

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 2019

SCIENCE MEDIA CENTRE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr J C Baker (Chair) Dr P Brooker Mr A Bull Mr J E Hitchcock Dr H Jamison Professor K McConway Ms J Revill Ms F Unsworth Professor Sir S Wessely	(Appointed 9 November 2018)
Senior Staff	Ms Fiona Fox OBE Mr Adrian Van Schalkwyk Mr Tom Sheldon Dr Edward Sykes	Chief Executive Head of Operations Senior Press Manager Senior Press Manager and Head of Mental Health & Neuroscience
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Company number	07560997	
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SCIENCE MEDIA CENTRE

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SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2019

The Trustees present their report and financial statements for the year ended 31 March 2019.

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 2019 is the SMC's eighth year as a fully independent organisation, but also its seventeenth year of existence.

Public opinion surveys continue to demonstrate that the public values science, with 66% saying they would like to find out more about medicine, disease and health research (1), 82% agreeing that the work scientists do will benefit people (1), and 81% saying 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 (85%), professors (86%), engineers (83%) and doctors (92%) tell the truth (3). Traditional mainstream media such as television and print newspapers continue to be one of the most common and significant 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 of 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 Global Monitor 2018, How does the world feel about science and health?

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

(3) Veracity Index 2018, Ipsos MORI survey of trust in professions

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 *Daily Mail* on a controversial science subject, give an interview for *BBC News* on a new breakthrough in their field, or speak to a journalist at *The Times* about a planned exclusive article in their area of expertise. They also continue to speak on panels at our press briefings and send written comments in response to breaking stories and in advance of the publication of new research studies, and in the past year scientists provided over 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 2018-19 included: e-cigarettes, antidepressants, dementia, CFS/ME, fertility issues, air pollution, climate change, diet and nutrition, and genome editing. Some of the big engineering stories this year included a bridge collapse and building fires.

In total, the SMC responded to over 350 breaking stories or new scientific studies and reports, ran over 56 press briefings, and dealt with over 480 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 2018-19 the SMC ended with a surplus of £26,012 (£71,962 in 2017-18).

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. 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 has run three 'Introduction to the News Media' events in locations across the country. The Bristol, London and Glasgow locations all led to hugely successful, and well attended events.

As it was a regional event, the University of Bristol, who kindly hosted, as well as other institutions in the South West, were the focus of targeted recruitment. This resulted in over 120 attendees, all research active scientists, from many organisations who sometimes struggle to attend London based events. Attendees also represented a wide range of scientific disciplines. Feedback both on the day and through the follow-up questionnaire was very positive. The panel sessions allowed for the attendees to discuss their concerns about engaging with the media. There were interesting discussions around the different deadlines journalists have compared to research scientists, and how print and broadcast media work differently.

The Wellcome Trust hosted our January event in London. This subject specific event aimed to cater for researchers working in data science, encompassed within this were scientists from the fields of AI, health/patient data, ecological management and many more. During the afternoon, practical advice was given on how scientists can help journalists report their science accurately and work best with their press office and the SMC. Many attendees later reported that they would be more open to, and confident in, engaging with the media as a result of this event.

Glasgow's event was hosted by the University of Strathclyde; there were over 120 registered attendees who represented a wide variety of disciplines and institutions from across Scotland and the North of England. The session saw very active question and answer sessions, covering topics from how to best communicate controversial topics to the media, to how to manage expectations and convey the incremental nature of research. Feedback from this event was also very positive with the majority of attendees surveyed saying they would recommend the event to other scientists.

Across all three events the SMC was consistently able to recruit top scientists for our expert database, in order to work with them in the future.

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're doing, engage with the story, and offer evidence-based comments. The SMC then makes these experts and their comments available to journalists at all major UK news outlets, who can follow up with further queries or interview requests. This activity helps to inject accurate information and valuable context from experts into rapidly-developing news stories, which in turn reduces the likelihood of inaccurate speculation which may mislead or alarm the public. Rapid Reactions therefore satisfy both journalists' desire for credible experts and appropriate information, and ensure the public are hearing from the best experts at the time when it is most critical. Examples of Rapid Reactions include stories like; the news that a scientist in China claimed to have created two genome edited babies, the Genoa bridge collapse, the Notre Dame fire, drones closing UK airports, the rescheduling of cannabis products, the World Health Organisation global measles figures, earth tremors near a fracking site, and the moorland wildfires.

Roundups

This service is unique to the SMC and has become a key tool for the Centre and for specialist science journalists to ensure accurate coverage of new scientific research. The SMC gathers and issues written comments from leading, relevant experts on embargoed scientific studies and reports ahead of their publication. These third party comments offer a critique and valuable insights that science journalists can use to cover the story in an accurate and responsible way. Statements from independent scientists can help reporters identify the strengths and weaknesses of a new study and put it into the context of wider scientific knowledge. These comments can indicate how surprising or important the findings are and describe any implications. Print and broadcast journalists can lift quotes for their reports and follow up for further interviews with the experts. Recent examples of Roundups which have helped journalists to navigate new studies include stories like; carbohydrate intake and health, processed meat and breast cancer, mouse pups born from same sex parents, air pollution exposure in pregnancy and autism in children, use of AI to predict Alzheimer's disease, e-cigarettes and smoking cessation, projected CO2 levels, the impact of screen use and social media on young people, ultra-processed food consumption and health, brain stimulation to restore working memory, and aspirin use in healthy people.

Briefings

The SMC runs regular press briefings for the specialist science journalists at the UK national news outlets. These briefings provide an opportunity for scientists and journalists to meet regularly and allow scientists to explain their complicated work in a detailed and measured way and give journalists the opportunity to really get to grips with a difficult or significant area of science, with the end result being more accurate media coverage. News briefings allow scientists to explain new findings in a more nuanced way, while background briefings address a wide range of topical issues where experts feel that accurate, evidence-based information has been missing from the media and public debate. SMC briefings have proved to be instrumental in ensuring scientifically-accurate media coverage of many high-profile and ongoing scientific issues. Recent examples have included: cannabis strength and psychosis: Antarctic ice sheet melt, genome editing in animals: the efficacy of ADHD medication, greenhouse gas removal, social media use and well-being: treatment resistant depression: artificial intelligence in healthcare: fracking in the UK: the future of drone technology: statin use in the elderly: the state of Britain's pollinating insects: and cannabis and depression: and the Life Sciences Industrial Strategy.

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 recently issued eight statistical reviews on new research, including on studies on air pollution and autism spectrum disorders, brain tumours and lifestyle factors, organic food and cancer, aspirin use and cardiovascular bleeding and the UK prevalence of alcohol spectrum disorders.

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 met with or given talks at UCL, MRC London Institute of Medical Sciences, London School of Hygiene and Tropical Medicine, National Oceanography Centre, UCL, MRC London Institute of Medical Sciences, Sheffield University, British Association for Psychopharmacology Summer Meeting, University of Bristol, European College of Neuropsychopharmacology, Association of British Neurologists, Oxford University Psychiatry Department, Food Standards Agency, Roslin Institute, British Pharmacological Society's 2018 conference, University of Bath, Cancer Research UK (CRUK), British Heart Foundation (BHF), King's College London, University of Nottingham, Springer Nature, University of Stirling, University of Dundee, University of Strathclyde, University of Glasgow, University of Edinburgh, Medicines and Healthcare products Regulatory Agency (MHRA), Queen Mary University of London, and the Association of Medical Research Charities (AMRC).

The SMC was involved in the Stempra Press Officer Training Day 2019, running a session with a statistician on how to talk about numbers, risks and effect sizes in press releases, and sitting on a panel about avoiding hype in health stories. The aim of the day was to help new and junior press officers understand best practice in science media relations in order to ensure accurate media coverage of STEM 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*, *The Guardian*, *The Times* and *Nature*. The SMC was also quoted in the House of Commons Science and Technology Committee's report on the 'Impact of social media and screen-use on young people's health'.

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

Fundraising

The period 2018-19 was ended in line with the fundraising strategy of the Centre and a £26,012 surplus (£71,962 in 2017-18).

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

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

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 60 press conferences with an average attendance of nine 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 new science stories throughout 2018/19 including on diet, cancer, antidepressants, climate science, genome editing, screen use and social media, dementia, and vaccines. We worked with scientists, medics, engineers and press officers across the research community, and continued to meet and recruit new scientists to our database, especially on topics which are high profile and contentious in the media, working with them and supporting them in providing fast and accessible expertise to news journalists on the biggest science and health stories of the day

We continued to support and advise scientists whose area of research was at the heart of big media stories and help ensure that the public had access to high quality scientific expertise on these issues via the news media.

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

The SMC developed and rolled out a labelling system for medical research press releases following a recommendation from the Academy of Medical Sciences. SMC press officers had meetings and phone discussions with press offices across the UK, and ran evening events including with Stemptra, to explain the structure and aim of the system. Following these meetings, and after positive discussions with health journalists, more than 30 institutions (including universities, journals and research charities) are now using the labelling system routinely when they send out their press releases to the media. The aim of the system is to act as a tool for press officers when working with scientists to produce accurate and measured press releases, and to help journalists see at a glance the stage of science and type of study in question – hopefully acting as one of many tools that could help nudge press releases and media coverage in the direction of accuracy.

We also began to address the issue of preprints and how they will affect embargoes, press releases and reporting of controversial science. We published our own extended essay along with articles in *Nature* and *The Lancet* to raise awareness of the potential unintended impact of preprints on public understanding of scientific evidence. We convened several meetings with journalists, universities and journals to better understand how embargoes and preprints can coexist and try to find a way to ensure public understanding is not harmed by early stage research becoming easily and immediately available. Further work will continue in 2019/20.

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

The SMC delivered a successful series of sessions for subeditors at *The Times* newspaper. Following a recommendation from the Academy of Medical Sciences to develop workshops on the scientific process for non-specialist journalists and editors, and as a result of the SMC's own objective to broaden the reach of our output, we delivered two sessions for 90 subeditors at *The Times* which covered aspects including the importance of accuracy with correlation versus causation, scientific versus journalistic balance, labelling of expertise, strengths of different types of study, the importance of the weight of evidence on contentious topics, peer review, sample size, and of using third-party experts. We also emphasised the SMC's 10 best practice guidelines for reporting science and health stories. The subeditors were an attentive and engaged audience and the sessions were very worthwhile. We additionally arranged for a statistician to run sessions for the same group specifically on statistics and their use and importance in science, health and environment stories. Since the workshops we have kept in frequent contact with the Assistant Editors at *The Times* about these issues.

Additionally, the SMC has run sessions on science reporting for the journalists of the future, including workshops with trainee journalists at the *Telegraph* (run by *Press Association*) and with journalism students at City University.

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.

At the end of October, the SMC had the pleasure of welcoming the global SMCs to London for our bi-annual meeting. Joining us were CEOs and other staff from SMCs in Australia, New Zealand, Canada, Germany and the newest model from the US. While there are some differences in the funding models and modus operandi of the different SMCs we all offer many of the same core services to journalists and operate as a network, sharing information and distributing each other's comments on global breaking news. It was fantastic to have two full days to discuss our mutual challenges in adapting to a media and media relations landscape in a period of dramatic change.

To welcome our global colleagues to London, the SMC UK hosted a public debate on an issue close to all our hearts - the restrictions placed on government scientists from speaking out openly in the media. In front of a packed audience in the Wellcome Collection, which included five Chief Scientists to the Government, Fiona Fox chaired a lively debate between two leading UK government scientists who defended the need for some restrictions and a visiting journalist and scientist from Canada and New Zealand respectively who argued that the restrictions are bad for science and the public interest. The audience had a mix of different views and there were no winners or losers. Rather, a consensus that an important subject had been aired by thoughtful people united in an interesting and constructive way. It was a great way to start the global meeting and it was with great sadness that we bid our colleagues farewell after an extremely enjoyable and productive meeting.

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.

Transactions and financial position

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

The Statement of Financial Activities shows that the total income to year end was £579,773 (£626,809 in 2017-18).

Total expenditure for the year was £553,761 (£554,847 in 2017-18) of which 94% (94% in 2017-18) was spent on charitable activities directly carrying out the Charity's key objectives.

The activities for the year therefore resulted in a surplus of £26,012 (£71,962 in 2017-18).

**TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)
FOR THE YEAR ENDED 31 MARCH 2019**

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 £613,262 in cash reserves as of 31 March 2019 (£597,444 in 2017-18).

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

The following priorities have been identified for the coming year:

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

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

We will host two of our flagship Introduction to the News Media events, aiming to reach scientists with no prior media experience, so they feel confident about engaging with the media and understand the practicalities of working with journalists, especially on controversial subjects which often make the headlines.

On occasion, scientists may be 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 will continue to support and encourage scientists that find themselves in this position to ensure they do not withdraw from engaging 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.

2. Look into the changing role of science press officers

The SMC works extremely closely with science press officers working at universities, research institutes, funders, charities and journals. However, in recent years we have noticed significant changes in the focus of these press officers. Many have moved away from dealing primarily with reporters in mainstream national news outlets and are now multimedia officers creating their own content and managing a much wider communication remit including internal and corporate communications. In the next year the SMC will be focused on getting a better understanding of this changing media relations landscape and crucially what impact it will have on the evolution of the SMC. We will bring a paper to our advisory board and initiate discussion with key press officers as part of a programme of visits to universities. We will also seek to understand whether there is anything negative in current changes, especially in relation to by-passing the news media, that could leave the scientific community vulnerable to another MMR or GM type situation. Or indeed whether the changes have taken place in part because the SMC's strong focus on news leaves more space for other science press officers to experiment with more strategic communication to specific target audiences.

3. Preprints

We are producing a session on this subject at the World Conference of Science Journalists in Switzerland in July 2019. Delegates will be journalists and press officers from all over the world. The SMC will be on the panel alongside representatives from Reuters, the Australian Broadcasting Corporation and the British Medical Journal.

We are also producing a series of guidelines for communications departments to help ensure their approach to preprints does not harm public understanding: by preserving embargoes, not press releasing research at preprint stage, and advising scientists not to publicise new findings to the media before they have been published in a peer-reviewed journal. At the time of writing the guidelines have the support of fifteen major UK universities and three of the biggest international science and medical journals.

We have also been invited to blog in the BMJ on the impact of preprints, to raise awareness among scientists and medics considering submitting their manuscripts to a preprint server.

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 £232 (£207 in 2017-18).

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, the Senior Press Manager 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, Julian Hitchcock, 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 Jo Revill. 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 2019

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

Mr J C Baker (Chair)

Dr P Brooker

Mr A Bull

Mr J E Hitchcock

Dr H Jamison

Professor K McConway (Appointed 9 November 2018)

Ms J Revill

Ms F Unsworth

Professor Sir M Rawlins (Resigned 9 November 2018)

Professor O Leyser (Resigned 9 November 2018)

Professor Sir S Wessely

Staff

The SMC has eight full-time permanent members of staff and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of the SMC during the year.

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

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

Pay and remuneration

The following principles of the pay system are agreed by Trustees

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

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

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

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

SCIENCE MEDIA CENTRE

**TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)
FOR THE YEAR ENDED 31 MARCH 2019**

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: 16 October 2019

SCIENCE MEDIA CENTRE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2019

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 2019 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 2019 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

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

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

Other information

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

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

We have nothing to report in this regard.

Matters on which we are required to report by exception

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

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

SCIENCE MEDIA CENTRE

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF SCIENCE MEDIA CENTRE

Responsibilities of Trustees

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

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

30 October 2019

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 2019

	Notes	Unrestricted funds £	Restricted funds £	Total 2019 £	Total 2018 £
<u>Income from:</u>					
Donations and grants	2	569,060	-	569,060	616,456
<u>Charitable activities</u>					
Grants received	3	-	10,000	10,000	10,000
Investments	4	713	-	713	353
Total income		<u>569,773</u>	<u>10,000</u>	<u>579,773</u>	<u>626,809</u>
<u>Expenditure on:</u>					
<u>Raising funds</u>					
Fundraising and publicity	5	32,952	1,734	34,686	34,081
Charitable activities	6	509,015	10,060	519,075	520,766
Total resources expended		<u>541,967</u>	<u>11,794</u>	<u>553,761</u>	<u>554,847</u>
Net incoming/(outgoing) resources before transfers		27,806	(1,794)	26,012	71,962
Gross transfers between funds		(1,794)	1,794	-	-
Net income for the year/ Net movement in funds		26,012	-	26,012	71,962
Fund balances at 1 April 2018		594,418	-	594,418	522,456
Fund balances at 31 March 2019		<u><u>620,430</u></u>	<u><u>-</u></u>	<u><u>620,430</u></u>	<u><u>594,418</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 2019

	Notes	2019 £	£	2018 £	£
Fixed assets					
Tangible assets	10		371		479
Current assets					
Debtors	12	24,284		11,856	
Cash at bank and in hand		613,262		597,444	
		<u>637,546</u>		<u>609,300</u>	
Creditors: amounts falling due within one year	13	(17,487)		(15,361)	
Net current assets			620,059		593,939
Total assets less current liabilities			<u>620,430</u>		<u>594,418</u>
Income funds					
Unrestricted funds			620,430		594,418
			<u>620,430</u>		<u>594,418</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 2019, although an audit has been carried out under section 144 of the Charities Act 2011.

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

The financial statements were approved by the Board and authorised for issue on 16 October 2019 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 2019

	Notes	2019 £	£	2018 £	£
Cash flows from operating activities					
Cash generated from operations	14		15,449		69,396
Investing activities					
Purchase of tangible fixed assets		(344)		-	
Interest received		713		353	
Net cash generated from investing activities			369		353
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			15,818		69,749
Cash and cash equivalents at beginning of year			597,444		527,695
Cash and cash equivalents at end of year			613,262		597,444

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.

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
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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	Total
	2019	2019	2019	2018
	£	£	£	£
Donations and gifts	539,060	-	539,060	586,456
Grants receivable for core activities	30,000	-	30,000	30,000
	<u>569,060</u>	<u>-</u>	<u>569,060</u>	<u>616,456</u>
For the year ended 31 March 2018	<u>591,956</u>	<u>24,500</u>		<u>616,456</u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2019

3 Charitable activities

	Grants received 2019 £	Grants received 2018 £
Grants received (restricted funds)	10,000	10,000

4 Investments

	Unrestricted funds 2019 £	Total 2018 £
Interest receivable	713	353

5 Raising funds

	Unrestricted funds £	Restricted funds £	Total 2019 £	Total 2018 £
<u>Fundraising and publicity</u>				
Staff costs	32,952	1,734	34,686	34,081
	<u>32,952</u>	<u>1,734</u>	<u>34,686</u>	<u>34,081</u>
For the year ended 31 March 2018				
Fundraising and publicity	<u>27,265</u>	<u>6,816</u>		<u>34,081</u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2019

6 Charitable activities

	Staff costs	Other direct costs	Governance costs	Total	Total
	2019	2019	2019	2019	2018
	£	£	£	£	£
Staff activities	393,902	-	-	393,902	405,270
Depreciation and impairment	-	452	-	452	542
Other direct costs	-	110,599	-	110,599	100,954
	<u>393,902</u>	<u>111,051</u>	<u>-</u>	<u>504,953</u>	<u>506,766</u>
Share of governance costs (see note 7)	-	-	14,122	14,122	14,000
	<u>393,902</u>	<u>111,051</u>	<u>14,122</u>	<u>519,075</u>	<u>520,766</u>
Analysis by fund					
Unrestricted funds	385,939	108,954	14,122	509,015	443,039
Restricted funds	7,963	2,097	-	10,060	77,727
	<u>393,902</u>	<u>111,051</u>	<u>14,122</u>	<u>519,075</u>	<u>520,766</u>
For the year ended 31 March 2018					
Unrestricted funds	345,181	83,858	14,000		443,039
Restricted funds	60,089	17,638	-		77,727
	<u>405,270</u>	<u>101,496</u>	<u>14,000</u>		<u>520,766</u>

7 Support costs

	Governance costs	2019	2018
	£	£	£
Audit fees	3,839	3,839	3,742
Accountancy	9,000	9,000	9,000
Trustees' insurance	283	283	283
Trustees' travelling expenses	232	232	207
Trustee meetings	720	720	720
Filing fees	48	48	48
	<u>14,122</u>	<u>14,122</u>	<u>14,000</u>
Analysed between Charitable activities	<u>14,122</u>	<u>14,122</u>	<u>14,000</u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2019

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 £449 (2018: £207) travelling expenses.

9 Employees

Number of employees

The average monthly number of employees during the year was:

	2019	2018
	Number	Number
Administration	8	8
	<u> </u>	<u> </u>

Employment costs

	2019	2018
	£	£
Wages and salaries	428,588	439,351
	<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:

	2019	2018
	Number	Number
£90,000 - £100,000	1	1
	<u> </u>	<u> </u>

10 Tangible fixed assets

	Fixtures, fittings & equipment £
Cost	
At 1 April 2018	13,410
Additions	344
	<u> </u>
At 31 March 2019	13,754
	<u> </u>
Depreciation and impairment	
At 1 April 2018	12,931
Depreciation charged in the year	452
	<u> </u>
At 31 March 2019	13,383
	<u> </u>
Carrying amount	
At 31 March 2019	371
	<u> </u>
At 31 March 2018	479
	<u> </u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2019

11 Financial instruments	2019 £	2018 £
Carrying amount of financial assets		
Debt instruments measured at amortised cost	23,091	11,856
	<u>23,091</u>	<u>11,856</u>
Carrying amount of financial liabilities		
Measured at amortised cost	6,910	5,059
	<u>6,910</u>	<u>5,059</u>
12 Debtors	2019 £	2018 £
Amounts falling due within one year:		
Other debtors	23,091	11,856
Prepayments and accrued income	1,193	-
	<u>24,284</u>	<u>11,856</u>
	<u>24,284</u>	<u>11,856</u>
13 Creditors: amounts falling due within one year	2019 £	2018 £
Other taxation and social security	10,577	10,302
Trade creditors	2,440	589
Accruals and deferred income	4,470	4,470
	<u>17,487</u>	<u>15,361</u>
	<u>17,487</u>	<u>15,361</u>
14 Cash generated from operations	2019 £	2018 £
Surplus for the year	26,012	71,962
Adjustments for:		
Investment income recognised in statement of financial activities	(713)	(353)
Depreciation and impairment of tangible fixed assets	452	542
Movements in working capital:		
(Increase) in debtors	(12,428)	(8,944)
Increase in creditors	2,126	6,189
	<u>15,449</u>	<u>69,396</u>
Cash generated from operations	<u>15,449</u>	<u>69,396</u>