

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 2018

SCIENCE MEDIA CENTRE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr J C Baker	(Chair)
	Ms K Chadwick	(Treasurer)
	Dr P Brooker Mr A Bull MBE Mr J Hitchcock Dr H Jamison Professor O Leyser Professor Sir M Rawlins Ms J Revill Ms F Unsworth Professor Sir S Wessely	(Appointed 20 October 2017)
Senior Staff	Ms Fiona Fox OBE Ms Natasha Neill Mr Tom Sheldon Dr Edward Sykes	Chief Executive Head of Operations Senior Press Manager Senior Press Manager and Head of Mental Health & Neuroscience
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	

SCIENCE MEDIA CENTRE

LEGAL AND ADMINISTRATIVE INFORMATION

Bankers

HSBC
16 King St
Covent Garden
London
WC2E 8JF

Scottish Widows Bank plc
67 Morrison St
Edinburgh
EH3 8YJ

SCIENCE MEDIA CENTRE

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SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2018

The Trustees present their report and financial statements for the year ended 31 March 2018.

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 2018 is the SMC's seventh year as a fully independent organisation, but also its sixteenth year of existence.

Public opinion surveys continue to demonstrate that the public values science, with 77% saying that they are very or fairly interested in medical research (1), while older surveys report that the vast majority of those surveyed (81%) agree that science will make people's lives easier, and think that scientists and engineers make a valuable contribution to society (2). The most recent survey of its kind reported high levels of public trust that scientists (83%), professors (85%), and doctors (91%) tell the truth; most noticeably, trust in scientists has increased by 20 points since 1997(3). Traditional mainstream media such as television and print newspapers continue to be the most common sources of information that people access, providing an opportunity for accurate, evidence-based information to reach a mass audience. This is despite the rise in popularity of social media sites such as Twitter and Facebook as 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 3 April 2016, Tracking public views on science and biomedical research.

(2) Public Attitudes to Science 2014, Ipsos MORI study conducted for the Department of Business, Innovation and Skills (BIS).

(3) Veracity Index 2017, Ipsos MORI survey of trust in professions

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2018

Aims and Objectives

The SMC's philosophy is:

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

Our main activities will 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 *Times* on a controversial science subject, give an interview for *BBC Radio 4 Today Programme* on a new breakthrough in their field, or speak to a journalist at the *Sun* 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 1300 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 2017-18 included: terminally ill children, antidepressants, Alzheimer's disease, fertility issues, plastic pollution, genome editing, patient data, and the Salisbury poisoning. The SMC also worked on a number of policy-related science stories such as issues relating to Brexit and changes to science funding and governance in the UK.

In total, the SMC responded to over 370 breaking stories or new scientific studies and reports, ran over 50 press briefings, and dealt with over 400 media enquiries from individual journalists. All of these activities represent the core of the SMC's remit and contributed to its performance towards its key objectives and activities as listed above.

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 2017-18 the SMC continued to identify new funders and benefit from the fundraising strategy completed in the previous financial year, leading to over £52,000 in new donations. In combination with lower than expected expenditure the year ended with a surplus of £71,962 (£17,429 in 2016-17).

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.

In the last year the SMC ran a large 'Introduction to the News Media' event for scientists from all research fields at The Francis Crick Institute in Central London. The event had over 180 registered attendees from a diverse range of scientific disciplines and institutions, including 30 researchers from the Crick itself, which specialises in biomedical research. The event received extremely positive feedback and was considered to be very useful to attendees. The perceptions of science reporting were significantly more positive after the event and the SMC was able to recruit a good number of attending scientists to its database in order to work with them in the future.

The SMC also organised a regional generalist 'Intro' event at the University of Leeds, which gave scientists in Northern England and Scotland an opportunity to attend, which they can struggle to do for London-based events. This event was the largest recorded regional event with an attendance of 82 scientists and other experts. Finally, the SMC ran a specialist 'Intro' for fertility and reproductive medicine experts at the Royal College of Obstetricians and Gynaecologists (RCOG) in Central London. This more targeted event was attended by 40 such experts and focused on the particular challenges of reporting this area of science accurately. Both the regional and the specialist event received positive feedback.

Events such as these are a valuable and proven way of encouraging sometimes nervous experts to engage with the media and to work with the SMC to ensure accurate media coverage of controversial science stories. Notably, many of the attendees over the last year were interested in how to engage with journalists in a practical sense rather than just a philosophical capacity. This perhaps represents an ongoing positive shift towards openness among researchers. The combination of these three events throughout the previous year ensured that the SMC catered to a wide range of experts across the country.

On occasion, scientists are faced with harassment or a backlash if their research findings do not find favour with select groups or individuals, or robustly challenge a popular narrative. The SMC seeks to support and encourage scientists that find themselves in this position to ensure they do not withdraw from research in the field nor cease to engage with the media on these topics. This ensures that the public and policy makers do not lose out on benefiting from their knowledge and expertise.

At times, scientists and other experts may face barriers to engaging with the media and the public from within their own institution, particularly when their area of expertise is linked to a highly sensitive subject, such as the treatment of terminally ill children. They have also been discouraged from talking about their own subjects during elections, despite not working for government. At these times, when it is clear that the public are missing out on essential input from the scientific community, the SMC will challenge restrictions placed on scientists and encourage them to engage with the media. During the 2017 pre-election period, when restrictions on civil servants speaking publicly were unintentionally extended to cover research scientists, the SMC coordinated a letter signed by a number of other organisations to the head of the Cabinet Office to highlight the consequences of these restrictions on the public understanding of science. This letter was in turn picked up by media outlets, garnered a response from the Cabinet Office, and triggered a round table with them, the SMC, and other concerned organisations at the Institute for Government to discuss the issue. The Cabinet Office took the concerns of the research community very seriously and new *purdah* guidelines published in April 2018 ahead of the local elections included two significant changes that emphasised that the guidance had never been designed for or intended to cover the work of independent academics. The SMC will work hard to ensure that funders and government departments take proactive measures to ensure that scientific researchers are made aware of these changes and are clear that *purdah* guidance does not apply to their day to day work.

The SMC also helps scientists to 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 may include writing citations or 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 are 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 a 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 case of the terminally ill child Charlie Gard, the Grenfell Tower fire, the poisoning of two Russians in Salisbury, the death of Stephen Hawking, the fatal collision of a self-driving car, figures on air pollution, the granting of the first UK licence for mitochondrial transfer therapy, the Caldicott review on patient data sharing, contaminated eggs, and the NHS cyberattack.

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 science 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 like; the effect of e-cigarettes on smoking cessation, the EFSA assessment of neonicotinoids, light drinking in pregnancy, monkey clones, processed foods and cancer, a blood test for cancer, genetics and GCSE results, health effects of paracetamol in pregnancy, antidepressants in pregnancy and autism in children, declining sperm quality, fertility MOTs, painkillers and heart attack risk, leafy green vegetables and dementia, and human embryo genome editing.

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 allows 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. Recent examples have included: male fertility, the effectiveness of anti-depressants, the impact of neonicotinoids on bees, the impact of the Cancer Drugs Fund, sex robots, CBT for health anxiety, the Chief Medical Officer's report on genomics, public trust in medical evidence, a controversial treatment for CFS/ME in children, global warming slowdown, the results of the UK's first use of genome editing in human embryos, fertility preservation, and the organ donation opt-out policy.

The SMC can also provide a neutral venue for a range of scientific institutions to come together and speak out jointly on issues of concern.

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 fifteen statistical reviews on new research, including studies on alcohol and brain function, aircraft noise exposure and high blood pressure, brain training for dementia, and lead and cardiovascular disease deaths in US adults.

The SMC also produces Factsheets on controversial or complex topics in science that give an overview of the key facts and evidence which journalists (specialist and non-specialist) can use to ensure the accuracy of their articles. These Factsheets are produced in consultation with leading scientists in the field, and in the last year documents on antidepressants and CFS/ME. Alongside Factsheets, the SMC also produces Briefing Notes, which are comprehensive summaries of the key scientific points on controversial science topics that can be utilised by general news producers and presenters. Briefing Notes are designed to be read rapidly and kept to hand in a studio or newsroom. No new Briefing Notes were produced in the last year, but previously published ones are available on the SMC website.

The SMC ran a session for science journalists where a pair of senior statisticians went over the use of statistics of scientific papers to increase journalists' abilities to assess the relative statistical robustness of studies, and to be aware of potential limitations and pitfalls in statistics. These sessions are usually run once a year and there is quite high demand from journalists and new outlets. The SMC has also been asked to run sessions for journalists in training, including for those studying journalism at City University and graduate trainees from the Telegraph.

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 presented sessions or given talks at Imperial College London, London School of Hygiene and Tropical Medicine, Institute of Mental Health in Nottingham, the Royal Statistical Society annual conference, British Society for Immunology annual conference, King's College London, Faculty of Pharmaceutical Medicine annual conference, Great Ormond Street Hospital, Grantham Institute, British Heart Foundation, and the MRC Clinical Trials Unit

In particular, the SMC was involved in the Stempra Press Officer Training Day and ran sessions on understanding statistics and responsible communication for new and junior science press officers to help them hone their skills at ensuring accurate media coverage of publicised science 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, in the last year SMC staff have been featured in articles and comment pieces published in Research Fortnight, Financial Times, Press Gazette, i News, PR Week, and BuzzFeed. The SMC was also quoted in the House of Commons Science and Technology Committee's report on 'science in emergencies: chemical, biological, radiological or nuclear incidents', and was cited in the Parliamentary Office of Science & Technology (POST) note on 'communicating risk'.

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 Chair of the Progress Education Trust and is on the advisory committee for the Centre for Ecology and Hydrology, the Grantham Institute for Climate Change, and the National Institute for Health Research Health Protection Unit in Emergency Preparedness and Response. Ed Sykes is a non-voting member of the advisory board of the UK CFS/M.E. Research Collaborative and a member of the expert advisory group of Understanding Animal Research. Alice Kay is Secretary for the committee of the science PR network Stempra and also a lay member of the Faculty of Pharmaceutical Medicine's Communications and Policy Group. Sophia McCully is a member of the UK Bioscience Sector Coalition, Natasha Neill is a member of the advisory board for the BEIS public attitudes to science survey and Fiona Lethbridge is also a Stempra committee member.

**TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)
FOR THE YEAR ENDED 31 MARCH 2018**

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 and neuroscience 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. The post relies on a strong network of experts across the fields of neurology, neuroscience, psychiatry and psychology whose specialisms range from neurological disorders to psychological illnesses.

The mental health and neuroscience community continues to be highly engaged with the media and this is reflected in the work of the specialist SMC press officer. In the last year there were 12 briefings on mental health and neuroscience topics including: cannabidiol treatment for childhood epilepsy, dementia with Lewy bodies, healthy anxiety, the mind-body interface, the Brain Prize, and antidepressants.

The SMC also issued 54 Roundups and Rapid Reactions on various stories in the field, including: antidepressant use around pregnancy and autism spectrum disorder, brain training app for cognitive impairment, the structure of the protein tau in Alzheimer's disease, sugar and mental health, lithium in water and dementia, head injuries associated with contact sports, psilocybin and depression, avatar therapy for hallucinations in psychosis, brain lesions and criminal behaviour, green leafy vegetables and behaviour, and biomarkers for amyloid-beta in Alzheimer's disease.

Other activities

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

Over the last year the SMC has been working to develop a labelling system for press releases of medical science to help improve the reporting of scientific evidence in the media. This work was borne out of the Academy of Medical Science's report 'Enhancing the use of scientific evidence to judge the potential benefits and harms of medicines', which was published in June 2017. This report investigated the quality of scientific evidence in this arena as well as the public understanding of that evidence and whether the scientific community communicates it effectively. The report included a series of recommendations aimed at different sections of the scientific community, and the SMC was assigned to develop this labelling system for press releases to immediately indicate to journalists what stage new research is at, and therefore how relevant it is to patients. The SMC consulted statisticians, experts in study design, and press officers in the development of this labelling system, and after a period of time trialling the labels internally, tasked a working group of external press officers to pilot using the labels when producing press releases. The feedback from this pilot was largely positive and so the SMC is currently embarking on the next stage of the project by seeking input from journalists and approaching other key organisations and press officers about the system. Throughout this process the SMC has engaged with and consulted the Academy of Medical Science.

The same report also produced another recommendation aimed at the SMC: that it should develop a series of workshops for news editors, sub-editors, and non-specialist journalists to help improve their understanding and reporting of the scientific process. While SMC staff have made efforts to meet with non-specialist producers at news programmes, such as BBC Newsnight and BBC Radio 4 Today programme, there are plans to introduce more detailed workshops for a wider range of editors at various news outlets such as Times and the Press Association.

The SMC continues to engage extensively with its counterparts in other countries, including the SMCs of Germany, Australia, New Zealand, and Canada. In the previous year, an SMC-like entity has come into existence in the USA, and the UK SMC has had numerous conversations and provided considerable advice to its staff and director. A representative from the UK SMC met with the German SMC and US organisation at the AAAS meeting in Austin in February.

SCIENCE MEDIA CENTRE

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

FOR THE YEAR ENDED 31 MARCH 2018

Fundraising

The period 2017-18 was ended in line with the fundraising strategy of the Centre and a £71,962 surplus (£17,429 in 2016-17).

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 (around 98%) within those organisations supporting the SMC, and continues to be successful in attracting new supporters – receiving over £52,000 in new income over the year. The total income received was significantly higher than 2016-17. The majority of the new income was a result of the fundraising strategy developed in the previous financial year but delays in payments from the previous financial year also contributed.

Expenditure was higher than in previous years, although less than forecast. Less than expected was spent on travel and general office expenses throughout the year, and a decreased use of consultants reduced expenditure.

The fundraising performance over the year showed the benefit of the strategic changes of 2016-17 in both the additional income received and increased proportion of renewing organisations paying within the financial year. The changes made to the funding model will be continued alongside close analysis of the risk level of funders and detailed reporting – to ensure the progress that has been made continues.

Impact

The work of the SMC is often difficult to judge through numbers alone. Success can mean a poor study or unpublished poster 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. 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 over 50 press conferences with an average attendance of eight journalists from the national news media. We released over 370 rapid reactions and round ups on breaking news stories or new scientific studies and reports, leading to around 1,300 expert comments being issued to national news journalists. These comments appeared in print and online over 1,500 times 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.

The SMC continued to work on the new and contentious science stories throughout 2017/18, including on e-cigarettes, terminally ill children, genome editing, nerve agents, fertility, pesticides, diet, and the impact of purdah on research scientists. The SMC worked with scientists, medics, engineers and press officers across the research community and provided fast and accessible expertise to news journalists when they most needed it, coordinating briefings and expert comment ahead of and in response to new developments and advising the scientists and other experts at the centre of these issues.

2. Continue to work closely with other organisations who share our mission when our expertise would be valuable for specific projects.

The SMC has worked closely with the Academy of Medical Sciences (AMS) throughout their project looking at how the public uses evidence to judge the benefits and harms of medicines. We hosted the AMS press briefing to launch their report in June 2017 and were heavily involved in several elements of the 'communicating evidence' strand of their work. The SMC was given two recommendations in the Academy's report –to develop workshops on science for editors, subeditors and non-specialist reporters in newsrooms; and to explore a labelling system for press releases.

The aim of the labelling system is to summarise at the top of the press release the kind of study, what stage the research is at and whether it is peer reviewed – to give journalists at a glance a clear idea of the type of research, and to be a useful tool for press officers when they are writing their press releases and in their discussions with scientists. The SMC worked closely with a group of press officers from universities, publishers, journals and others to test the feasibility of the system and will continue to work on the system in 2017-18.

The SMC also maintains close relationships with Stempra (the network of STEM press and communications professionals), with two staff members currently serving on the committee and having organised and run events on topical issues. The SMC values our relationships with the wider press office community. We've also kept in close touch with Prof Petroc Sumner and colleagues from the Cardiff University group doing research on accuracy in press releases. The SMC hosted and ran an event with Petroc through Stempra, to give him the opportunity to talk to press officers about the findings of his research and its implications for press releases, and to give the press office community the chance to feed into the work and to have their say.

3. To offer resources that will assist journalists with statistical literacy.

Following positive feedback on a previous session in 2016, the SMC organised and ran a free stats session for journalists in January 2018. The session was very well attended, with 24 science and health correspondents from a range of tabloid, broadsheet and broadcast outlets giving up two hours of their time to hear from Prof Kevin McConway, Emeritus Professor of Applied Statistics at the Open University. The session covered aspects such as relative and absolute risk, statistical significance, p-values, confounding factors, and correlation versus causation. Journalists were encouraged to ask questions throughout and the feedback was good – including comments from journalists such as "That was excellent, really useful – thank you to all involved" and "Very informative and, surprisingly, entertaining too." We plan to run similar sessions again in future as and when there is appetite among journalists.

4. To continue to highlight the effects of and campaign against the restrictions of government scientists engaging openly with the media.

For a number of years, the SMC has been at the forefront of the drive to highlight the effects of and campaign against the restrictions of government scientists engaging openly with the media. During the last election, we garnered examples of purdah restrictions being over interpreted, from our database of 3000 experts. Some of these examples were overzealous and stopped scientists from speaking out about scientific studies, which wouldn't have had any effect on the political situation. This showed us that the purdah guidelines set out were being misinterpreted by research councils and a number of universities. With these examples in mind, we, alongside 13 other organisations within the scientific community, wrote to the Cabinet Secretary & Head of the Civil Service to highlight our joint concern about the ambiguity surrounding purdah rules for scientists. We received a response from Sir Jeremy Heywood, Head of the Civil Service, who said that whilst they will reflect – as they do every year – on how the election guidance is operated, in practice, he does not believe that a wider review or consultation is required. We have set up roundtables and meetings with senior individuals to discuss the issue further.

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 a small number of exceptions to the 5% upper limit on donations. These exceptions are large trusts like the Wellcome Trust.

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 libellous 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. An external IT review was carried out during the year and is being reviewed for implementation of appropriate recommendations.

Transactions and financial position

In its seventh year 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 £626,809 (£561,371 in 2016-17).

Total expenditure for the year was £554,847 (£543,942 in 2016-17) of which 94% (94% in 2016-17) was spent on charitable activities directly carrying out the Charity's key objectives.

The activities for the year therefore resulted in a surplus of £71,962 (£17,429 in 2016-17).

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 £370,000 - £647,000 for this period).

This level of reserves has been built up and maintained throughout the period; the Charity holds £594,418 in cash reserves as of 31 March 2018 (£522,456 in 2016-17).

The current level of reserves are well within the range deemed appropriate by the Trustees, therefore future years will aim to add small increases to the reserves by consistently operating at surplus.

PLANS FOR FUTURE PERIODS

The current period has seen the SMC's seventh 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.

We will achieve this by continuing to monitor the media for contentious scientific issues and respond proactively, working with press officers and scientists to get scientists speaking to journalists both directly and through roundups and rapid reactions. We will also run three Introduction to the News media events.

2. Work with partner organisations to enhance ways in which scientific evidence can be used to judge the harms and benefits of medicine

We will achieve this by leading on the development of a labelling system for press releases – the recommendation given to us by the AMS in their report on enhancing the use of scientific evidence to judge the potential benefits and harms of medicine. Following positive feedback from press officers and from journalists the SMC will work closely with the Academy to spread the word throughout the press office community and roll out the system from summer 2018 onwards. The SMC is positive that this system has potential to be useful for press officers and journalists.

3. Broaden the reach of the SMC within national newsrooms in the UK

We will achieve this by offering and delivering sessions about science reporting to subeditors, editors and non-specialist reporters in newsrooms. These sessions will be designed to raise important aspects such as sources of evidence, sample size, correlation and causation, false balance, and expertise; the peculiarities specific to reporting science that specialist journalists will be very familiar with but that non-specialists might not be aware of. The SMC has always worked closely with the specialist science and health correspondents but has been considering ways to broaden our reach and to be useful to non-specialist journalists. This work will also feed into the recommendation given to us by the AMS in their evidence report to develop a series of workshops for news editors, subeditors and non-specialist journalists to enhance their understanding of the scientific process.

SCIENCE MEDIA CENTRE

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

FOR THE YEAR ENDED 31 MARCH 2018

4. Host an international meeting for the global SMC network and deliver a debate event focusing on restrictions on government scientists speaking to the media

We will achieve this by organising an agenda that covers topics of global relevance to the SMCs and ensuring that the meeting and event are well organised. We will select the audience for our debate event to ensure that those in the room are closely aligned with the issue to build genuine discussion and debate about the benefits and harms caused by restrictions on scientists speaking to the media.

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 £207 (£449 in 2016-17).

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, two Senior Press Managers and the Head of Operations allows for better distribution of organisational responsibility and both staff and Trustees continue to be happy with the structure. The Head of Operations has particular responsibility for issues relating to governance and the Treasurer for the financial management of the organisation.

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, Prof. Sir Mike Rawlins, 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 at least once a year and is chaired by Prof Dame Ottoline Leyser. 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 2018

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)
Professor Sir M Rawlins
Professor O Leyser
Dr H Jamison
Professor Sir S Wessely
Ms F Unsworth
Ms J Reville
Mr J E Hitchcock
Mr A Bull
Ms K Chadwick (Treasurer)
Dr P Brooker

(Appointed 20 October 2017)

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. An additional temporary member of staff was recruited in February 2018 to help with data protection and a short term press office assistant vacancy due to shared parental leave.

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

During 2016-17 the SMC pay structure was reviewed by the Remuneration Committee to ensure that it would be affordable in the long term. The Committee established principles of the Centre's pay system and found that the current system was suitable.

The following principles of the pay system were outlined and 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.

Benchmarking was completed in December 2017 and as a result the pay bands for Press Office Assistant and Press Officer were increased.

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 2018

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.

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: 9 November 2018

SCIENCE MEDIA CENTRE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2018

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 2018 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 2018 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 accounts section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the accounts 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 auditors 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.

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

9 November 2018

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 2018

	Notes	Unrestricted funds £	Restricted funds £	Total 2018 £	Total 2017 £
<u>Income from:</u>					
Donations and legacies	2	591,956	24,500	616,456	550,028
<u>Charitable activities</u>					
Grants received	3	-	10,000	10,000	10,000
Investments	4	353	-	353	1,343
Total income		592,309	34,500	626,809	561,371
<u>Expenditure on:</u>					
<u>Raising funds</u>					
Fundraising and publicity	5	27,265	6,816	34,081	32,330
Charitable activities	6	443,039	77,727	520,766	511,612
Total resources expended		470,304	84,543	554,847	543,942
Net incoming/(outgoing) resources before transfers		122,005	(50,043)	71,962	17,429
Gross transfers between funds		(50,043)	50,043	-	-
Net income for the year/ Net movement in funds		71,962	-	71,962	17,429
Fund balances at 1 April 2017		522,456	-	522,456	505,027
Fund balances at 31 March 2018		594,418	-	594,418	522,456

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 2018

	Notes	2018 £	£	2017 £	£
Fixed assets					
Tangible assets	10		479		1,021
Current assets					
Debtors	11	11,856		2,912	
Cash at bank and in hand		597,444		527,695	
		<u>609,300</u>		<u>530,607</u>	
Creditors: amounts falling due within one year	12	<u>(15,361)</u>		<u>(9,172)</u>	
Net current assets			593,939		521,435
Total assets less current liabilities			<u>594,418</u>		<u>522,456</u>
Income funds					
Unrestricted funds			594,418		522,456
			<u>594,418</u>		<u>522,456</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 2018, 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 financial statements under the requirements of the Companies Act 2006.

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 9 November 2018 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 2018**

	Notes	2018		2017	
		£	£	£	£
Cash flows from operating activities					
Cash generated from operations	13		69,396		7,313
Investing activities					
Purchase of tangible fixed assets		-		(450)	
Interest received		353		1,343	
Net cash generated from investing activities			353		893
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			69,749		8,206
Cash and cash equivalents at beginning of year			527,695		519,489
Cash and cash equivalents at end of year			597,444		527,695

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 unless the funds have been designated for other purposes.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

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	Restricted funds	Total 2018	Total 2017
	£	£	£	£
Donations and gifts	561,956	24,500	586,456	495,028
Grants receivable for core activities	30,000	-	30,000	55,000
	<u>591,956</u>	<u>24,500</u>	<u>616,456</u>	<u>550,028</u>
For the year ended 31 March 2017	<u>527,891</u>	<u>22,137</u>	<u>550,028</u>	<u>550,028</u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2018

3 Charitable activities

	Total 2017 £	Total 2017 £
Grants received (restricted funds)	10,000	10,000
	<u> </u>	<u> </u>
For the year ended 31 March 2017		
Restricted funds		10,000
		<u> </u>

4 Investments

	2018 £	2017 £
Interest receivable	353	1,343
	<u> </u>	<u> </u>

5 Raising funds

	Unrestricted funds £	Restricted funds £	Total 2018 £	Total 2017 £
<u>Fundraising and publicity</u>				
Staff costs	27,265	6,816	34,081	32,330
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
	27,265	6,816	34,081	32,330
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
For the year ended 31 March 2017				
Fundraising and publicity	25,864	6,466		32,330
	<u> </u>	<u> </u>		<u> </u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2018

6 Charitable activities

	Staff costs	Other direct costs	Governance costs	Total 2018	Total 2017
	£	£	£	£	£
Staff costs	405,270	-	-	405,270	391,755
Depreciation and impairment	-	542	-	542	2,236
Other direct costs	-	100,954	-	100,954	103,751
	<u>405,270</u>	<u>101,496</u>	<u>-</u>	<u>506,766</u>	<u>497,742</u>
Share of governance costs (see note 7)	-	-	14,000	14,000	13,870
	<u>405,270</u>	<u>101,496</u>	<u>14,000</u>	<u>520,766</u>	<u>511,612</u>

7 Support costs

	Governance costs	2018	2017
	£	£	£
Audit fees	3,742	3,742	3,720
Accountancy	9,000	9,000	9,000
Trustees' insurance	283	283	277
Trustees' travelling expenses	207	207	449
Trustee meetings	720	720	376
Filing fees	48	48	48
	<u>14,000</u>	<u>14,000</u>	<u>13,870</u>
Analysed between Charitable activities	<u>14,000</u>	<u>14,000</u>	<u>13,870</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 £207 (2017: £449) travelling expenses.

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2018

9 Employees

Number of employees

The average monthly number employees during the year was:

	2018	2017
	Number	Number
Administration	8	8
	<u> </u>	<u> </u>

Employment costs

	2018	2017
	£	£
Wages and salaries	439,351	424,085
	<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:

	2018	2017
	Number	Number
£80,000-£90,000	-	1
£90,000 - £100,000	1	-
	<u> </u>	<u> </u>

10 Tangible fixed assets

	Fixtures, fittings & equipment
	£
Cost	
At 1 April 2017	13,410
At 31 March 2018	<u>13,410</u>
Depreciation and impairment	
At 1 April 2017	12,389
Depreciation charged in the year	542
At 31 March 2018	<u>12,931</u>
Carrying amount	
At 31 March 2018	479
At 31 March 2017	<u>1,021</u>

11 Debtors

	2018	2017
	£	£
Amounts falling due within one year:		
Other debtors	11,856	2,912
	<u> </u>	<u> </u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2018

12 Creditors: amounts falling due within one year	2018	2017
	£	£
Other taxation and social security	10,302	-
Trade creditors	589	548
Accruals and deferred income	4,470	8,624
	<u>15,361</u>	<u>9,172</u>
	<u><u>15,361</u></u>	<u><u>9,172</u></u>
13 Cash generated from operations	2018	2017
	£	£
Surplus for the year	71,962	17,429
Adjustments for:		
Investment income recognised in statement of financial activities	(353)	(1,343)
Depreciation and impairment of tangible fixed assets	542	2,236
Movements in working capital:		
(Increase) in debtors	(8,944)	(406)
Increase/(decrease) in creditors	6,189	(10,603)
	<u>69,396</u>	<u>7,313</u>
Cash generated from operations	<u><u>69,396</u></u>	<u><u>7,313</u></u>