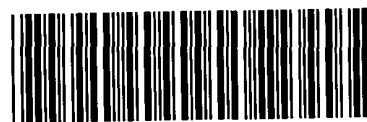


Charity Registration No. 1140827

Company Registration No. 07560997 (England and Wales)

SCIENCE MEDIA CENTRE
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2017

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SCIENCE MEDIA CENTRE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr J C Baker	(Chair)
	Mr P L M Davies	(Treasurer, retired 21 September 2016)
	Professor Sir M Rawlins	
	Professor O Leyser	
	Ms K Chadwick	(Treasurer, appointed 21 September 2016)
	Mr A Bull	(Appointed 21 October 2016)
Senior Staff	Mr M Sudbury	(Retired 30 June 2016)
	Dr H Jamison	
	Professor Sir S Wessely	
	Ms F Unsworth	
	Ms J Revill	
	Mr J Hitchcock	
Charity number	Ms Fiona Fox OBE	Chief Executive
	Ms Natasha Neill	Head of Operations
	Mr Tom Sheldon	Senior Press Manager
	Dr Edward Sykes	Senior Press Manager and Head of Mental Health & Neuroscience
Company number	1140827	
Principal address	215 Euston Road London NW1 2BE	
Registered office	215 Euston Road London NW1 2BE	
Auditor	Clarkson Hyde LLP 3rd Floor Chancery House St Nicholas Way Sutton Surrey SM1 1JB	
Bankers	HSBC 16 King St Covent Garden London WC2E 8JF	

SCIENCE MEDIA CENTRE

LEGAL AND ADMINISTRATIVE INFORMATION

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 2017

The Trustees present their report and accounts for the year ended 31 March 2017.

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 2017 is the SMC's sixth year as a fully independent organisation, but also its fifteenth year of existence.

Public opinion surveys continue to demonstrate that the public value 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). There are also high levels of trust in scientists, with 80% of those surveyed trusting scientists to tell the truth (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 misreported;
- 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) Enough of Experts? Ipsos MORI Veracity Index 2016, Trust, truthfulness, information and experts during the EU referendum campaign.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2017

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 pro-actively 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 write an article for the Observer 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 Daily Mail about a planned exclusive article in their area of expertise. They also continue to 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 1,152 comments. Additionally, scientists also willingly give up lots of their time to speak on panels at both our press briefings for journalists, and our Introduction to the News Media Events for scientists.

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.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2017

ACHIEVEMENTS AND PERFORMANCE

Summary

The Science Media Centre exists to respond to complex and often controversial science, health and environment 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 and environment, and major issues in 2016-17 included: gene editing, e-cigarettes, antidepressants, treatments for Alzheimer's disease, the health benefits of vitamin D, microplastics, dietary issues, the Zika virus, air pollution and CFS/ME.

In total, the SMC responded to well over 300 breaking stories or new scientific studies and reports, held over 50 press briefings, and dealt with over 700 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 2016-17 the SMC continued to identify new funders and encourage increases from existing donors. This effort led to over £68,000 in new donations and over £30,000 in increased donation. In combination with a loss of funders, delays in responses and payment, and decreases in renewing donations the year ended with a surplus of £17,429 (£55,378 in 2015-16).

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

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

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

This year the SMC ran a large 'Introduction to the News Media' event for scientists working across all topics at the Wellcome Collection in central London. The event was attended by over 120 scientists from a range of research fields and a wide selection of scientific institutions. Feedback from the event was overwhelmingly positive with the majority of attendees finding the event very useful, and the SMC was able to recruit some of these attending scientists to its database of experts in order to work with them in the future.

The SMC also organised two regional, specialist 'Intro' events: one for nuclear scientists at the Dalton Institute at the University of Manchester, and one for scientists who research genetics and related subjects at the Sanger Institute on the Wellcome Trust Genome Campus near Cambridge. Both events were successful, with nearly 90 scientists attending the Dalton event and over 50 attending the Sanger event, with positive responses to both sessions.

Events such as these are a valuable and proven way of encouraging sometimes nervous experts to engage with the media and work with the SMC to ensure accurate media coverage of controversial issues. The combination of these three events throughout the year ensured that the SMC catered to a wide array of scientists and engineers across the country.

On occasion scientists are faced with harassment if their research findings do not find favour with select prejudiced groups or individuals. The SMC seeks to support and encourage such scientists in order that they do not cease to conduct research in their field nor withdraw from engaging with the media when their area of expertise is topical, so that the public and policy makers may still benefit from their knowledge.

The SMC also helps scientists to achieve recognition from their peers and institutions for the work they do to improve the public understanding of science, including writing citations for awards or personal recommendations when appropriate.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2017

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

The main services that the SMC provides to journalists are:

Rapid Reactions

When a science story hits the headlines the SMC sets about encouraging leading scientific experts to drop what they are doing and engage with the story and offer evidence-based comments on the story. 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. The Rapid Reaction service is a real example of a win-win scenario for science and the media: the busy and eager news journalists are delighted to get credible experts to talk to, and the SMC ensures that the public is hearing the best science from the people who are leading the field at the most critical time. Examples of Rapid Reactions include stories like; the news of babies born using mitochondrial transfer in Mexico and Ukraine, the failure of the phase three clinical trial of solanezumab, a report on hot drinks and the risk of cancer, the approval of Hinkley Point nuclear power station, the results of the EU Referendum, and the approval of a third runway at Heathrow Airport.

Roundups

This service is completely unique to the SMC and has become a key tool for the Centre and for specialist science journalists. 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 those on Mediterranean diets and heart attacks, artificial sweeteners and pregnancy, Antarctic ocean warming, reviews of use of patient data, vitamin D guidance, and acupuncture and dementia.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2017

Briefings

The Science Media Centre runs regular press briefings for UK news journalists. News briefings give scientists the opportunity to explain complex or controversial new research findings in a measured and detailed way directly to an audience of journalists. Background briefings address a wide range of topical issues where experts feel that accurate, evidence-based information has been missing from the media and public debate. SMC briefings have proved to be instrumental in ensuring scientifically-accurate media coverage of many high-profile and ongoing scientific issues. Recent examples have focused on diabetes and bariatric surgery, fertility preservation, microplastics, the evidence on statins, treatments for Alzheimer's disease, evidence on antidepressants, and vitamin D and acute respiratory infections.

The SMC is also popular as a neutral venue for scientific institutions who want to speak out jointly on issues of concern, such as the funding and structure of UK scientific research, and the EU Referendum and immediate aftermath of the vote.

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 continued to build on the success of its Before the Headlines project, which provides journalists with easily-understood statistical analyses of new scientific studies. The project focuses on studies with complicated statistics which may be particularly open to misunderstanding and misreporting. Drawing on the expertise and advice of a network of experienced volunteer statisticians and epidemiologists, the SMC issued seven analyses for journalists on new research, including studies on socioeconomic status and brain tumours, acupuncture and colic in infants, and shift work and lower fertility in women.

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 the Zika virus and on Lyme disease were added to the SMC's existing repertoire of Factsheets. 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 the SMC worked to remove or highlight out of date documents and 'retired' a number of topics that are no longer an issue in the media.

**TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)
FOR THE YEAR ENDED 31 MARCH 2017**

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 expertise on an issue in the headlines, or when their own institution or scientists are the subject of media interest. Press officers often approach the SMC for its guidance and expertise on media stories, particularly when an issue is complex and controversial.

The SMC also provides support for press officers by championing the crucial role they 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. Staff speak at universities, learned societies, institutions, companies and charities. In particular this year SMC staff have presented sessions or given talks at the University of Oxford's Centre for Evidence Based Medicine and the Clinical Trial Service Unit (CTSU), London School of Hygiene and Tropical Medicine, the Centre for Environment, Fisheries and Aquaculture Science (Cefas), the Academy of Medical Sciences, Campden BRI, National Institute for Health Research (NIHR), the BioIndustry Association, EuroScience Open Forum (ESOF), the Laboratory Animal Science Association (LASA), the Alan Turing Institute, Food Matters Live, and the annual Stempra press officer training day.

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 and Press Gazette on topics around the Science and Technology Committee's science communication report and academic conflicts of interest.

The SMC often initiates or is invited by press officers to co-ordinate media activities when a number of scientific organisations are working on the same issue and the Centre's experience or advice would be beneficial. In the last year we have helped a group of universities facilitate getting documentary makers in to film inside primate research laboratories, and worked with various organisations on how to communicate the issues around sharing patient data.

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. Two members of staff – Fiona Lethbridge and Alice Kay – are committee members for the science communication network Stempra.

The SMC also seizes opportunities to share its expertise with formal inquiries into relevant topics on science and the media. In the last year, SMC staff submitted written evidence and later provided oral evidence to two House of Commons Science and Technology Select Committee inquiries into 'Science communication' and 'Science in emergencies: chemical, biological, radiological or nuclear incidents'. The SMC has also submitted to the latest consultation by the press regulator IPSO on the 'Editors' Code of Practice'.

The SMC collaborates with other organisations and contributes to their projects when the work falls under the SMC's area of expertise. Over the last year, SMC staff members worked with the Academy of Medical Science (AMS) on their project 'How can we all best use evidence?', focusing on the workstreams addressing the communication of evidence about the benefits and harms of medicine. The report will be published during the summer of 2017.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2017

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 dementia to depression and from psychological therapies to psychopharmacology.

The mental health and neuroscience community is engaging far more than ever before and during the period covered by this annual review there were 13 press briefings on mental health and neuroscience topics including: the long-term impact of traumatic brain injuries and whether we should be concerned about children heading footballs; what the evidence really shows on the pros and cons of antidepressants; what the future holds for Alzheimer's disease treatments amidst various drug failures; the potential for psilocybin to be used as a treatment for depression; the evidence around the strengths and limitations of cognitive behavioural therapy (CBT); a treatment that affects symptoms in autism. As well as this, the SMC also issued 56 roundups and rapid reactions which covered issues ranging from: unpublished research linking pyrethroid pesticides with autism; the development of ketamine as a treatment for depression; the change in UK dementia rates; whether air pollution is linked to Alzheimer's and just how much of a concern it is; the results of a much anticipated dementia drug trial on solanezumab; whether there is an impact of satnav use on the brain; the robustness of a link between antidepressants and a risk of suicide and violence; research reporting how scientists restored faulty brain waves in mice.

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.

The SMC has continued to speak out on the relationship between the government and scientists in the UK and the impact on the ability of scientists to share their expertise with the media and the public. The SMC, along with other organisations and individuals, protested the proposed introduction of a clause to the contracts of publicly-funded scientists that would prevent them from providing scientific evidence or advice to government, and were relieved when the anti-lobbying clause was subsequently abandoned by the government. The SMC has also continued to raise awareness of the severe restrictions placed on government-employed scientists that prevent them from speaking to the media about the topics they research, even when those topics become headline news. The SMC has drawn attention to these restrictions in evidence to Science and Technology Select Committees, in blogs, and in talks to scientists and press officers. The SMC has also continually protested the additional restrictions placed on many scientists during times of elections or referendums, when even independent scientists in research institutes are often cautioned against speaking to the media about their work for the fear that it could be interpreted as political. Combined, these policies and conventions serve to have a chilling effect on the ability of the country's top scientists to share their expertise with the public and the SMC is unequivocally opposed to such restrictions.

Although the core focus of the SMC's work is very much within the UK, it has continued to develop its working relationships with other Science Media Centres outside of the UK whose working model is based on that of the UK SMC. This work has helped to raise awareness internationally of the significant public benefits of encouraging scientists to engage with the media and of working with journalists to help them cover science accurately and responsibly. This relationship allows the global network of SMCs to respond in a collaborative manner to significant science stories with international aspects or implications. Three members of staff from the Centre attended a meeting of global SMCs hosted by the German SMC in Cologne, and attended by members of staff from the Australian and New Zealand SMCs and representatives from potential SMC organisations in countries such as the USA, South Africa, China, and Brazil. The UK SMC has provided expertise and input to individuals looking to establish an SMC entity in the USA.

SCIENCE MEDIA CENTRE

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

FOR THE YEAR ENDED 31 MARCH 2017

Fundraising

The period 2016-17 was ended in line with the fundraising strategy of the Centre and a £17,506 surplus (£55,378 in 2015-16).

Fundraising at the SMC is carried out by three members of staff as part of their role. In addition in January, an additional fundraising intern was recruited for a month of work on the 2017 funding strategy.

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.

The Centre has high levels of retention (around 93%) within those organisations supporting the SMC, and continues to be successful in attracting new supporters – receiving over £68,000 in new income over the year. The total income received was less than 2015-16, in part due to reduced staff capability, delays in payments and renewal decisions and decreased and lost donations from renewing funders.

Expenditure was higher than in previous years, although less than forecast. Additional operational costs to ensure the long term viability of the Centre were required, but discretionary activity was monitored and decreased once the reduction in income was clear.

The fundraising performance over the year allowed the Centre to increase its reserves, but also highlighted the need to make some changes. The difficulties experienced around limits on staff time and uneven distribution of income will be prevented by the recruitment of additional staff resources and more strategic planning of the funding model. The loss of funders will also be monitored by closer analysis and tracking of the risk level of funders of the SMC and more detailed quarterly reporting.

Impact

The work of the SMC is often difficult to judge through numbers alone. Success can mean a poor study or unpublished poster is not 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 ten journalists from the national news media. We released over 300 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 1,800 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 kept abreast of new and contentious science topics throughout the 2016/17 period, including developments around the EU Referendum and subsequent Brexit vote, the growing issue of microplastic pollution in waterways and oceans, and increasing scientific advances, and associated controversies, in the field of gene-editing. The SMC engaged with the scientific community and news media on all of these topics and more, and coordinated multiple briefings and expert comment ahead of and in response to new developments, and advised the scientists and experts at the centre of these issues.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2017

2. To hold a specialist 'Introduction to the Media' event focusing on nuclear science, with the aim of increasing the number of scientists on the SMC database who are able to comment on such stories. This will be achieved by using the existing knowledge within the SMC, to organise and execute a high level event.

In April 2016, Fiona Fox ran a specialist Introduction to the News Media Event for nuclear scientists and engineers at the University of Manchester's Dalton Nuclear Institute, with support from the National Nuclear Laboratory (NNL) and EDF Energy.

Nuclear science and the nuclear industry often make the national news, and coverage is often dominated with quotes from politicians and campaigners. It is therefore important to speak to scientists about the importance of working with the media and providing their input to help improve the accuracy of articles on this topic.

Nearly 90 nuclear experts attended this event and heard from the SMC, specialist science journalists from a range of outlets and scientists in their field that have experience of working with the media. The scientist panel consisting of Prof Andrew Sherry (National Nuclear Laboratory), Prof Geraldine Thomas (Imperial College London) and John Munro (EDF Energy) proved particularly popular.

Feedback from both the attendees and the speakers was positive and we recruited 10 new experts to the database as a direct result of holding this event.

3. To increase the number of experts in media-favourite topics, such as diet and health, e-cigarettes and human genome editing.

The bigger the story, the more important it is to provide journalists with a selection of quotes. The more experts we have to call on the better, especially for keywords that we use for lots of stories every year – such as diet, epidemiology and toxicology. We approached trusted scientists we have worked with for years and they helped us increase the number of experts on our database in several key areas. We recruited over 20 new senior scientists in this way.

4. To respond to relevant policy consultations and lead on sector wide issues where appropriate to the role of the SMC.

The SMC often responds, where appropriate, to current and ongoing inquiries and policy consultations in the area of science and the media. In the past year the SMC has submitted written evidence to several House of Commons inquiries and to a number of other consultations. These included: inquiries into Research Integrity, Science in emergencies: chemical, biological, radiological or nuclear incidents, and science communication. For the latter two, the SMC later provided oral evidence.

We also provided evidence for a Sense about Science inquiry into the non-publication of government research and submitted to the latest consultation on the 'Editors' Code of Practice' to the Editors' Code of Practice Committee – which is the code that sets out the rules that newspapers and magazines regulated by the Independent Press Standards Organisation (IPSO) have agreed to follow.

Alongside submitting evidence to the above inquiries, the SMC also tracked and kept abreast of other relevant inquiries that we had decided not to respond to, for example, the House of Commons Science and Technology committee genomics and genome editing inquiry – this is still ongoing.

**TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)
FOR THE YEAR ENDED 31 MARCH 2017**

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 independence of the Centre.

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 sixth 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 £561,371 (£576,335 in 2015-16).

Total expenditure for the year was £543,942 (£520,957 in 2015-16) of which 94% (94% in 2015-16) was spent on charitable activities directly carrying out the Charity's key objectives.

The activities for the year therefore resulted in a surplus of £17,429 (£55,378 in 2015-16).

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2017

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 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 £363,000 - £635,000 for this period).

This level of reserves has been built up and maintained throughout the period; the Charity holds £522,456 in cash reserves as of 31 March 2017 (£505,027 in 2015-16).

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 sixth 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.

We will achieve this by monitoring the media and speaking regularly to journalists and scientists. We will closely monitor 'bubbling' controversies in the media and scientific community.

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

We will achieve this by working closely with organisations that align with the Centre and that ask for our input and expertise. During 2017-18 we plan to work with IPSO on their standards for news rooms, the Academy of Medical Sciences on their project on communicating evidence and scientists at the University of Cardiff on their project on the quality of science press releases.

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

We will achieve this by offering free stats sessions for journalists, working closely with our statistical experts on the database who will run the sessions. We will continue to monitor the feedback following these sessions and adapt the training if required.

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

We will achieve this by working closely with other similar organisations like Sense about Science and Association of British Science Writers (ABSW) in monitoring any upcoming legislation that may impact the ability of scientists to speak out. Where appropriate, we will act as the voice of the sector and continue to collate and highlight all examples of where restrictions have had a negative impact.

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2017

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 £449 (£539 in 2015-16).

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.

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

Mr M Sudbury

(Resigned 30 June 2016)

Dr H Jamison

Professor Sir S Wessely

Ms F Unsworth

Ms J Revill

Mr J E Hitchcock

Mr P L M Davies (Treasurer)

(Resigned 21 September 2016)

Mr A Bull

(Appointed 21 October 2016)

Ms K Chadwick

(Appointed 21 September 2016)

SCIENCE MEDIA CENTRE

TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 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. One intern returned to assist for another month's worth of work developing the fundraising strategy for 2017. 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.

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.

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.

SCIENCE MEDIA CENTRE

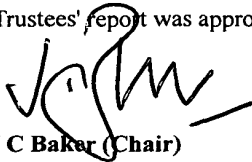
TRUSTEES' REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2017

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.

A handwritten signature in black ink, appearing to be 'J C Baker', with a horizontal line extending from the end of the signature.

Mr J C Baker (Chair)

Trustee

Dated: 20 October 2017

SCIENCE MEDIA CENTRE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2017

The Trustees, who are also the directors of Science Media Centre for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these accounts, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the accounts; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

SCIENCE MEDIA CENTRE

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF SCIENCE MEDIA CENTRE

We have audited the accounts of Science Media Centre for the year ended 31 March 2017 set out on pages 18 to 25. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102.

This report is made solely to the charity's trustees, as a body, in accordance with section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and auditor

As explained more fully in the statement of Trustees' responsibilities set out on page 15, the Trustees, who are also the directors of Science Media Centre for the purposes of company law, are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view.

The Trustees have elected for the accounts to be audited in accordance with the Charities Act 2011 rather than the Companies Act 2006. Accordingly we have been appointed as auditors under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act. Our responsibility is to audit and express an opinion on the accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the accounts

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

Opinion on accounts.

In our opinion the accounts:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2017 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

SCIENCE MEDIA CENTRE

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF SCIENCE MEDIA CENTRE

Matters on which we are required to report by exception

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

- the accounts are not in agreement with the accounting records and returns; or
- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the accounts are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.



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

20 October 2017

Chartered Accountants
Statutory Auditor

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

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

SCIENCE MEDIA CENTRE

**STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2017**

	Notes	Unrestricted funds £	Restricted funds £	Total 2017 £	Total 2016 £
<u>Income from:</u>					
Donations and legacies	2	527,891	22,137	550,028	554,580
<u>Charitable activities</u>					
Grants received	3	-	10,000	10,000	20,000
Investments	4	1,343	-	1,343	1,755
Total income		<u>529,234</u>	<u>32,137</u>	<u>561,371</u>	<u>576,335</u>
<u>Expenditure on:</u>					
<u>Raising funds</u>					
Fundraising and publicity	5	<u>25,864</u>	<u>6,466</u>	<u>32,330</u>	<u>30,759</u>
 Charitable activities	 6	 <u>428,133</u>	 <u>83,479</u>	 <u>511,612</u>	 <u>490,198</u>
Total resources expended		<u>453,997</u>	<u>89,945</u>	<u>543,942</u>	<u>520,957</u>
Net incoming/(outgoing) resources before transfers		75,237	(57,808)	17,429	55,378
Gross transfers between funds		<u>(57,808)</u>	<u>57,808</u>	<u>-</u>	<u>-</u>
Net income for the year/ Net movement in funds		17,429	-	17,429	55,378
Fund balances at 1 April 2016		<u>505,027</u>	<u>-</u>	<u>505,027</u>	<u>449,649</u>
Fund balances at 31 March 2017		<u><u>522,456</u></u>	<u><u>-</u></u>	<u><u>522,456</u></u>	<u><u>505,027</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 2017

	Notes	2017 £	£	2016 £	£
Fixed assets					
Tangible assets	10		1,021		2,807
Current assets					
Debtors	12	2,912		2,506	
Cash at bank and in hand		527,695		519,489	
		<u>530,607</u>		<u>521,995</u>	
Creditors: amounts falling due within one year	13	<u>(9,172)</u>		<u>(19,775)</u>	
Net current assets			521,435		502,220
Total assets less current liabilities			<u>522,456</u>		<u>505,027</u>
Income funds					
Unrestricted funds			522,456		505,027
			<u>522,456</u>		<u>505,027</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 2017, although an audit has been carried out under section 144 of the Charities Act 2011. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these accounts under the requirements of the Companies Act 2006.

The 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 20 October 2017 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 2017

	Notes	2017 £	£	2016 £	£
Cash flows from operating activities					
Cash generated from operations	14		7,313		74,187
Investing activities					
Purchase of tangible fixed assets		(450)		(1,015)	
Interest received		1,343		1,755	
Net cash generated from investing activities			893		740
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			8,206		74,927
Cash and cash equivalents at beginning of year			519,489		444,562
Cash and cash equivalents at end of year			527,695		519,489

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2017

1 Accounting policies

Company 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 accounts have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

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

The accounts 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 accounts, 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 accounts.

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 accounts.

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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SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2017

2 Donations and legacies

	Unrestricted funds	Restricted funds	Total 2017	Total 2016
	£	£	£	£
Donations and gifts	472,891	22,137	495,028	499,580
Grants receivable for core activities	55,000	-	55,000	55,000
	<u>527,891</u>	<u>22,137</u>	<u>550,028</u>	<u>554,580</u>
For the year ended 31 March 2016	<u>506,580</u>	<u>48,000</u>		<u>554,580</u>

3 Charitable activities

	Total 2017 £	Total 2016 £
Grants received (restricted funds)	<u>10,000</u>	<u>20,000</u>
For the year ended 31 March 2016		<u>20,000</u>
Restricted funds		<u>20,000</u>

4 Investments

	2017 £	2016 £
Interest receivable	<u>1,343</u>	<u>1,755</u>

5 Raising funds

	Unrestricted funds	Restricted funds	Total 2017	Total 2016
	£	£	£	£
<u>Fundraising and publicity</u>				
Staff costs	25,864	6,466	32,330	30,759
	<u>25,864</u>	<u>6,466</u>	<u>32,330</u>	<u>30,759</u>
For the year ended 31 March 2016				
Fundraising and publicity	<u>24,607</u>	<u>6,152</u>		<u>30,759</u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2017

5 Raising funds

(Continued)

6 Charitable activities

	Staff costs	Other direct costs	Governance costs	Total 2017	Total 2016
	£	£	£	£	£
Staff costs	391,755	-	-	391,755	377,284
Depreciation and impairment	-	2,236	-	2,236	2,555
Other direct costs	-	103,751	-	103,751	95,640
	<u>391,755</u>	<u>105,987</u>	<u>-</u>	<u>497,742</u>	<u>475,479</u>
Share of governance costs (see note 7)	-	-	13,870	13,870	14,719
	<u>391,755</u>	<u>105,987</u>	<u>13,870</u>	<u>511,612</u>	<u>490,198</u>

7 Support costs

	Governance costs	2017	2016
	£	£	£
Audit fees	3,720	3,720	2,793
Accountancy	9,000	9,000	9,924
Trustees' insurance	277	277	268
Trustees' travelling expenses	449	449	733
Trustee meetings	376	376	953
Filling fees	48	48	48
	<u>13,870</u>	<u>13,870</u>	<u>14,719</u>
Analysed between Charitable activities	<u>13,870</u>	<u>13,870</u>	<u>14,719</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 £449 (2016: £539) travelling expenses.

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2017

9 Employees

Number of employees

The average monthly number employees during the year was:

	2017	2016
	Number	Number
Administration	8	8
	<u>8</u>	<u>8</u>
Employment costs	2017	2016
	£	£
Wages and salaries	424,085	408,043
	<u>424,085</u>	<u>408,043</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:

	2017	2016
	Number	Number
£80,000-£90,000	1	1
	<u>1</u>	<u>1</u>

10 Tangible fixed assets

	Fixtures, fittings & equipment
	£
Cost	
At 1 April 2016	12,960
Additions	450
	<u>13,410</u>
At 31 March 2017	13,410
Depreciation and impairment	
At 1 April 2016	10,153
Depreciation charged in the year	2,236
	<u>12,389</u>
At 31 March 2017	12,389
Carrying amount	
At 31 March 2017	1,021
	<u>1,021</u>
At 31 March 2016	2,807
	<u>2,807</u>

11 Financial instruments

	2017	2016
	£	£
Carrying amount of financial assets		
Debt instruments measured at amortised cost	2,912	2,506
	<u>2,912</u>	<u>2,506</u>

SCIENCE MEDIA CENTRE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2017

		(Continued)	
11	Financial instruments	2017	2016
	Carrying amount of financial liabilities		
	Measured at amortised cost	9,172	19,775
		<u>9,172</u>	<u>19,775</u>
12	Debtors	2017	2016
	Amounts falling due within one year:	£	£
	Other debtors	2,912	2,506
		<u>2,912</u>	<u>2,506</u>
13	Creditors: amounts falling due within one year	2017	2016
		£	£
	Trade creditors	548	1,183
	Other creditors	-	10,843
	Accruals and deferred income	8,624	7,749
		<u>9,172</u>	<u>19,775</u>
14	Cash generated from operations	2017	2016
		£	£
	Surplus for the year	17,429	55,378
	Adjustments for:		
	Investment income recognised in statement of financial activities	(1,343)	(1,755)
	Depreciation and impairment of tangible fixed assets	2,236	2,555
	Movements in working capital:		
	(Increase)/decrease in debtors	(406)	4,785
	(Decrease)/increase in creditors	(10,603)	13,224
	Cash generated from operations	<u>7,313</u>	<u>74,187</u>