in their field, or speak to a journalist at *The Times* about a planned exclusive article in their area of expertise. They also continue to speak on panels at our press briefings and send written comments in response to breaking stories and in advance of the publication of new research studies, and in the past year scientists provided over 2200 written comments. Additionally, scientists and journalists also willingly give up their time to speak at our Introduction to the News Media Events.

Many of these requests to scientists take place at short notice or outside of normal working hours, yet without this work, the SMC would not exist. The Trustees wish to record their sincere thanks to all concerned who give up their time to help the SMC achieve its charitable objectives and improve media coverage of science stories.

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 science, health and environmental stories.

ACHIEVEMENTS AND PERFORMANCE

Summary

The Science Media Centre exists to respond to complex and often controversial science, health, environment and engineering stories in the national news media, and remains the predominant independent charity in the UK to do so. When a science story breaks or new research is published, the SMC encourages appropriate experts to engage with the media to ensure that resulting coverage is accurate and measured while also providing evidence-based information to the journalists covering the story.

The SMC works on stories across science, health, environment and engineering, and major issues in 2019-20 included: e-cigarettes, antidepressants, childhood vaccination, diet and nutrition, climate change, dementia, antidepressants, and COVID-19. During January to March 2020, COVID-19 dominated the work of the SMC-running 6 briefings and sending out over 650 comments from experts on the early findings about the virus itself, emerging evidence on clinical symptoms and disease severity, infectiousness, transmission routes, modelling case and death numbers, and government policy responses, helping journalists cover the rapidly developing situation that was happening both globally and within the UK. This informed over 1200 articles in the UK mainstream media on COVID-19.

The SMC also works to promote the views of the scientific community on issues of importance and helps to ensure that their expertise is available to the national news media, and through them policy-makers and the public.

For the period 2019-20 the SMC ended with a surplus of £39,794 (£26,012 in 2018-19).

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

Support of scientists is one of the most valued aspects of the SMC's work, and by working with individuals and press offices we encourage them to engage with and inform the media.

The SMC runs a few events each year where the purpose is to introduce scientists, clinicians, and engineers to the importance of working with media, and to encourage and support them to get involved with doing so. These events are aimed at experts who have little to no experience of dealing with the media, and include talks and panel sessions featuring press officers, media-experienced scientists, and journalists who can provide insights of how the media works, what reporters need from scientists, and how best to help them cover science accurately for the benefit of the public.

Support of scientists is one of the most valued aspects of the SMC's work. Through such work with individuals, press officers and institutions, we encourage them to interact and engage with the news media.

The SMC currently runs some sessions each year with the purpose of explaining to scientists, clinicians and engineers the importance of working with the media and encouraging them to do so. Our press officers are then able to support them in doing so as part of their day-to-day work. These sessions are aimed at senior scientists with little to no experience of working with the media - typically post-doctoral level or equivalent and above, with very senior scientists particularly encouraged to attend.

The main type of these sessions, our 'Introduction to the News Media' events, include talks and panel sessions with press officers, media-experienced scientists and journalists who provide insights into how the media works, what journalists want and need from scientists, and how scientists can best help journalists accurately cover science for the benefit of the public.

In the past year, the SMC has run one 'Introduction to the News Media' event, hosted by the Wellcome Trust in London during October 2019. As it was held in London and at one of the larger host venues we have used, recruitment for event attendees was not strongly targeted, although London institutions were the focus of small recruitment drives. Over 120 research active scientists and associated press officers attended the event. The attendees came from a wide range of disciplines, covering everything from cyber security to cell therapy, and represented over 60 institutions, from small charities to Russell Group universities.

Feedback both on the day and through the follow-up questionnaire was very positive. All respondents to the post-event survey rated the event as average or better, with 91% rating it as good or better. At least 88% of the respondents rated the event's content, format and speakers as good or better. As at past events, the journalists panel received particular praise. Most importantly, the overwhelming view of the respondents was that, compared to before the event, they had a better perception of science reporting in the media, would be more likely to respond to media queries on breaking new stories and would feel significantly more confident and prepared in doing so.

The SMC was also able to recruit top scientists for our expert database post-event. This important follow up activity means that we are able to capitalise on their improved perception of the science reporting and work with them in future to improve it further. .

For the first time this year, the SMC has also funded an 'Impact: Women scientists in the media' communications workshop, run by RNA Media, two former journalists now working as media trainers. These small sessions are focused on providing more practical skills to a much smaller cohort than 'Introduction'. At the board's suggestion, we provided the funding for the pilot year of this workshop, and Fiona Fox gave a short talk outlining the SMC's purpose and role at the first session in early March. The five attendees were a mix of university academics and biotech company scientists. Again, feedback from the session attendees was very positive, and an SMC press officer sat in on the session to provide feedback to RNA. Our initial recruitment drive for the sessions has left us with a long enough waiting list to have participants for several further sessions, the first of which was unfortunately postponed due to COVID-19.

Finally, on a more informal level, the SMC provides direct day-to-day help to scientists who want help getting their work into the media, with the press officers frequently advising academics on press matters even when they don't fall directly into our core work. We also help scientists achieve recognition and acknowledgement from their peers and institutions for the work they do to improve public understanding of science, particularly on the most challenging topics. This ranges from writing citations and supporting nominations to providing personal recommendations when appropriate.

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

The main services that the SMC provides to journalists are:

Rapid Reactions

When a science story, or a story with elements of science to it, hits the headlines the SMC sets about encouraging leading scientific experts in relevant fields to drop what they're doing, engage with the story, and offer evidence-based comments. The SMC then makes these experts and their comments available to journalists at all major UK news outlets, who can follow up with further queries or interview requests. This activity helps to inject accurate information and valuable context from experts into rapidly-developing news stories, which in turn reduces the likelihood of inaccurate speculation which may mislead or alarm the public. Rapid Reactions therefore satisfy both journalists' desire for credible experts and appropriate information, and ensure the public are hearing from the best experts at the time when it is most critical. Examples of Rapid Reactions include stories like; the Whaley Bridge dam collapse, the European heat waves and record breaking temperatures, listeria outbreaks in hospital patients and the major UK power cut. On COVID-19, some examples include; the first case reported outside of China, the first UK case, the first UK death, the declaration of a Public Health Emergency of International Concern (PHEIC) by the World Health Organisation, and the announcement of the UK lockdown.

Roundups

This service is unique to the SMC and has become a key tool for the Centre and for specialist science journalists to ensure accurate coverage of new scientific research. The SMC gathers and issues written comments from leading, relevant experts on embargoed scientific studies and reports ahead of their publication. These third party comments offer a critique and valuable insights that science journalists can use to cover the story in an accurate and responsible way. 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 of Roundups which have helped journalists to navigate new studies include stories on: vaccination policies and measles resurgence, air pollution and fertility, human consumption of micro plastics, anticholinergic drugs and dementia risk, statin use in over 75s, Antarctic ice sheet trends, red meat consumption and health, the capacity of trees to reduce atmospheric carbon levels, talcum powder and ovarian cancer and badger behaviour in cull zones.

On COVID-19, some examples include studies on: estimates of the number of undetected cases that had been exported from China, different strains of the SARS-CoV-2 virus, the incubation period of the virus, assessing the impacts of non-pharmaceutical interventions, blood type and susceptibility to the disease, and excess mortality predictions for the UK.

Briefings

The SMC runs regular press briefings for the specialist science journalists at the UK national news outlets. These briefings provide an opportunity for scientists and journalists to meet regularly and allow scientists to explain their complicated work in a detailed and measured way and give journalists the opportunity to really get to grips with a difficult or significant area of science, with the end result being more accurate media coverage. News briefings allow scientists to explain new findings in a more nuanced way, while 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 many high-profile and ongoing scientific issues. Some examples include: social media's effect on life satisfaction in adolescents, new advice on managing conflict when treating very sick children, wildfires in the UK, air quality changes over the past decades, gender dysphoria in children and young people, mandatory vaccination, the global carbon budget, the future of meat production, HRT and breast cancer, cardiovascular effects of switching from tobacco cigarettes to e-cigarettes and opioid use in the UK. The first COVID-19 briefing was held at the SMC on the 22 January and other briefings included one with a focus on vaccine and treatment development, the modelling report from the Imperial College London MRC Centre for Global Infectious Disease on reducing COVID-19 mortality and healthcare demand, along with general briefings which provided the opportunity to have experts answer the journalists' latest questions.

Additional services

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 continues to produce Before the Headlines statistical reviews which provide journalists with easily understood statistical analyses of new scientific studies. This project focuses on studies where complicated statistics may be particularly open to misunderstanding or misreporting. Drawing on the expertise and advice of a network of experienced volunteer statisticians and epidemiologists, the SMC issued four statistical reviews on new research, on cancer risk from tobacco compared with alcohol, solvents in the workplace and risk of autism spectrum disorder in children, HRT use and risk of breast cancer and a study on air pollution exposure and depression and suicide.

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 at other organisations, including when they have experts on an issue in the headlines, or when their own institution or scientists are the subject of media interest. Press officers regularly approach the SMC for its guidance and expertise on media stories, particularly when an issue is complex and controversial. This can include advice on drafting accurate and responsible press releases, or whether to run a press briefing.

The SMC also recognises and champions the crucial role press officers play in responsible science communication. SMC staff are often invited to give talks and presentations at scientific organisations and meetings, both aiding the press officers and encouraging their scientists to engage with the media, whilst also raising awareness of the SMC's work. In the past year SMC staff have given talks at the University of York, Pathological Society, National Centre for Atmospheric Science, Imperial College London, Grantham Institute, the Association of the British Pharmaceutical Industry (ABPI), Edinburgh Medical School, Chemical Industries Association (CIA), British Dieticians Association spokesperson event, University College London (UCL), University of Birmingham, Rothamsted, Newcastle University, University of Durham, Bristol NIHR Unit, the Wellcome Trust science division and Quadram Institute Bioscience.

As part of the roll out of the labelling system created in conjunction with the Academy of Medical Sciences, the SMC conducted a feedback survey with 29 press officers (representing 20 different institutions) about how they were finding the system in practice. The feedback suggested it was easy to use, that it made some press officers more confident in press releasing certain types of studies and, anecdotally, some thought the labels had made an impact on the subsequent media coverage. Thoughts on how big an impact the labelling system had overall on the press release and the type of language used were mixed. For some, the labels helped lead discussions with study authors about details of their work. The SMC hopes that the labelling system continues as one extra tool press officers can use in ensuring accurate reporting of their stories.

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. Aside from Fiona Fox's blog hosted on the SMC website which features five new blogposts, in the last year SMC staff have been featured in articles and comment pieces published in The Times, Reuters, Research Fortnight and Fiona Fox featured in the BBC 4 Documentary, "Climate Gate: Science of a Scandal."

SMC staff members additionally engage and share their expertise with the wider scientific community through their roles on boards and advisory committees of other scientific organisations. Fiona Fox is on the advisory committee for the Roslin Institute, the National Institute for Health Research Health Protection Unit in Emergency Preparedness and Response ,and The European Animal Research Association. Fiona Lethbridge is a Stempra committee member.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2020

Fundraising

The SMC has a unique funding model which seeks small donations from multiple sources. The SMC's funding comes from over 100 bodies representing the research community, research universities, media organisations and science based companies. To preserve the independence of the SMC our funding comes as donations to our charitable objects and there is an upper cap of 5% of the Centre's running costs. The SMC's Trustees have agreed two exceptions to the upper cap including the Wellcome Trust and UKRI.

The period 2019-2020 was ended in line with the fundraising strategy of the Centre and a surplus of £39,794 (£26,012 in 2018-19).

Donations continue to make up the majority of the income of the SMC, and are mostly from organisations which have supported the SMC for many years, fundraising at the SMC is carried out by two members of staff as part of their role.

The Centre has high levels of retention within those organisations supporting the SMC, and continues to be successful in attracting new supporters.

Expenditure was slightly lower than the previous year.

Impact

The work of the SMC is often difficult to judge through numbers alone. Success can mean a poor study or unpublished conference abstract isn't covered in the newspapers, or is on page eight rather than the front page. It might also mean front pages explaining a revolutionary science technique with nuance or balance, or standfirsts explaining that leading scientists questioned the latest findings or cautioned against overinterpretation of the results. 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 strong and measurable.

During the past twelve months, we held 59 press conferences with an average attendance of eleven journalists from the national news media. We released over 550 rapid reactions and round ups on breaking news stories or new scientific studies and reports, leading to around 2250 expert comments being issued to national news journalists. These comments appeared in over 2,300 articles in print and online in the UK media alone - providing the public with accurate and balanced scientific expertise.

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

1. Continue to keep up to date with new contentious issues, responding with expert comment, media briefings and supporting the scientists working in these areas to speak out about their research.

The SMC continued to work on new science stories throughout 2019/20 including on diet, cancer, climate science, genome editing, screen use and social media, dementia, vaccines and - from January to March 2020 – almost exclusively COVID-19. We worked with scientists, medics, engineers and press officers across the research community, and continued to meet and recruit new scientists to our database, especially on topics which are high profile and contentious in the media, working with them and supporting them in providing fast and accessible expertise to news journalists on the biggest science and health stories of the day.

We continued to support and advise scientists whose area of research was at the heart of big media stories and help ensure that the public had access to high quality scientific expertise on these issues via the news media. Working with Taylor and Francis we updated our leaflet, 'Advice for researchers experiencing harassment' to include additional advice around harassment on social media and how best to deal with it.

2. Look into the changing role of science press officers

The changing role of science press officers was raised with the SMC advisory board, leading to plans to meet and discuss this further with other science press and media officers which took place throughout the year.

Fiona Fox sat on a panel of the Stemptra event, 'The changing role of the science press officer' alongside UCL, the University of Cambridge and Wellcome to discuss the changing media relations landscape, any trends and whether they present any negative consequences or risks of leaving the scientific community vulnerable to situations where their voice is lost from the news media and public debate as happened with GM and MMR.

At the World Conference of Science Journalists in Lausanne, the SMC ran the session, 'Science press officers – purveyors of truth or masters of spin?', bringing together press officers and science journalists from Germany, Brazil, and the UK to look at the global situation for science press officers.

This is an ongoing area of work for the SMC.

3. Preprints

We produced a session on this subject at the World Conference of Science Journalists in Switzerland on 4 July 2019. The SMC had a speaker on the panel alongside representatives from Reuters, the Australian Broadcasting Corporation and the British Medical Journal. It was a very lively session attended by over 100 journalists, press officers and publishers from around the world.

We produced a guidelines document for communications departments at universities, research institutions and scientific journals to help ensure their approach to preprints does not inadvertently harm public understanding: by preserving embargoes, not press releasing research at preprint stage, and advising scientists not to publicise new findings to the media before they have been published in a peer-reviewed journal. The guidelines have been welcomed by the overwhelming majority of those organisations, and as a result there is a strong sense of common purpose among communications professionals about preprints and publicity. Many have said how helpful it is to have shared values endorsed by colleagues at respected scientific institutions across the UK.

FINANCIAL REVIEW

Funding

The SMC is funded principally by donations from trusts and foundations, scientific 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 two exceptions to the 5% upper limit on donations: the Wellcome Trust and UK Research and Innovation (UKRI). The UKRI donation is over the 5% cap because the separate donations we used to receive from several Research Councils are now added together and paid via the new umbrella organisation set up in 2019.

The SMC is open and transparent with regard to its funding, and all funders are listed on the SMC website under bands for their total donated amount within a financial year.

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 detailed on the Risk Register for the SMC with information on the current practice and strategy used to mitigate the risk. This register is reviewed annually by Trustees, with responsibility delegated to the Audit and Risk Committee to review the register at each meeting.

The current risk register pays particular attention to the risks around funding, issuing incorrect or omitted conflicts of interest, issuing a defamatory comment, cybersecurity, and the loss of data.

Risks for loss of funding are mitigated by close monitoring of the finances of the SMC, by seeking new income each year and by having a number of supporting organisations from across the sector. The independence of the Centre from funders is maintained by the current 5% cap and clear communication with new and existing funders on the separation between the funding and activity of the SMC.

Best practice around conflicts of interests continues to be monitored by staff and compared with our current policy to identify any improvements that could be made. The Centre clarifies when no competing interests have been received and when there are none to declare. Any criticism received regarding a conflict is met with open discussion and passed on to the scientist in question.

Cybersecurity risks to the SMC are addressed by ensuring the sector best practice is followed. This includes, but is not limited to: firewalls, secure staff passwords, regular deletion of emails, antivirus software and regular off-site backups.

Transactions and financial position

In its nine years of operation as a fully independent organisation, the SMC has again continued to maintain a good financial position, having ended the year in surplus and built up an appropriate level of reserves by year end.

The Statement of Financial Activities shows that the total income to year end was £584,908 (£579,773 in 2018-19).

Total expenditure for the year was £545,114 (£553,761 in 2018-19) of which 94% (94% in 2018-19) was spent on charitable activities directly carrying out the Charity's key objectives.

The activities for the year therefore resulted in a surplus of £39,794 (£26,012 in 2018-19).

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2020

Investment policy

The Trustees of the SMC have decided that the SMC reserves should remain in high interest saving accounts, with lower risk and quicker access, rather than in higher risk investments. This is subject to regular review.

Reserves policy

The SMC has agreed that reserves would be used for support during a short, defined period of deficit budget, allowing for new sources of income or reductions in expenditure to be identified.

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 eight and fourteen months' expenditure (approximately £365,000 - £637,000 for this period).

This level of reserves has been built up and maintained throughout the period; the Charity holds £664,770 in cash reserves as of 31 March 2020 (£613,262 in 2018-19).

Considering the uncertain economic climate, the current level of reserves are not significantly out of the range deemed appropriate by the Trustees, therefore future years will aim to add small increases to the reserves by consistently operating at surplus.

The SMC no longer has any restricted funds. In previous financial years restricted funds existed for the role of Mental Health Press Officer and for specific "Introduction to the News Media" training events. All funds are now unrestricted funds.

PLANS FOR FUTURE PERIODS

The current period has seen the SMC's ninth year as a fully independent charity. The Trustees feel that the SMC is continuing to operate from a position of strength, in terms of both its core activities and financial security. The expertise of senior management and staff at the SMC will ensure that these future plans are given sufficient resources and achieved.

The following priorities have been identified for the coming year:

1. Continue to keep up to date with new contentious issues, responding with expert comment, media briefings and supporting the scientists working in these areas to speak out about their research.

The SMC will continue to stay abreast of science, health and engineering stories in the news, through media monitoring and working closely with scientists, press officers and journalists. We will continue to respond to breaking news stories in which the scientific community can provide journalists with quick and easy access to the best available evidence and also proactively gather comments on new studies and run briefings on significant new research and subjects that are big topics in the news.

We will work with RNA Media to provide media training for female scientists working on COVID-19 and other high profile and contentious topics in the media.

2. Continue to look into the changing role of science press officers

The COVID-19 pandemic shone a light on the SMC's work on the changing role of science press officers. While many threw themselves into helping journalists, other research institutes found themselves too short of research press officers to meet the demand from news journalists. The SMC will this year focus on the gaps left by universities and research institutes who have moved away from science media relations towards a larger focus on internal and corporate communications. We hope to assess the impact on the wider public and quality of public debate and generate debate about the need for science organisations to retain their science communications capacity.

3. Look to adapt our work to ensure that the SMC is able to continue to support journalists and help experts engage with the news media on COVID-19, despite changes and restrictions to office working and staff, scientists and journalists working from home.

The COVID-19 pandemic has meant that demand for journalists to hear from scientists has never been greater, so it's crucial to ensure that the work of the SMC can continue to run as smoothly and effectively as staff work from home. This means working out how best to adapt work that was originally only suited to being in the office to the home working of the team, scientists and journalists, such as online virtual press briefings. This will involve a review of the IT systems and equipment to allow for remote working. This will also include hiring additional staff on a part time basis to help with the increased workload.

4. Discuss and engage with researchers and press officers about the changing ways research is publicised and communicated during the COVID-19 pandemic and advice on how best to ensure accurate and measured coverage.

COVID-19 may have an impact on preprints as new, early stage medical research is deposited rapidly on preprint servers. At time of writing the mass media appetite for new research on COVID is very high, and we will work hard with scientists, press officers and journalists to ensure public understanding of the evidence in this area is not undermined.

We will also run the media training workshops with RNA Media specially for researchers working on COVID-19 and look to provide a COVID-19 specific Introduction to the News Media-type event which will be tailored to address some of these novel issues around communicating research during a pandemic.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Organisational structure and decision making

The SMC is an independent charity and company limited by guarantee (Company Registration No. 7560997, England & Wales; Charity Registration No. 1140827). 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 are updated annually, whilst every meeting of the Board also requires that any new interests are declared.

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 £627 (£232 in 2018-19).

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.

A Senior Management Team comprising of the Chief Executive and the Senior Press Manager allows for better distribution of organisational responsibility and both staff and Trustees continue to be happy with the structure.

The Advisory Committee is a principal advisory committee to the Trustees and is a voluntary group of distinguished experts from the fields of science, engineering, medicine, journalism and communications, who provide expertise and advice. The group meets three times a year.

The Audit and Risk Committee is another principal committee of the SMC and deals with issues such as financial planning, pensions, the annual audit and risk review and management. The group consists of the chair, two Trustees and two external members, with the Treasurer and members of senior management in an observational capacity. The Committee meets twice a year.

The Remuneration Committee meets once a year. This committee reports directly to the Trustees. The SMC is very grateful to the members of all committees for their valuable contributions.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2020

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

Mr J C Baker (Chair)

Dr P Brooker

Mr A Bull

Mr J E Hitchcock

Dr H Jamison (Resigned 19 June 2019)

Professor K McConway

Ms J Reville

Ms F Unsworth

Professor Sir S Wessely (Resigned 19 June 2019)

Professor A J Hunter (Appointed 19 June 2019)

S K M Kermodé (Appointed 19 June 2019)

J R G Davidson (Appointed 19 June 2019)

Ms K Chadwick (Treasurer)

Staff

The SMC has eight full-time permanent members of staff and 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.

During the year the SMC also benefited greatly from 12 interns who each spent a month assisting with administrative duties and experiencing life within a busy press office.

Trustees would also like to record their appreciation for the efforts of the interns, and are pleased to note that many previous interns go on to obtain full time permanent roles within the science communication field.

Pay and remuneration

The following principles of the pay system are agreed by Trustees

- The SMC should not have a system which the charity cannot afford
- The system should not reward staff who are underperforming
- The system should have some built-in mechanism to monitor the competition and react to changes in the job market
- The system should recognise the developmental nature of the roles at the SMC

All permanent staff are appointed into salary bands, dependent on the role and its responsibilities. Reflecting the developmental nature of the roles, these salary bands each have 5 or 6 'spine points'. Pay increases are recommended by managers based on performance, and are approved by the Committee based on the evidence provided, affordability, wider economic circumstances and the financial performance of the SMC during the year. Benchmarking will be conducted every two years to ensure the salary brackets are comparable to similar roles outside the SMC.

The salary of the Chief Executive is considered separately by the Remuneration Committee who will consider the wider economic circumstances and any benchmarking before making recommendations to the Trustees.

Benefits currently provided to all permanent staff currently include a newspaper subscription, income protection insurance, gym membership and membership of Stempra.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2020

Trustee Appointment, Induction & Training

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.

Trustees and staff consider the skills gaps formed by departing Trustees, and nominate appropriate individuals with skills to match. These individuals are then approached, and if willing, meet with current Trustees and staff to learn more about the SMC and what it means to be a Trustee. Prospective trustees are then proposed and appointed at the AGM.

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. Prospective trustees may also attend relevant Trustee meetings as an observer as part of the induction process. Trustees continue to be supported through on-going training, with skills requirements regularly reviewed.

Employee involvement

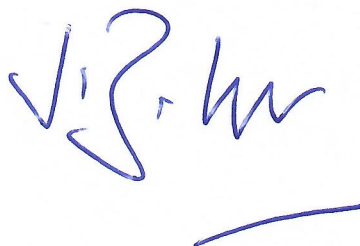
Applications for employment by disabled persons are always fully considered, bearing in mind the aptitudes of the applicant concerned. In the event of members of staff becoming disabled, every effort is made to ensure that their employment within the Charity continues and that the appropriate training is arranged. It is the policy of the Charity that the training, career development and promotion of disabled persons should, as far as possible, be identical to that of other employees.

Auditor

The SMC's auditor, Clarkson Hyde LLP, were appointed auditors to the company. A resolution proposing that they be reappointed will be put to the Trustees.

The Trustees' report was approved by the Board of Trustees.

Mr J C Baker (Chair)
Trustee
Dated: 8 October 2020



SCIENCE MEDIA CENTRE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2020

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 financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements 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 financial statements, 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;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements 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 financial statements 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 AUDITOR'S REPORT

TO THE TRUSTEES OF SCIENCE MEDIA CENTRE

Opinion

We have audited the financial statements of Science Media Centre (the 'Charity') for the year ended 31 March 2020 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2020 and of its incoming resources and application of resources, 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.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

SCIENCE MEDIA CENTRE

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF SCIENCE MEDIA CENTRE

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the Charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.



Andrew Seton (Senior Statutory Auditor)
for and on behalf of Clarkson Hyde LLP

8 October 2020

Chartered Accountants
Statutory Auditor

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

Clarkson Hyde LLP is eligible for appointment as auditor of the Charity by virtue of its eligibility for appointment as auditor of a company under 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 2020

	Notes	Unrestricted funds 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
<u>Income from:</u>					
Donations and legacies	2	583,076	569,060	-	569,060
<u>Charitable activities</u>					
Grants received	3	-	-	10,000	10,000
Investments	4	1,832	713	-	713
Total income		584,908	569,773	10,000	579,773
<u>Expenditure on:</u>					
<u>Raising funds</u>					
Fundraising and publicity	5	35,090	32,952	1,734	34,686
Charitable activities	6	510,024	509,015	10,060	519,075
Total resources expended		545,114	541,967	11,794	553,761
Gross transfers between funds		-	(1,794)	1,794	-
Net income for the year/ Net movement in funds		39,794	26,012	-	26,012
Fund balances at 1 April 2019		620,430	594,418	-	594,418
Fund balances at 31 March 2020		660,224	620,430	-	620,430

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

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 2020

	Notes	2020		2019	
		£	£	£	£
Fixed assets					
Tangible assets	10		842		371
Current assets					
Debtors	11	26,125		24,284	
Cash at bank and in hand		664,770		613,262	
		<u>690,895</u>		<u>637,546</u>	
Creditors: amounts falling due within one year	12	<u>(31,513)</u>		<u>(17,487)</u>	
Net current assets			659,382		620,059
Total assets less current liabilities			<u>660,224</u>		<u>620,430</u>
Income funds					
Unrestricted funds			660,224		620,430
			<u>660,224</u>		<u>620,430</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 2020, although an audit has been carried out under section 144 of the Charities Act 2011.

The trustees 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.

The financial statements were approved by the Board and authorised for issue on 8 October 2020 and are signed on its behalf by:

Mr J C Baker (Chair)
Trustee

Company Registration No. 07560997



SCIENCE MEDIA CENTRE**STATEMENT OF CASH FLOWS****FOR THE YEAR ENDED 31 MARCH 2020**

	Notes	2020 £	£	2019 £	£
Cash flows from operating activities					
Cash generated from operations	13		50,484		15,449
Investing activities					
Purchase of tangible fixed assets		(1,066)		(344)	
Proceeds on disposal of tangible fixed assets		258		-	
Interest received		1,832		713	
Net cash generated from investing activities			1,024		369
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			51,508		15,818
Cash and cash equivalents at beginning of year			613,262		597,444
Cash and cash equivalents at end of year			664,770		613,262

1 Accounting policies

Charity information

Science Media Centre is a private company limited by guarantee incorporated in England and Wales. The registered office is 215 Euston Road, London, NW1 2BE.

1.1 Accounting convention

The accounts have been prepared in accordance with the Charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The Charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used.

1.4 Incoming resources

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1.5 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings & equipment	25% straight line
--------------------------------	-------------------

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks.

1 Accounting policies**(Continued)****1.7 Financial instruments**

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

2 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Donations and gifts	543,076	539,060
Grants receivable for core activities	40,000	30,000
	<u>583,076</u>	<u>569,060</u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2020

3 Charitable activities

	Grants received 2020 £	Grants received 2019 £
Grants received (restricted funds)	-	10,000
	<u> </u>	<u> </u>

4 Investments

	Unrestricted funds 2020 £	Unrestricted funds 2019 £
Interest receivable	1,832	713
	<u> </u>	<u> </u>

5 Raising funds

	Unrestricted funds £	Restricted funds £	Total 2020 £	Total 2019 £
<u>Fundraising and publicity</u>				
Staff costs	35,090	-	35,090	34,686
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
	35,090	-	35,090	34,686
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
For the year ended 31 March 2019				
Fundraising and publicity	32,952	1,734		34,686
	<u> </u>	<u> </u>		<u> </u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2020

6 Charitable activities

	Staff costs 2020 £	Other direct costs 2020 £	Governance costs 2020 £	Total 2020 £	Total 2019 £
Staff activities	385,055	-	-	385,055	393,902
Depreciation and impairment	-	337	-	337	452
Other direct costs	-	109,910	-	109,910	110,599
	<u>385,055</u>	<u>110,247</u>	<u>-</u>	<u>495,302</u>	<u>504,953</u>
Share of governance costs (see note 7)	-	-	14,722	14,722	14,122
	<u>385,055</u>	<u>110,247</u>	<u>14,722</u>	<u>510,024</u>	<u>519,075</u>
Analysis by fund					
Unrestricted funds	385,055	110,247	14,722	510,024	509,015
Restricted funds	-	-	-	-	10,060
	<u>385,055</u>	<u>110,247</u>	<u>14,722</u>	<u>510,024</u>	<u>519,075</u>
For the year ended 31 March 2019					
Unrestricted funds	385,939	108,954	14,122		509,015
Restricted funds	7,963	2,097	-		10,060
	<u>393,902</u>	<u>111,051</u>	<u>14,122</u>		<u>519,075</u>

7 Support costs

	Governance costs £	2020 £	2019 £
Audit fees	4,271	4,271	3,839
Accountancy	9,000	9,000	9,000
Trustees' insurance	-	-	283
Trustees' travelling expenses	627	627	232
Trustee meetings	776	776	720
Filing fees	48	48	48
	<u>14,722</u>	<u>14,722</u>	<u>14,122</u>
Analysed between Charitable activities	<u>14,722</u>	<u>14,722</u>	<u>14,122</u>

8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year, but they were reimbursed a total of £627 (2019: £449) travelling expenses.

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2020

9 Employees

Number of employees

The average monthly number of employees during the year was:

	2020	2019
	Number	Number
Administration	8	8
	<u> </u>	<u> </u>

Employment costs

	2020	2019
	£	£
Wages and salaries	420,145	428,588
	<u> </u>	<u> </u>

In addition to the permanent staff, the charity has paid an intern during most months of the year.

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

	2020	2019
	Number	Number
£90,000 - £100,000	1	1
	<u> </u>	<u> </u>

10 Tangible fixed assets

	Fixtures, fittings & equipment
	£
Cost	
At 1 April 2019	13,754
Additions	1,066
Disposals	(12,305)
	<u> </u>
At 31 March 2020	2,515
	<u> </u>
Depreciation and impairment	
At 1 April 2019	13,383
Depreciation charged in the year	337
Eliminated in respect of disposals	(12,047)
	<u> </u>
At 31 March 2020	1,673
	<u> </u>
Carrying amount	
At 31 March 2020	842
	<u> </u>
At 31 March 2019	371
	<u> </u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2020

11 Debtors	2020	2019
	£	£
Amounts falling due within one year:		
Other debtors	4,850	23,091
Prepayments and accrued income	21,275	1,193
	<u>26,125</u>	<u>24,284</u>
	<u><u>26,125</u></u>	<u><u>24,284</u></u>
12 Creditors: amounts falling due within one year	2020	2019
	£	£
Other taxation and social security	10,435	10,577
Trade creditors	295	2,440
Accruals and deferred income	20,783	4,470
	<u>31,513</u>	<u>17,487</u>
	<u><u>31,513</u></u>	<u><u>17,487</u></u>
13 Cash generated from operations	2020	2019
	£	£
Surplus for the year	39,794	26,012
Adjustments for:		
Investment income recognised in statement of financial activities	(1,832)	(713)
Depreciation and impairment of tangible fixed assets	337	452
Movements in working capital:		
(Increase) in debtors	(1,841)	(12,428)
Increase in creditors	14,026	2,126
	<u>50,484</u>	<u>15,449</u>
Cash generated from operations	<u><u>50,484</u></u>	<u><u>15,449</u></u>
14 Analysis of changes in net funds		
The Charity had no debt during the year.		