

Charity Registration No. 1140827

Company Registration No. 07560997 (England and Wales)

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2014

SCIENCE MEDIA CENTRE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Dr P Cotgreave (Chair) Mr T Miller Mr P D Greenish Mr A J Denoon Dr H L Munn Mr P L M Davies (Treasurer) Mr J C Baker
Charity number	1140827
Company number	07560997
Principal address	215 Euston Road London NW1 2BE
Registered office	215 Euston Road London NW1 2BE
Auditors	Clarkson Hyde LLP 3rd Floor Chancery House St Nicholas Way Sutton Surrey SM1 1JB

SCIENCE MEDIA CENTRE

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SCIENCE MEDIA CENTRE

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2014

The Trustees present their report and accounts for the year ended 31 March 2014.

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 wanted to renew public trust in science; the overall goal of the SMC is therefore to help achieve this 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 2014 is the SMC's third year as a fully independent organisation, but also its twelfth year of existence.

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. Donating does not entitle any organisation to decision-making authority, and the vast majority of donations received by the SMC are equivalent to less than 5% of its annual income.

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

Mr P D Greenish

Mr A J Denoon

Dr H L Munn

Mr P L M Davies (Treasurer)

Mr J C Baker

The board of Trustees is the major decision-making body, and meets at least three times a year. Trustees are 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. None of the Trustees has any beneficial interest in the company and no remuneration is provided except for reasonable travel and subsistence costs. All of the Trustees are directors of the company.

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.

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 Centre. 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.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2014

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.

Senior Staff, to whom day to day management of the SMC is delegated:

Ms F Fox	Chief Executive
Dr H Jamison	Deputy Director
Mrs S Kermodé	Development & Operations Manager

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 eight staff, the Advisory Committee and Trustees as appropriate, undertakes the necessary work. The Deputy Director has particular responsibility for issues relating to governance and the Treasurer to the financial management of the organisation.

Volunteers: The Centre also continues to benefit from significant contributions from unpaid volunteers, who undertake work placements to gain experience of the work of the Centre and assist with its day-to-day activities. Volunteer help is of enormous 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.

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 exposure to the major risks. 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.

Objectives and activities

Public opinion surveys continue to show that the public values science, with the overwhelming majority believing it makes people's lives easier and recognising its significant impact on policy, economics and society as a whole. However, the public remain concerned about the rapid developments in research and technology, and do not always feel well informed. Their most regular sources of information also remain the traditional mainstream media, such as television and the newspapers. (Public Attitudes to Science 2014, Ipsos MORI study conducted for the Department of Business, Innovation and Skills (BIS)).

The SMC's priority is therefore to promote for the benefit of the public, and public 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. Its objects 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 science, health and environment stories.
- 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 SMC remains the only independent charity in the UK that exists to respond directly to the complex and often controversial science stories in the media, when most confusion and misinformation occurs among the public and policymakers. When a story breaks or new research is published, the Centre encourages experts to engage with the media, while also providing accurate, evidence-based information to journalists covering the story.

Some of the major issues the Centre has worked on in 2013-14 include: bovine TB and the evidence on badger culling; the role of sugar in nutrition and disease; the health and environmental impacts of air pollution; extreme rainfall and flooding events in the UK; global outbreaks of novel infectious diseases (e.g. avian flu and MERS coronavirus); the effects of pesticides on bee populations; the Care.Data programme and use of data in medical research; the evidence on plain cigarette packaging and e-cigarettes; publication of the 5th edition of the Diagnostic and Statistical Manual of Mental Disorders (DSM-5); strategies to encourage mothers to breastfeed; and the announcement of the first lab-grown meat. It has also worked on issues such as climate change, genetically modified organisms, shale gas and fracking, stem cell science, mitochondrial DNA transfer, animal research, and the health risks of chemicals in food and the environment, which continue to dominate the news agenda and public debate.

In total, the SMC responded to over 250 breaking stories and new reports or scientific studies, held 73 press briefings and dealt with approximately 700 separate enquiries from journalists looking for an expert to interview on the story of the day. All of these activities contributed to the SMC's performance against its key objects and activities as listed above.

In addition, the SMC has completed a strategic review of its activities and undertaken thorough reviews of its database and IT infrastructure. The Centre's Chief Executive, Fiona Fox, received an OBE in the 2013 birthday honours for services to science. Fiona was nominated by the scientific community and sees it as vote of confidence in the SMC's work and considerable achievements.

Working with scientists, engineers and other experts, and supporting them to engage with the media: It is clear that one particularly valued aspect of the SMC's role is supporting scientists. During a controversial or breaking story scientists are often required to give multiple interviews for demanding media. When this is on a sensitive story or in the maelstrom of a contentious debate, it can be a daunting experience. Some press offices may appreciate the support of the SMC, as it's particularly important that scientists are well supported and offered advice throughout, especially when they are new to the experience.

The Centre runs several events 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. The SMC often runs these events in collaboration with other organisations such as universities, and they regularly have around 100 experts in attendance. This year the Centre ran events that were held at the Science and Technology Facilities Council's (STFC) Rutherford Appleton Laboratory, the University of Sheffield, the Food and Environment Research Agency (FERA), and the London School of Hygiene and Tropical Medicine (this event notably attracted almost 250 delegates). In addition the Centre ran two subject-specific events: one for experts working in neuroscience and mental health that was hosted at Imperial College London, and a joint event with the Technology Strategy Board (TSB) for those working in synthetic biology that was held at the SMC's offices in London.

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 many issues including DSM-5, antidepressants, dementia, suicide, autism, brain imaging, violent video games, recreational drugs, ADHD, schizophrenia, CBT, brain trauma, memory, addiction, chronic fatigue syndrome/ME and predicting future violence.

Working with journalists and providing them with information about science and its related disciplines: 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 needing an expert to interview or background information on a science, health or environment story they may be working on. It also runs background and training sessions for journalists when requested, and this year has given talks to trainee journalists at both City University and Goldsmiths, University of London.

The SMC continued to build on the success of its Before the Headlines project, which provides journalists with statistical analyses on new scientific studies involving complicated statistics that may be particularly liable to misunderstanding and misreporting. Drawing on the expertise and advice of a network of experienced statisticians and epidemiologists, the Centre issued 14 analyses for journalists on new research, including studies looking into IVF and the risk of autism, estimated future impacts of climate change on mortality rates, and the health effects of eating fruit and vegetables. In addition the Centre has issued several fact sheets for journalists on key areas of interest, including phenylbutazone and horsemeat, and depression.

This year the SMC has also produced several new Briefing Notes on controversial topics in science, which give a summary designed for general news producers and presenters of the basics and a run-down of points of controversy from the scientific perspective. Briefing Notes are produced in consultation with top scientists in the field, as well as specialist media professionals. Aimed at broadcasters and newsdesks, briefing notes are designed to be rapidly read and to be kept around a studio or newsroom. Topics covered include low carbon electricity and the recent slowdown in global temperature rise.

Supporting press officers when they are working on complex science, health and environment stories: Many of the SMC's core activities - for example responding to breaking news stories or holding press briefings to allow journalists to question scientists on the latest scientific research - also include supporting and working alongside press officers whose institutions or scientists are involved in those stories. Particularly when an issue is complex or controversial press officers approach the SMC to ask for its assistance and expertise.

SMC staff spent a significant amount of time giving talks and presentations at many scientific organisations and meetings, including at universities, learned societies and institutions, companies, and charities. This helps to raise awareness of the Centre's work and encourage scientists and other experts to engage with the media. It also provides support and engagement for press officers at those institutions, sharing advice with them and championing the crucial role they play in science communication to the public. In particular this year, SMC staff have presented sessions at the Medical Research Council (MRC) and Wellcome Trust's annual press officer conference, and the British Science Association's (BSA) annual science communication conference.

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: the Guardian (on MMR and the media); BBC News (on enabling government-funded scientists to speak out); the Independent (on the role of NHS press officers, and media coverage of research into the effects of pornography); the BBC Daily Politics Show (on science and the media). The SMC and its activities have also been the subject of a feature in the international science journal Nature, and an in-depth series of comment pieces in the Columbia Journalism Review (CJR). In addition, the SMC has provided written and oral evidence to parliamentary select committee inquiries on the Liverpool Care Pathway, clinical trials and climate change.

Strategic Review: Against the backdrop of milestones that include the Centre's 10th Anniversary in 2012-13, a strategic review was undertaken during 2013-14, guided by a small working party and employing several approaches to consult with over 100 stakeholders, Trustees, Advisory Committee members and staff. The findings demonstrate that the need for the SMC is as great as ever and confirm that it is operating from a position of strength. The future challenges of a rapidly changing media and scientific arena, however, mean that it must not rely on past successes but ensure it is prepared to meet those challenges head on. Another key message to emerge is that the SMC owes a large part of its success to an uncompromising focus on its mission, and its independence from any institution or funder. The main outcome of the review is therefore that the SMC renew its commitment to that focus, perhaps even more strongly than before. The findings of the review are also now being used as a guide and basis from which the SMC can draw up a renewed set of strategic objectives for the future.

Trustees and staff agreed that there had been a number of positive and extremely informative consequences of this review. Firstly, that it had brought clarity to the role and objectives of the SMC, which needed minor amendments rather than sweeping changes; secondly, that it had given Trustees and staff confidence in what the SMC does and a robustness to define its role with external stakeholders; and thirdly, that the SMC must be fully prepared for the future, for example by moving towards the most optimal funding model and by building up its reserves. The results of the strategic review can now be read on the SMC website.

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 Centre's charitable objective to promote for the benefit of the public and policymakers accurate and evidence-based information about science in the media.

- The Centre continues to build on the strength of its database of experts and press officers from around the UK; the SMC currently works with a network of around 2,700 scientists, engineers and other experts, and around 1,000 press and communications officers. It has also maintained excellent working relationships with all of the mainstream UK media outlets, and in particular with those journalists most likely to cover news stories with a scientific, health or environmental impact. Throughout 2013-14 SMC staff have undertaken an extensive project to develop this database, which is used on a daily basis and is central to the key objectives and activities of the SMC. This has involved reviewing the content, format and operation of the database, ensuring that all data are as up to date and relevant as possible.
- As the Centre's output, the demand it receives, and the number of staff in the team continue to steadily increase, so do the demands on the Centre's IT. The Trustees have identified IT as a crucial resource which was reviewed by SMC staff during the year. This resulted in significant updates to several IT resources including desktop computers.
- 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 Centres outside of the UK whose working model is based on that of the SMC. 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 SMC. In particular it has worked closely with colleagues in Germany, India and the US. SMC staff have also presented at meetings in Warsaw, Singapore, Bangkok and Malaysia, and attended the World Conference of Science Journalists in Helsinki.

Public Benefit Statement

The Trustees have had 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.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2014

Financial review

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

The principal income of the Centre 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 on page 10 shows that the total income to year end was £594,549. This is a slight increase from the previous year (£591,884), although broadly in line.

Total expenditure for the year was £495,120, of which £461,177 (93%) was spent on charitable expenditure directly carrying out the Charity's key objectives. The activities for the year therefore resulted in a surplus of £99,429.

It is 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 three and twelve month's expenditure (approximately £125,000-£495,000 for this period). The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in donations, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been built up and maintained throughout the period; the Charity holds £437,503 in cash reserves as at 31 March 2014 (2013: £338,074).

Plans for the future

The current period has seen the SMC's third year as a fully independent charity. The Trustees feel that the Charity 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 as a result of the strategic review:

- Communicating the strategic review to the SMC's stakeholders outlining its renewed vision, mission and objectives
- 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
- Developing the SMC's funding and fundraising model

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: 24 September 2014

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 2014 set out on pages 10 to 15. 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 2014 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: 24 September 2014

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 2014

	Notes	Unrestricted funds £	Restricted funds £	Total 2014 £	Total 2013 £
<u>Incoming resources from generated funds</u>					
Donations and legacies	2	502,547	63,994	566,541	527,032
Investment income	3	1,008	-	1,008	298
		<u>503,555</u>	<u>63,994</u>	<u>567,549</u>	<u>527,330</u>
Incoming resources from charitable activities	4	-	27,000	27,000	64,554
		<u>503,555</u>	<u>90,994</u>	<u>594,549</u>	<u>591,884</u>
<u>Resources expended</u>					
Costs of generating funds					
Costs of generating donations and legacies	5	21,947	5,487	27,434	25,985
		<u>21,947</u>	<u>5,487</u>	<u>27,434</u>	<u>25,985</u>
Net incoming resources available		481,608	85,507	567,115	565,899
Charitable activities					
Staff costs		278,310	69,179	347,489	354,721
Other direct costs		90,022	23,666	113,688	145,185
		<u>368,332</u>	<u>92,845</u>	<u>461,177</u>	<u>499,906</u>
Total charitable expenditure		368,332	92,845	461,177	499,906
Governance costs		6,509	-	6,509	6,856
		<u>6,509</u>	<u>-</u>	<u>6,509</u>	<u>6,856</u>
Total resources expended		396,788	98,332	495,120	532,747
		<u>396,788</u>	<u>98,332</u>	<u>495,120</u>	<u>532,747</u>
Net income/(expenditure) for the year/ Net movement in funds		106,767	(7,338)	99,429	59,137
Fund balances at 1 April 2013		307,847	30,227	338,074	278,937
		<u>307,847</u>	<u>30,227</u>	<u>338,074</u>	<u>278,937</u>
Fund balances at 31 March 2014		414,614	22,889	437,503	338,074
		<u><u>414,614</u></u>	<u><u>22,889</u></u>	<u><u>437,503</u></u>	<u><u>338,074</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 2014

	Notes	2014 £	£	2013 £	£
Fixed assets					
Tangible assets	8		6,631		2,664
Current assets					
Debtors	9	23,285		8,286	
Cash at bank and in hand		420,753		342,243	
		<u>444,038</u>		<u>350,529</u>	
Creditors: amounts falling due within one year	10	<u>(13,166)</u>		<u>(15,119)</u>	
Net current assets			<u>430,872</u>		<u>335,410</u>
Total assets less current liabilities			<u>437,503</u>		<u>338,074</u>
Income funds					
Restricted funds			22,889		30,227
Unrestricted funds			<u>414,614</u>		<u>307,847</u>
			<u>437,503</u>		<u>338,074</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 2014, 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 24 September 2014

Dr P Cotgreave (Chair)
Trustee

Company Registration No. 07560997

SCIENCE MEDIA CENTRE**NOTES TO THE ACCOUNTS****FOR THE YEAR ENDED 31 MARCH 2014**

1 Accounting policies**1.1 Basis of preparation**

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 2006.

1.2 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings & equipment 25% straight line

2 Donations and legacies

	Unrestricted funds	Restricted funds	Total 2014	Total 2013
	£	£	£	£
Donations and gifts	435,047	63,994	499,041	482,032
Grants receivable for core activities	67,500	-	67,500	45,000
	<u>502,547</u>	<u>63,994</u>	<u>566,541</u>	<u>527,032</u>

3 Investment income

	2014	2013
	£	£
Interest receivable	1,008	298
	<u>1,008</u>	<u>298</u>

4 Incoming resources from charitable activities

	2014	2013
	£	£
Grants received	27,000	28,060
Income from charitable activities	-	36,494
	<u>27,000</u>	<u>64,554</u>

SCIENCE MEDIA CENTRE

NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2014

5	Total resources expended	2014	2013
		£	£
	Costs of generating funds		
	Costs of generating donations and legacies	27,434	25,985
		<hr/>	<hr/>
	Charitable activities		
	<u>Staff costs</u>		
	Activities undertaken directly	347,489	354,721
	<u>Other direct costs</u>		
	Activities undertaken directly	113,688	145,185
		<hr/>	<hr/>
		461,177	499,906
		<hr/>	<hr/>
	Governance costs	6,509	6,856
		<hr/>	<hr/>
		495,120	532,747
		<hr/> <hr/>	<hr/> <hr/>

Governance costs includes payments to the auditors of £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 £402 (2013: £300) travelling expenses.

7 Employees

Number of employees

The average monthly number of employees during the year was:

	2014	2013
	Number	Number
Administration	8	9
	<hr/> <hr/>	<hr/> <hr/>

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

	2014	2013
	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 2014

8 Tangible fixed assets

	Fixtures, fittings & equipment
	£
Cost	
At 1 April 2013	4,465
Additions	6,778
	<u>11,243</u>
At 31 March 2014	11,243
	<u> </u>
Depreciation	
At 1 April 2013	1,801
Charge for the year	2,811
	<u>4,612</u>
At 31 March 2014	4,612
	<u> </u>
Net book value	
At 31 March 2014	6,631
	<u> </u>
At 31 March 2013	<u>2,664</u>

9 Debtors

	2014	2013
	£	£
Other debtors	3,285	3,156
Prepayments and accrued income	20,000	5,130
	<u>23,285</u>	<u>8,286</u>
	<u> </u>	<u> </u>

10 Creditors: amounts falling due within one year

	2014	2013
	£	£
Trade creditors	6,013	4,959
Accruals	7,153	10,160
	<u>13,166</u>	<u>15,119</u>
	<u> </u>	<u> </u>

SCIENCE MEDIA CENTRE

NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2014

11 Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total £
Fund balances at 31 March 2014 are represented by:			
Tangible fixed assets	6,631	-	6,631
Current assets	420,681	23,357	444,038
Creditors: amounts falling due within one year	(12,698)	(468)	(13,166)
	<u>414,614</u>	<u>22,889</u>	<u>437,503</u>
	<u><u>414,614</u></u>	<u><u>22,889</u></u>	<u><u>437,503</u></u>

12 Contingent liabilities

There is a modest claim against the Charity relating to their occupancy of RIGB premises which is currently unresolved but is expected to be resolved in the next financial year.