

# MEDICINEMA

England & Wales · Charity number 1058197

## Details

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**Status** Registered

**Legal form** Charitable company

**Company number** [03210199](#)

**Registered** 1996-09-23

**Register** [View on the Charity Commission register](#)

## Contact

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Guys Hospital  
Great Maze Pond  
London  
SE1 9RT

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**Website** [www.medicinema.org.uk](http://www.medicinema.org.uk)

## Activities

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**Objects:** THE RELIEF OF SICKNESS, INFIRMITY AND OLD AGE BY PROVIDING CINEMATIC AND KINDRED ENTERTAINMENT IN HOSPITALS, RESIDENTIAL ESTABLISHMENTS AND OTHER ESTABLISHMENTS OF A SIMILAR NATURE; AND THE PROMOTION OF ANY OTHER CHARITABLE PURPOSE FOR THE RELIEF OF THE SICK, INFIRM OR ELDERLY PATIENTS OR RESIDENTS AS THE TRUSTEES SHALL FROM TIME TO TIME THINK FIT

**Activities:** THE INSTALLATION AND OPERATION OF STATE OF THE ART CINEMAS IN HOSPITALS AND ANNUAL FILM SCREENING PROGRAMME FOR PATIENTS OF ALL AGES (INCLUDING THOSE IN BEDS & WHEELCHAIRS) THEIR FAMILIES AND CARERS. ADMISSION FREE OF CHARGE.

## Classification

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- **How:** Provides Buildings/facilities/open Space, Provides Services
- **What:** The Advancement Of Health Or Saving Of Lives, Disability, Arts/culture/heritage/science
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

## Geography

- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£2,111,622	£1,726,763	£4,268,175	23
2024-12-31	£3,261,740	£1,351,284	£3,883,316	20
2023-12-31	£1,451,639	£1,212,420	£1,972,860	18
2022-12-31	£1,017,210	£1,014,041	£1,733,641	16
2021-12-31	£811,524	£768,703	£1,730,472	11
2020-12-31	£1,347,963	£956,086	£1,687,651	13

## Trustees

Name	Role	Appointed
<b>Kezia Maria Siobhan Williams</b>	Chair	2018-03-28
Alexandra Lewis		2022-12-08
Anne Louise Parkes		2024-12-12
Crispin Lilly		2021-11-01
Helga Charters		2022-10-20
Lawrence Atkinson		2017-07-19
Michael Burbidge		2019-11-20
Stephen David Bristow		2018-06-07

**MEDICINEMA**

England & Wales - Charity number 1058197

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# Accounts

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**MEDICINEMA**  
(A COMPANY LIMITED BY GUARANTEE)

Trustees Report and Financial Statements  
For the year ended 31 December 2025



Charity registration no 1058197 (England and Wales)

Charity registration no SC039704 (Scotland)

Company registration no 3210199 (England and Wales)



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## Message from the CEO

Welcome to MediCinema's annual report.

In 2025 the continuation of our growth strategy to reach more patients in more NHS regions continued apace, linked to an ambitious fundraising programme and development of new sites and new NHS Trust partnerships.

The year proved to be exceptional, with close to 22,000 patients, their loved ones and NHS staff experiencing our in-hospital cinemas, nearly 5,000 more than the previous year. This was in part due to the opening of our newest cinema at Alder Hey Children's Hospital in Liverpool at the end of the previous year, and additionally to the spirit of innovation and the close working relationships we enjoy with our partner NHS trusts.

Building on the success of our established inpatient programmes, our MediCinemas are now being used for the benefit of out-patient communities, enabling peer to peer support for those suffering from long term conditions. Further, we are increasing our provision for personal screenings, ensuring wherever possible that those patients either unable to mix because of complex clinical needs, or at a palliative stage of their treatment, can enjoy a film with their loved ones within a safe and caring environment.

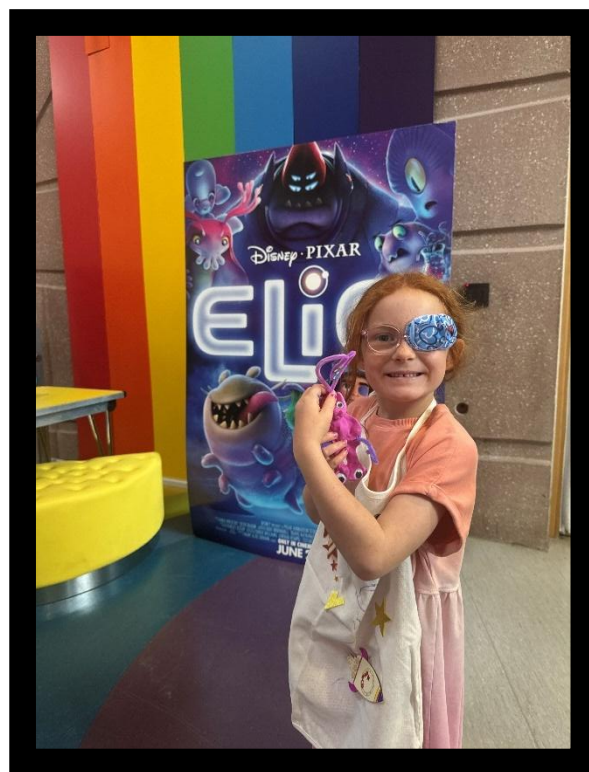
At the beginning of the year, we received the incredible news that we were being honoured with the BAFTA for Outstanding British Contribution to Cinema and presented with the award at the ceremony shown live on the BBC. In our 25 years of delivering services inside hospitals, it was a testament to every MediCinema employee, Nurse and volunteer, as well as many from inside and outside of the film and cinema industry whose generous financial support has enabled us to deliver our services. The award also brought MediCinema to the attention of many who had not heard of the charity, and we were so grateful for the numerous messages of support we received, and the resultant boost to our profile.



In March we had confirmation of the build window for the new MediCinema at Birmingham Children's Hospital, a project which has been in planning for some time, and now due to complete and open in the first quarter of 2026. Subsequently, our discussions with Manchester University NHS Foundation Trust reached agreement, with the building of a new cinema at the Trust's Oxford Road Campus well underway at year end 2025. Together these sites mean that we will significantly extend our operational footprint into the Midlands and North of England.

As a direct result of generous and flexible capital grants already made to MediCinema, we are able to be responsive to our partner's needs. For Birmingham, our profound and heartfelt thanks to the Julia Rausing Trust and the Walt Disney Company of UK&I. These funds enable the bespoke fit out of the MediCinema at the Birmingham Children's hospital. Ensuring a safe, high quality immersive experience, with space for patients in beds and wheelchairs, so that all attendees are able to enjoy the magic and escapism of film.

Alongside new build initiatives, MediCinema is proud to work closely with our strategic partner, The Walt Disney Company, on a range of activities which take place either on the ward, or at the bedside, for the benefit of paediatric patients. This year, more than 5500 Beyond the Big Screen experiences were delivered with them, including character and talent visits, Fun in the Foyer activities, our Achievement Programme book for patients, and a delivery of 1500 Christmas bags to hospital patients through our wider hospital network.



This year we were incredibly grateful to have two Nationwide Preview Screening events across the country, very much flagship fundraising events for us, significantly boosting our income and profile. In the first half of the year, our thanks to Warner Bros for A Minecraft Movie and in November, to

Universal Pictures for *Wicked: For Good* with all income from one preview screening in hundreds of cinemas around the country donated to MediCinema.

We extend our heartfelt thanks to our NHS partner charities, the UK cinema industry—notably Vue and Cineworld—along with the studios and film distributors who kindly allow us to screen their films at no cost. We are also deeply grateful to the many individual and organisational donors whose continued generosity and steadfast support make all of our work possible.

With warmest regards to you all

**Colin Lawrence, CEO**



## Message from the Chair 2025

Dear Stakeholders,

**“MediCinema had a huge impact on our family, not only distracting Isabelle from her pain in those difficult moments but giving us all something positive to hold on to.” Isabelle’s mum, Carolyn**

Film has an extraordinary ability to transport us, comfort us, distract us, and bring people together. Bringing that shared big-screen experience into NHS hospitals is not a luxury. It is something that can genuinely transform how people feel at some of the most difficult moments of their lives.

MediCinema is a unique charity that brings the power of cinema and the magic of film to patients and their families through specially created cinema spaces within hospitals. Our screenings provide moments of escape, joy, and connection, helping to enhance patient experience and even aid recovery. As a Board, we remain deeply committed to ensuring that as many patients and families, like Isabelle and her mum Carolyn, can benefit from a MediCinema experience.



Isabelle at the Royal Victoria Infirmary

In 2023, we articulated an ambitious strategy to establish at least one MediCinema in every NHS region. We are now firmly into a new phase of growth and looking ahead with excitement and ambition. That purpose is translating into real momentum.

It was immensely gratifying that, in its first year of operation, our newest MediCinema at Alder Hey Children’s Hospital in Liverpool delivered over 4,000 experiences for patients and their loved ones, continuing to demonstrate the extraordinary benefits which cinema and film can deliver within a public health setting. Our momentum continued in May with the announcement of a new partnership with Birmingham Children’s Hospital and their Charity, with our MediCinema due to open there in March 2026. Construction is also well underway at Manchester Royal Infirmary, envisaged to be in operation in late spring 2026.

Alongside our busy build schedule, 2025 was a year in which we celebrated our 25th birthday. This milestone provided a valuable moment to reflect on the vision of our founder, Christine Hill, whose determination led to the opening of the first MediCinema at St Thomas’ Hospital. Since that time, the charity has reached hundreds of thousands of NHS patients and their families.

We were also honoured to receive the BAFTA for Outstanding British Contribution to Cinema, a deeply meaningful recognition of MediCinema's impact and its place within the wider film community. This recognition has provided a significant boost to the charity's profile, helping to raise awareness of MediCinema's work and the importance of the service we provide within NHS hospitals.

Our approach is grounded in genuine partnership. This has enabled MediCinema to extend the scope of its work with some of the busiest NHS Trusts in the country. Our unique cinema spaces and proven methodologies, alongside the extraordinary contribution of our Cinema Managers, nurses, and volunteer teams, continue to reinforce MediCinema's reputation as a trusted health service charity partner.

Based on this progress, I am proud that MediCinema has been able to benefit over 22,000 people across the year, representing an increase of more than 5,000 year on year.

With sincere thanks, I would like to acknowledge the significant contribution of our partner hospital charities which, together with the generosity and support of our donors, has enabled MediCinema to expand its impact across the year.

As MediCinema continues to grow, the Board remains focused on supporting sustainable development, mindful of the responsibilities that accompany growth, the competitive fundraising environment, and the rising cost pressures facing the charity sector.

2025 has undoubtedly been a defining year for MediCinema. I extend my heartfelt thanks to the leadership team, staff, volunteers, and my fellow Trustees for their dedication, care, and unwavering commitment to the patients and families we serve.

With warm regards

**Kezia Williams, Chair**





## REFERENCE AND ADMINISTRATIVE DETAILS

Charity number (England and Wales)	1058197
Charity number (Scotland)	SC039704
Company number	3210199
Registered Office	Conybeare House, Guy's Hospital, London, SE1 9RT

### ***Our advisors***

Auditors	Sayer Vincent, 110 Golden Lane, London EC1Y 0TG
Bankers	Coutts & Co, 440 Strand, London, WC2R 0QS
Solicitors	Akin Gump Strauss Hauer & Feld LLP, Bishops Square, Spitalfields, London E1 6EG

### ***Directors and trustees***

The directors of the charitable company (the charity) are its trustees for the purpose of charity law. The trustees and officers serving during the year and since the year end were as follows:

Chair	K Williams
Elected Trustees	L Atkinson S Bristow M Burbidge (Deputy Chair, Treasurer) H Charters A Lewis C Lilly L Parkes S Morritt G Worrell
Secretary	L Bridger

### ***Key management personnel***

Chief Executive	Colin Lawrence
Chief Operating Officer	Paul Giggall
Director of Communications	Lysette Cohen
Director of Development	Jamie Lynch

## REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 December 2025

The trustees present their report and accounts for the year ended 31 December 2025.

The accounts have been prepared in accordance with the accounting policies set out in Note 1 and comply with the charity's memorandum and articles of association, *the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard application in the UK and Republic of Ireland (FRS 102)*.

### ***Our objectives and activities***

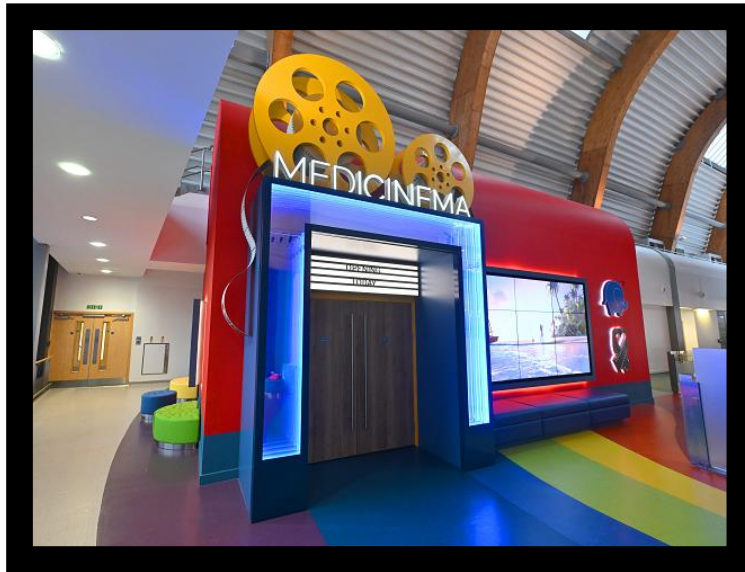
MediCinema's mission is to improve the wellbeing and quality of life of NHS patients and their families through the power of the shared cinema experience and the magic of film.

We achieve this by creating and operating cinemas inside hospitals, specially designed to accommodate beds, wheelchairs and medical equipment and we screen the latest films completely free of charge and at no cost to the NHS.

The charity aims to improve the patient's experience of being in hospital. MediCinema's services demonstrably improve emotional, mental and physical health, reduce feelings of isolation, anxiety and stress, and increase patient resilience.

We currently have seven MediCinemas in the following locations:

- MediCinema at Alder Hey Children's Hospital, Liverpool
- MediCinema at the Royal Victoria Infirmary, Newcastle
- MediCinema at the Serennu Children's Centre, Newport
- The MediCinema at Guy's Hospital, London
- The MediCinema at the Royal Hospital for Children & Queen Elizabeth University Hospital, Glasgow
- CW+ MediCinema at Chelsea and Westminster Hospital, London
- Pop-Up MediCinema at St Thomas' Hospital, London. .



MediCinemas are designed to accommodate wheelchairs and hospital beds to support as many patients as possible. Patients using the MediCinemas include those with drips and on respirators; those recovering from operations; undergoing chemotherapy or dialysis; and many, many more. As well as being looked after by our volunteers and cinema managers, patients receive constant medical care from our nurses who attend screenings throughout. Safeguarding and care are central to MediCinema's offering, and our resourcing arrangements reflect this.

Families and carers are welcome to attend alongside patients, ensuring that the cinema offers an opportunity for patients to escape the isolation of their wards and spend quality time with their loved ones outside of the medical setting, in the 'normal' activity of going to the cinema.

Outside of the MediCinemas' use as cinemas, we work in partnership with the Hospital Trusts and partner organisations to ensure the best usage of the space throughout the year. This can include supporting medical teaching and training, clinical multi-disciplinary meetings, lectures and meetings. Together with our core in-patient screenings we also run Tailored screening programmes for specific out and in patient support groups and continue to run personal screenings.

MediCinema's work benefits all patients signed off by the medical staff as well enough to attend screenings under the care of the dedicated nurses, their families, and carers. In addition, MediCinema has a wider benefit to carers, families, and staff in our sites of operation, as well as to our own staff and volunteers. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance *Public Benefit: Running a Charity (PB2)*.

The trustees have considered these matters and concluded:

- 1) that the aims of the organisation continue to be charitable;
- 2) that the aims and the work done give identifiable benefits to the charitable sector and both indirectly and directly to individuals in need;
- 3) that the benefits are for the public, are not unreasonably restricted in any way and certainly not by ability to pay; and
- 4) that there is no detriment or harm arising from the aims or activities.

## *Achievements and Performance*

**21,964 attendees at 1621 MediCinema film screenings**

**24% increase in *attendees* compared to 2024**

**33% increase in *screenings* compared to 2024**

### **of 1621 MediCinema film screenings**

**1148 Regular screenings: core in-patients**

**275 Tailored screenings: specific clinical/support patient groups**

**184 Personal screenings: immunocompromised/palliative/ end of life patients**

**25,628 overall film related experiences delivered incl:**

#### ***Film screenings:***

**Regular, Tailored, Personal**

#### ***Beyond the Big Screen:***

**Fun in the Foyer activities**

**Music and Movement sessions**

**Bedside palliative screenings**

**Actor Q&As**

**Character 'meet and greets'**

**MediCinema resilience building sticker books and journals**

***Supporting patients and their families through the power of film.***



***New MediCinemas – building begins***

**Birmingham Children’s Hospital**

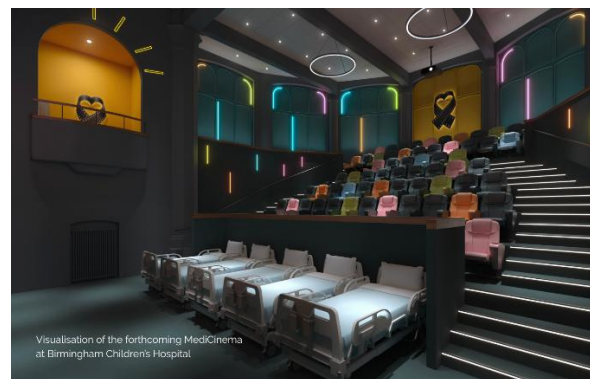
In June we announced the intention to build a MediCinema at Birmingham Children’s Hospital in partnership with Birmingham Hospital Children’s Charity. This will be the first MediCinema in the Midlands and will also have the largest capacity to date with 84 seats and space for up to four beds.

Every year, this hospital cares for 100,000 of the UK’s poorest children. Of its 40,000 annual inpatients, over 7,200 (approx. 20%) stay for up to three consecutive weeks, with just under 700 having to stay even longer.

The MediCinema will be housed in the hospital’s current lecture theatre, a non-clinical space which will be converted to become a state-of-the-art cinema during evenings and weekends, while remaining as a place for staff training and education during the day. Building started in October, and the MediCinema will open in the first quarter of 2026.



*Current lecture theatre*



*Visualisation of forthcoming MediCinema*

## **Manchester University NHS Foundation Trust – Oxford Road Campus**

Having announced our intention to convert an existing lecture theatre inside the Manchester Royal Infirmary into a state-of-the-art MediCinema in 2024, building began at the Oxford Road Campus site this year. This build is a partnership with the Manchester University NHS Foundation Trust and their charity, Manchester Foundation Trust Charity

Once operational, the new MediCinema will support patients of all ages cared for throughout the Trust's Oxford Road Campus hospitals, including Royal Manchester Children's Hospital, Saint Mary's Hospital and Manchester Royal Eye Hospital, as well as Manchester Royal Infirmary. The MediCinema will be housed in the hospital's current lecture theatre, a non-clinical space, which will be converted to become a state-of-the-art cinema. It will have 50 seats and space for 3 beds and 5 wheelchairs. When not in use as a cinema, the space will provide an enhanced facility for staff training and education services as a lecture theatre. The MediCinema is due to open in the first half of 2026.



*Current lecture theatre*



*Visualisation of forthcoming MediCinema*

## **MediCinema screenings**

In 2025 we ran on average more than 4 screenings per week across all 7 sites.

### **Tailored Screenings**

We have been trialling Tailored screenings for specific patient support groups for a number of years, and these have now become a core part of our service, being rolled out more extensively at our sites.

By bringing people together in a non-clinical and welcoming space together with the escapism that film can bring, these screenings help patients to open up conversation and build community. We know from feedback that this helps increase their engagement with their treatment and transforms their hospital experience.



Ted attends the Advanced Prostate Cancer Club Tailored screenings at Guy's Hospital with his wife Susie

These screenings are individually co-designed with the patients and the clinical teams and have wrap-around additional experiences on top of the film - therapeutic, educational, or simply social. They are a chance for people to meet others in the same shoes and get peer-to-peer support in a safe space.

*Guy's Hospital, London, Tailored screenings includes:*

- Breast Cancer Support Group
- Advance Prostate Cancer Club
- Paediatric Diabetes Group
- Teens and Young Adults with Cancer
- Head and Neck Cancer Support Group
- Metastatic Breast Cancer Support Group
- Health Inclusion Team
- Tracheostomy Group
- Neurofibromatosis Adults Support Group
- Neurofibromatosis Teens Support Group
- Young Adult Sickle Cell Group

*Royal Victoria Infirmary, Newcastle, Tailored screenings includes:*

- Cardiac Thoracic Transplant Group
- Paediatric Diabetes Transition Group
- Paediatric Dialysis Group
- Teenage Cancer Unit
- Ophthalmology Unit
- Haematology Ward Group
- Hearing Impaired Group
- Children's Haemoglobinopathy Unit
- Hexham Priory School Children's Outpatient Group

*Chelsea and Westminster Hospital, London, Tailored screenings includes:*

- Lavender Walk - Inpatient Adolescent Unit (CAMHS)
- Collingham – Inpatient Paediatric Unit (CAMHS)
- Chelsea Pensioners
- Kobler Clinic Wellbeing Group – Outpatient support group for patients living with HIV
- Trans Joy Group

*Royal Hospital for Children, Glasgow, Tailored screenings includes:*

- Children with Diabetes Group

*Alder Hey Children’s Hospital, Liverpool, Tailored screenings includes:*

- Sunflower House – a mental health inpatient unit for children and young people between 8-13
- Youth Forum
- Neuro-Oncology Wellbeing Group
- Orthoptics Group
- Alder Centre Bereavement Group

*St Thomas’s Hospital, London, Tailored screenings includes:*

- Paediatric Immunology and Infectious Disease

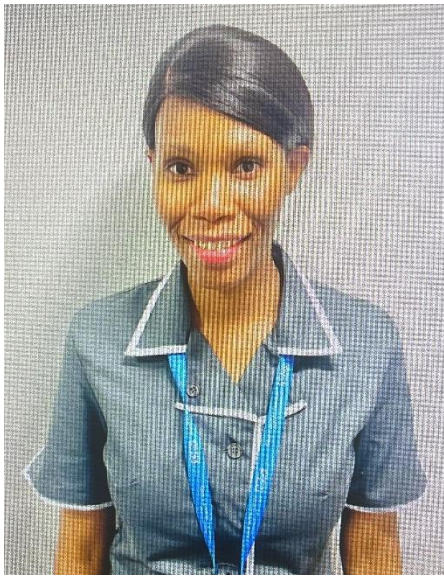
### **Orthoptics Group, Tailored screening, Alder Hey Children’s Hospital**



We held a special screening of the Disney Pixar film ‘Elio’ for children and young people undergoing occlusion therapy (wearing an eye patch over the good eye to improve vision in the weaker eye) as part of their ophthalmology treatment.

The screening was organised as part of the British and Irish Orthoptic Society campaign We Patch, which offers support for children wearing a patch or being treated with eye drops for amblyopia, just like the character Elio in the film.

## Betty, Deputy Paediatric Diabetes Clinical Nurse Specialist at the Evelina London Children's Hospital



“I’ve worked in the Paediatric Diabetes specialist team for 5 years, supporting patients in clinics, at home, and during hospital stays.

“Being diagnosed with Type 1 Diabetes can turn your world upside down. It’s incurable, and many people know little about it, leaving young people feeling overwhelmed and uncertain.

“Diabetes is also invisible, so unless someone has a visible pump or device, you wouldn’t know they have it. **The young people I work with can feel like they’re the only person in the world with their diagnosis.** At school, they may hide their condition, afraid of being seen as ‘different’ or judged by their friends. They lock their feelings away, trying to fit in.

“But I’ve seen MediCinema change that. **For so many of my patients, stepping into the MediCinema can be the first time they start to feel like a person beyond their condition. To be surrounded by other young people with Diabetes – not on a hospital ward, but in a relaxed, social, non-medicalised environment – helps them realise they’re not alone.** They see others managing their condition, living life, and having fun and **suddenly, Diabetes feels less overwhelming.**

“**Children who were hesitant about trying insulin pumps gain confidence after seeing others use them at MediCinema. Not because a clinician advised them to, but because they saw someone their age – watching a film, laughing with friends, enjoying something ‘normal’, out in the real world – managing their Diabetes. Seeing that makes it feel possible and less scary.**”

### Personal Screenings

We work closely with clinical teams to identify and arrange personal screenings for patients who are unable to attend our regular screenings. Whether they are immunocompromised, have specific or complex needs or as part of their palliative care journey, we can provide the opportunity for the patient and their family to spend precious time together.



Following a serious motorway crash in January 2025, Mhairi-Claire spent six months at Glasgow's Queen Elizabeth University Hospital, recovering from life-threatening injuries, including a broken spine and fourteen fractured ribs.

**"Maybe you have never experienced a long hospital stay, but it's easy to become institutionalised. Some people barely leave the ward, and the food and routine are a challenge. When you're in a situation like this, every day is a fight. You need to focus on staying positive, getting through one day at a time"**

When I was finally able to go (to the MediCinema), the movie was "Mission: Impossible – The Final Reckoning". **In the hospital, you go nowhere, see no one, and do nothing, but MediCinema gave me something to get excited about. It seems so**

**simple, but the chance to get a change of scenery, and come to see a film, was just what I needed to find the strength to fight another day. The chance to be 'normal' for a while, after such a long hospital stay, was just so incredible**

Because of her rehabilitation schedule in the spinal unit's gym, Mhairi-Claire had very little energy left and was unable to get to any of the regular screenings. **"That's when I was offered the option to see a film in the afternoon instead, for a much-needed boost to my morale.** As I started to feel better, I just wanted to block out the noise of other people. I began to shut my curtains and wear earphones, finding it so challenging for such a long period of time.

**"When a date was set for my personal screening of "Bridget Jones: Mad About the Boy", I couldn't quite believe it. The MediCinema nurse, Graeme, kept me company. He sat beside me, and we laughed all the way through. Seeing these films, gave me much-needed temporary respite from the ward, but on the longer term, helped me to reset my mindset to cope with what lay ahead."**

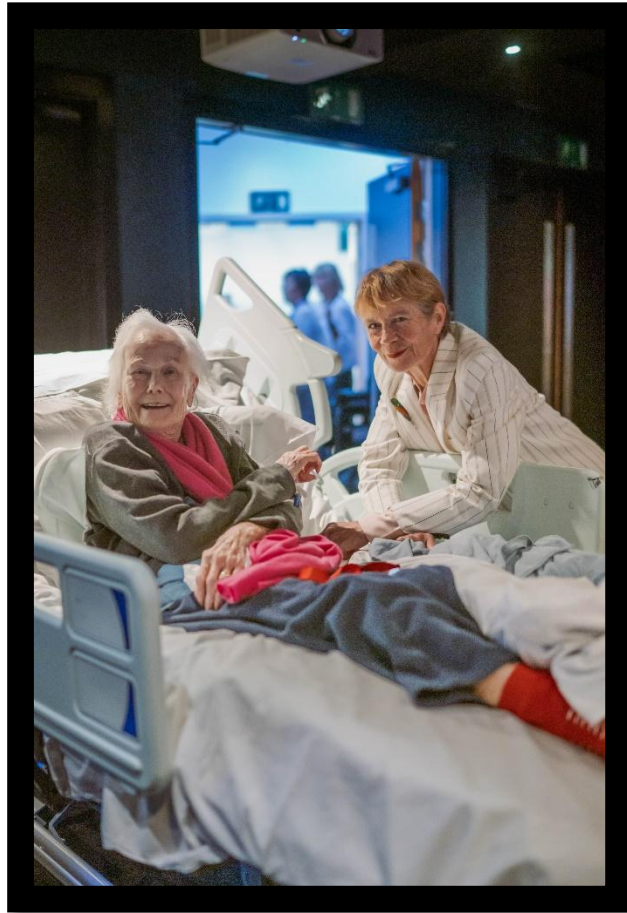
### **Beyond the Big Screen**

The impact of the shared cinema experience for patients can be profound. Our 'Beyond the Big Screen' programme is designed to extend our impact for patients and their families beyond our regular film screening programmes and currently reaches over 65 hospitals across the UK.

Delivered in collaboration with Clinical and Play teams and external partners, 'Beyond the Big Screen' is designed to enrich the lives of patients both inside and outside of our MediCinemas.

Through a wide range of activities from arts & crafts, character meet and greets, bedside palliative screenings, actor Q&As, MediCinema sticker books and journals, all designed to build resilience and

positive memories, these enhancements provide patients with an escape from the challenges of being on the wards.



Celia Imrie takes part in a patient Q&A at CW+ MediCinema for the film *The Thursday Murder Club*



Preston Nyman, voice star of Disney's *Mufasa*, attends a special screening of the film at the St Thomas' Pop up MediCinema

## Delivering Moments that Matter with Disney

We are proud to have a long-term strategic hospital partnership with Disney, where together we create 'Moments that Matter' for children as part of our 'Beyond the Big Screen' programme.

From Disney-themed film character visits, specially designed Adventure Packs, Disney+ on wards, 'fun in the foyer' events, and access to the latest Disney releases, 'Moments that Matter' brings the magic of Disney to young patients at challenging times.

This summer, children and their families from seven hospitals, some without a MediCinema, had special invites to visit an enchanted manor with Disney and MediCinema. We were joined by 121 guests, from 30 families, who got to spend time with their favourite Princesses, joined story time with Belle and other much-loved Disney characters including Mickey and Minnie Mouse.



From May-August, in the MediCinema and on wards, paediatric patients and their loved ones enjoyed a range of 'fun in the foyer' activities - including arts & crafts, interactive games, balloon making, face painting and Disney goodies to celebrate the MediCinema & Disney Magic of Movies campaign, featuring Lilo & Stitch, Elio and The Fantastic Four: First Steps.



Just before Christmas, more than 360 Disney employees packed more than 1500 gift bags with Disney goodies and festive treats, which we distributed to young patients across the MediCinema hospital network in the UK. Working with our hospital partners and play teams, these gifts were delivered to eight hospitals in time for Christmas.



## ***Impact***

A visit to one of our MediCinemas can be transformative, giving a much-needed opportunity to leave the challenge of the wards and medical environment to enjoy the shared experience of watching a film with others. This might be the only opportunity that patients and their families have to spend time doing something that feels 'normal', and which is focussed away from their medical issues. It is time together that really matters to them and their loved ones.



## **Patient stories**

The most valuable feedback we get is from collecting case studies – the stories our beneficiaries tell us about the difference we have made to them and their families' lives. The following case studies demonstrate the impact our services have on patients. Here are just a few from the many received throughout the year:

## Lola



Lola was born with a bi-lateral cleft lip, meaning she was missing her whole top lip and palette, which has required multiple life-enhancing surgeries as she's grown.

Her mum Paige told us: "Lola's most recent surgery was a routine bone graft from her hip, that sadly her body rejected. We were expecting to go home the day after the operation, but ended up staying for 10 days, due to the complications. Our friends and family were all back at home in Leeds, a three-hour drive away, which made our unexpectedly longer stay, even more difficult and isolating.

"During her recovery Lola was on a morphine driver for post-operative pain, which medical staff felt she could soon stop relying on, but she was too scared to stop the pain relief, not knowing what to expect. **Things turned around for us, when Cinema Manager Marc visited and invited us to the MediCinema. It was just such a lovely ray of light, just when we needed it. Going to see a film, within the safety of the hospital, sounded like the break that we both needed. I can't tell you how much that offer meant to us.**

"It was a big step, but one hour before the MediCinema film began, Lola agreed to have her morphine driver taken out, which did wonders for her confidence. Her reward was a trip to see a brand-new film and mentally escape the hospital environment for a couple of hours. **Sitting in the dark, without anyone looking, was the perfect activity for someone who's had facial surgery, she was a normal teenager again. She loved it so much, she wants to go again. Next time we come for surgery, she knows the MediCinema is waiting for her."**

## Charlotte and Finlay



**"MediCinema has been a game-changer for our family. It's given us a wonderful opportunity that we wouldn't normally be able to access – and it allows both of our children to be themselves."**

Mum Tammy told us: "My son, Finley, is the loudest boy in the world, but he can't cope with loud noises. He's autistic and it takes him time to get to grips with new things and he can't sit still! If Finley is my loud one, my daughter, Charlotte, is my quiet one. She has a rare syndrome that comes with a variety of health complications, but she is patient,

resilient and tolerant of anything that comes her way. Even when she had to have spinal surgery – a traumatic experience with six days in the ICU – she just rolls with it.

**“With Charlotte in a wheelchair and very few places set up with facilities to change a 12-year-old, we are so restricted on where we can take them. It’s not fair that the two of them miss out on so much.”** At the Serennu Children’s Centre the team at Sparkle recommended MediCinema. Before we knew it, me and my husband were biting the bullet and driving to our first cinema screening as a family.

“They both loved it, but it was a couple of screenings later when MediCinema became a game-changer for us. Kieran in the Sparkle team asked whether Charlotte might be more comfortable in a beanbag; they could use a hoist to get her into it from her wheelchair. She can find it uncomfortable sitting in her chair for a long time. From then on, at every screening we’ve been to, Kieran has made sure there is a beanbag available for them both, and it’s the perfect set up.

For the first half an hour of every film, Finn will sit under his blanket with his ear defenders on until slowly, he’ll settle into his beanbag and start to bring the blanket down and take his ear defenders off. He will relax into the environment on his own terms, in his own time. And Charlotte can just relax.

**“There’s lots of things we can’t do as a family, so to be able to access something like this, something a bit ‘normal’ means so much. As parents, we feel we can deal with anything that might crop up because it’s such a relaxed, welcoming and inclusive environment. To be able to whizz out and change Charlotte when we need to, or for Finn to be able to get up and have a wander around if he needs it – that means so much. No-one is baulking or tutting – because everyone is in a similar situation and gets it. “**

### **Annie (no photo)**

**Annie (52) was admitted to the Newcastle Royal Victoria Infirmary over a long weekend to monitor the symptoms of her ulcerative colitis, after a flare up.**

“I have lost quite a bit of confidence due to my recent health struggles; my world has definitely become smaller. I have my heightened anxiety and don’t really like busy overcrowded places, which has stopped me going out. I’m now essentially housebound. When I was invited to see a brand-new film at the MediCinema it was the first social event I’ve even considered attending, for a long time.

**“I didn’t realise that the MediCinema was for adults too, I thought it was only for children. The thought of going was exciting, but I was a bit nervous. When the staff told me that nurses would be present throughout the film, I knew I would be safe, so I signed up. Since then, I’ve been telling everyone I meet about the MediCinema. Keep up the fantastic work!”**

My anxiety levels can make me feel uncomfortable when I’m too close to other people. When I arrived at the cinema, I was allowed to sit three rows up, and five seats away, from other patients. This meant I could focus on the storyline of the film rather than worry about my surroundings. The cinema itself was exactly like the normal ones, I was so surprised to see that. As the film continued, I became increasingly more relaxed and started feeling quite proud of myself.

**When you are ill, or in hospital, you have too much time on your hands to overthink. But coming to see a film, just snaps you out of all those negative thoughts which go round your head in a loop. I left the cinema feeling much more positive, knowing I can stretch myself, and try new things. I really enjoyed the social aspect of it all, which was delivered with the patients' needs in mind, it was a brilliant experience, and I am so grateful for it**

## **Baxter**



13-year-old Baxter manages spina bifida and hydrocephalus, which has left him paralysed from the chest down and suffering debilitating headaches, amongst many other symptoms. His complex health frequently requires emergency treatment, which recently resulted in an 11-week admission to the Royal Hospital for Children in Glasgow.

His mum Ailsa told us: "Baxter was a miracle baby, never predicted to survive his early years. He and I are regular visitors to the Royal

Hospital for Children in Glasgow, where he's had 10 emergency 'blue-light' admissions, and 14 surgeries, in the last 3 years. Throughout everything, the true miracle of Baxter, is that he has never complained".

Baxter has seen upwards of 25 films, a mixture of regular and personal screenings, both in his wheelchair and hospital bed.

**"MediCinema has opened up a whole world to Baxter, that he couldn't really access before, and he's loving it. For a couple of hours, we can escape and not think about the hard stuff. We have something to look forward to, and time to just do something normal, in safe, predictable and accommodating environment. And they have nurses present to make sure everyone is fine. AND....you can watch films in your bed, and it's completely free! Legit the best cinema in the world".**

**"The nurses do their medical checks in advance, and are on hand throughout the film, which allows both Baxter and I to chill, despite his condition. When we are in the MediCinema, I think, 'you've got us'. They even do this reassuring talk before the movie starts, and you get the feeling that you are part of a community, not just a bunch of individuals".**

## Ted



Back in 2017, I was diagnosed with prostate cancer. I was told it was a less aggressive form and chose to have my prostate removed.

One of the support groups I joined was the Advanced Prostate Cancer Club at Guy's Hospital. It's an amazing support network. When they started offering visits to the MediCinema, Daniela the co-ordinator encouraged us to go along. Susie and I have been married for 55 years and have

always loved going to the cinema together, so of course we signed up - and we've been going ever since.

**But it's not just about watching a film. You step inside, away from the noise of London and the worry of illness, and suddenly you're somewhere peaceful. You can just escape it all and watch a film. That's what films do: they take you to a different world and take you out of yourself. You're transported.**

After the film we all talk and laugh. People bring biscuits, and we chat. **"We both know how important a simple cup of tea and a chat can be. It cuts through the loneliness. When you first get a diagnosis, it can feel like you're on your own. But when you come here it's pretty clear that you're not – you've got all these people around you in the same boat. You can walk into the MediCinema and be around people who just get it. Life is normal, life is good. And suddenly you're not alone anymore.**

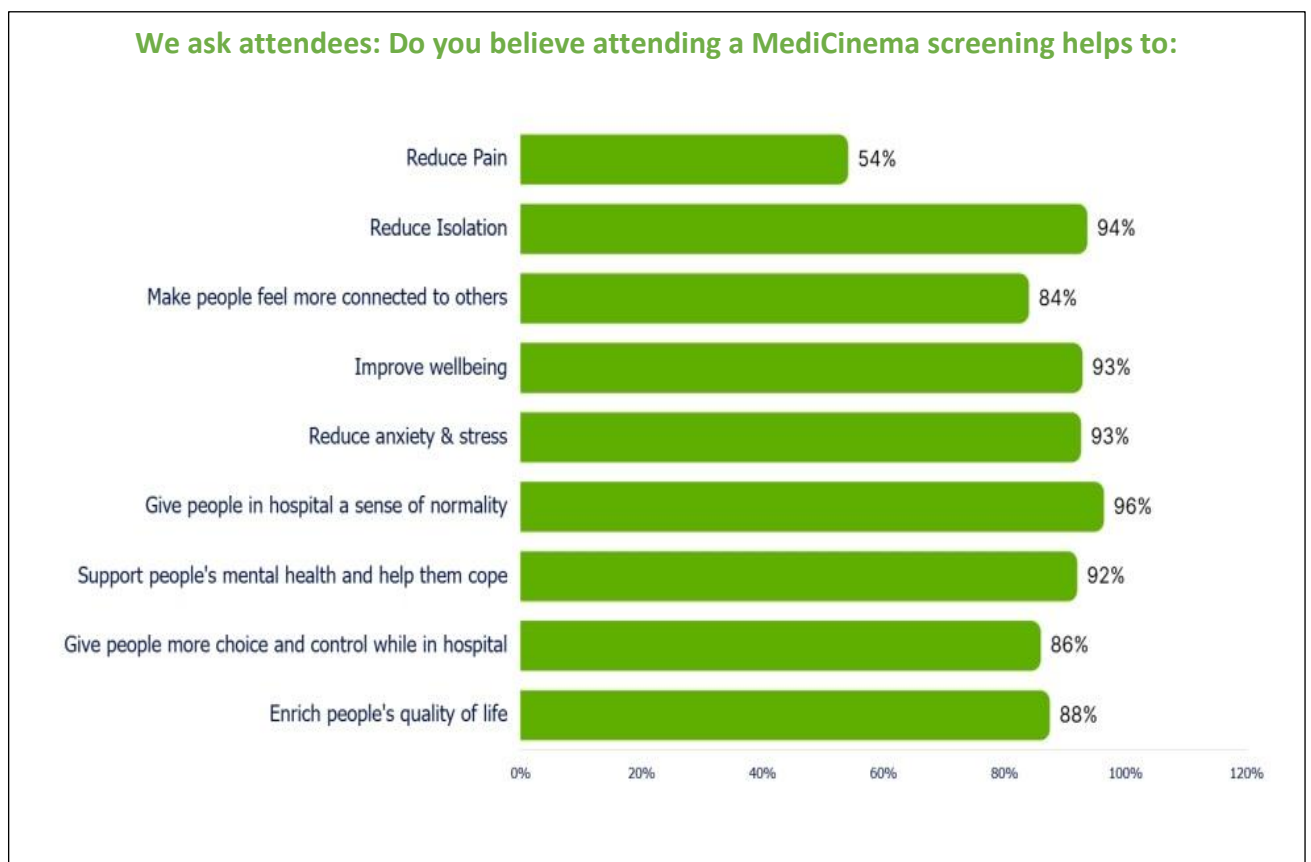
MediCinema screenings are like magic. **For that small amount of time, something changes in everyone. People look forward to getting here, to sitting down and watching the film and to seeing each other. We've become like a family - a band of brothers you're always pleased to see. Building relationships like that is one of the fundamental building blocks of life – it opens the world up again.**

## Gathering and evaluating feedback

### Patient Feedback Surveys

As we continue with our patient feedback surveys, we see consistently positive outcomes on the benefits of the MediCinema. Improving wellbeing is an essential and integral part of a person's care while they are in hospital often facing the most challenging times of their lives.

**Attendees conclusively agree that a MediCinema experience provides a range of impactful benefits:**



### Feedback Cards

Feedback cards for patients are handed out at the end of every screening, giving us the opportunity to ask for comments about the service as well as giving patients a memento to take away and remember their experience at the MediCinema.

**“It meant getting away from the constant stress of beeps and beeps of machines, of the hospital ward environment and to sit for a while and forget where we were or what our reality actually was.”**

**“It was a step out of time from the confinements of a hospital ward and I completely forgot about why I was there. It gave me the extra mental boost I needed to carry on.”**

**“Things were definitely getting to me, between the weird lighting, the 3am blood pressure checks, and my very glamorous hospital socks. But then MediCinema happened, and suddenly I was not just a patient stuck in bed, I was in a real cinema. For those couple of hours, I was not thinking about IV drips or test results; I actually felt a little closer to “normal.”**

**“Being able to attend MediCinema with our son while he was in hospital meant so much to us as a family. It was a beautiful moment of normality and joy during a difficult time. Seeing him smile and enjoy the film made us incredibly happy. We are truly grateful for this experience — thank you for creating such a warm and comforting space.”**

### ***Volunteer Support***

MediCinema continues to benefit from an expansive volunteer network which works alongside our paid staff (cinema managers and nurses at our in-hospital sites and technical assistant at the Serennu Centre) to collect patients from the wards, walk with them or push wheelchairs or beds, bring them to the cinema and then return them to their wards after the film. More importantly, volunteers put patients, who may be very anxious about leaving the ward, at ease and gives them the chance to talk about something completely unrelated to their condition. This social interaction is vital for patients and their families, especially patients who don't get many, if any, visitors

**In 2025, MediCinema Volunteers dedicated:**

**Hours: 13456**

**Shifts: 3364**

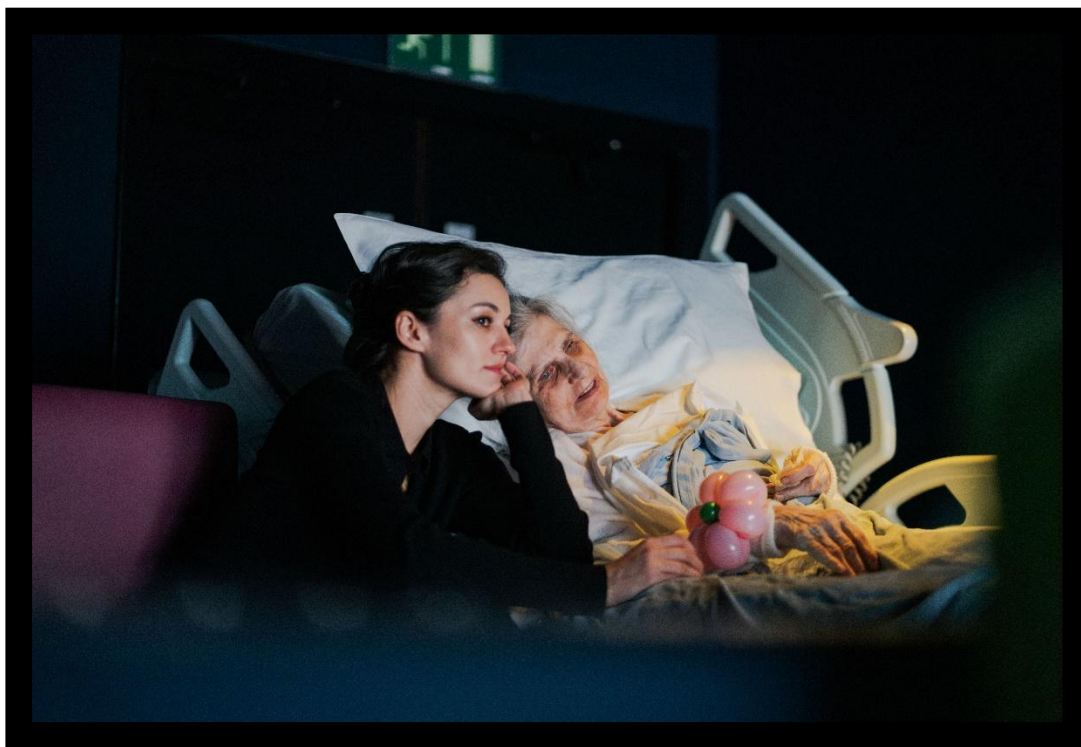


**“We simply could not deliver our impactful services without our incredible team of volunteers. In the last 12 months alone, they have donated a phenomenal 13,456 hours in supporting our patients and we are so incredibly grateful. Every single week of the year, our volunteer teams across the country generously give their time to bring our patients down from the wards, chatting to them, making them feel comfortable, and keeping them safe. The core of our whole service is creating a warm, caring, community space in all our MediCinemas and our volunteers are absolutely central to that. They bring care and human connection when it needed the most, and we cannot thank them enough for all their time, care and dedication”. Paul Giggall, COO MediCinema**

## ***Organisational Development***

The consistency and quality of our service and care of patients remains paramount. Therefore, with the growing number of sites and expansion of our services, we have invested in additional roles, making several new appointments this year:

- Belinda Dee joined the Development Team as Head of High Value Relationships
- Kristy Brown joined the Development Team as Fundraising Coordinator
- Emma Hoy joined the Operations Team as Operation and Finance Coordinator
- Marc Shaw joined as Cinema Manager for the MediCinema at Newcastle's Royal Victoria Infirmary
- Rose Adamson joined as Cinema Manager for the forthcoming MediCinema at Birmingham Children's Hospital
- Paula McGuinness joined as Deputy Cinema Manager (Maternity Cover for Pippa Melody)) for the MediCinema at Liverpool's Alder Hey Children's Hospital
- Eve Wils-Wilson was promoted from Fundraising Assistant Manager to Individual Giving Manager





### ***MediCinema Ireland***

In 2022 MediCinema Ireland completed the process of registering as a charity having been registered as a company in 2020. A MediCinema Ireland Board team has now been established with Trish Long, as Chair. Board Members are Grainne Humphreys, Allen Kiernan, Sarah Williams, Gavin Worrell and Lawrence Atkinson. The Board are supported in their efforts by the Executive Team in London.

During 2025 £6,000 was paid for professional fees in relation to MediCinema Ireland no other transactions were undertaken..

## ***Fundraising***

### **Fundraising Strategy**

During 2025, MediCinema's fundraising strategy focused on strengthening financial resilience and sustainability, building on the strong performance of 2024 while responding to continued economic uncertainty and a challenging fundraising environment.

Corporate partnerships remained a key source of income, with increased emphasis placed on developing a broader pipeline of donors, campaign-led giving and improved relationship management. Nationwide Preview Screening events and targeted corporate campaigns continued to play an important role in generating unrestricted income.

Individual giving became a growing priority, with activity focused on improving digital giving journeys, increasing one-off and regular donations, and strengthening donor stewardship so supporters could clearly see the impact of their support.

To support our growth plans and increased fundraising targets we invested in strengthening internal capacity through the recruitment of a Head of High Value Fundraising and a Fundraising Coordinator and promoting our Fundraising Assistant Manager to Individual Giving Manager.

Alongside the continued support of hospital charity partners, these developments contributed to a more balanced and sustainable income base with total core fundraising increased from £1.41 million in 2024 to £1.76 million in 2025.

### **Capital Projects**

Capital fundraising remained a significant focus, supporting the continued expansion of MediCinema's network of in-hospital cinemas. During the year, funding was secured to progress the development of a new MediCinema in Birmingham, supported by the generous contributions of the Julia Rausing Trust and The Walt Disney Company.

Capital projects form part of MediCinema's longer-term ambition to extend access to high-quality cinema experiences for patients and families in hospitals across the UK, supported by strong partnerships with corporate donors and charitable trusts.

### **The Julia Rausing Trust – Legacy Pledge**

The £5 million legacy pledge made in memory of the late Julia Rausing in 2024 continued to underpin MediCinema's capital strategy. This long-term restricted funding is to support the development of up to seven new MediCinemas outside of London over the next ten years, while also contributing to the sustainable growth of the charity. MediCinema remains deeply grateful for this transformational pledge, which provides a strong foundation for future expansion and impact.

## **The Walt Disney Company**

In 2025, The Walt Disney Company collaborated with MediCinema on *The Magic of Movies*, highlighting the power of storytelling and escapism through film and cinema. The campaign drew attention to the positive emotional benefit of MediCinema for children in hospital and was supported across Disney's online channels and in partnership with Vue Cinemas, helping to raise awareness and engagement with our services. The campaign also included a Prize Draw.

MediCinema remains extremely grateful for Disney's continued partnership.



## **Trusts and Foundations**

MediCinema received funding from a range of Trusts and Foundations during the year, supporting both site-specific activity and central operations for which we are extremely grateful.

Key funders included the Julia Rausing Trust, AKO Foundation, Underwood Trust, Sir Horace Kadoorie International Foundation, Stakis Charitable Foundation, Red Engine Yellow Ball Foundation, Atlas Fund, Hasluck Charitable Trust, and the Marsh Charitable Trust.

Additional support was received from several family and corporate trusts, including Simon and Philip Cohen Charitable Trust, Allied Vehicles Charitable Trust, Carr-Ellison Family Charitable Trust, and from Muckle LLP via the Newcastle Foundation.

The Spurgin Charitable Trust also provided support through the MediCinema Christmas campaign.

## **Corporate Partnerships**

The generosity of our corporate partners enabled MediCinema to finish 2025 with income above our forecast.

Corporate partnerships remain a cornerstone of our fundraising. We are especially grateful to the Walt Disney Company, our longest-standing strategic partner and our largest corporate supporter. In addition to the Magic of Movies project, Disney also support and partner with MediCinema on their

Moments that Matter hospital delivery programme and contributed through sample sales, and challenge funding.

In 2025, Nationwide Preview Screenings (NPS) were held of *the Minecraft Movie*, in partnership with Warner Bros, and *Wicked: For Good* with Universal Pictures, and were highlights of the year. Our NPS campaigns are one off public preview screenings in cinemas around the country for which the distributors and cinemas donate all the income from those screenings to MediCinema. We are very grateful to the studios and the many exhibitors who generously take part to support our work.



Other corporate supporters made important contributions, including Anglo Doorstep Collections, BBFC, Edrington Distillery, XPS plc, and alongside many employee-nominated donations and smaller partnerships that collectively made a real difference.

Adyen Giving had a significant impact on income by doubling our donations collected through cinema partners, Vue WTW Scott and Curzon.

Throughout the year, our corporate partners have also engaged their employees in fundraising activities for MediCinema including riders from Deluxe and Disney cycling from London to Brighton in September.

Our annual Xmas campaign was generously supported by our partners Berry Plants Ltd, Blue Bolt, Warner Bros. Leavesden, the Ritz Cinema in Belper and the UK Cinema Association (UKCA).



## **Hospital Charity Partners**

Support from our hospital charity partners underpins the day-to-day running of each site. Their funding covers the costs of nurses and cinema management, forming the backbone of our service delivery. Beyond financial support, their engagement helps foster the communities of volunteers and staff that provide such a warm welcome to every patient visiting our cinemas.

Our sites in Glasgow, Liverpool, Newport, London, and Newcastle continued to benefit from the generosity of long-standing hospital charity partners: Glasgow Children's Hospital Charity, Alder Hey Children's Charity, Sparkle at the Serennu Children's Centre (Newport), Guy's and St Thomas' Charity, CW+, and Newcastle Hospitals Charity.

## **Cinema Partner Support**

Long-term partners continued to be a vital part of MediCinema's fundraising and reach. Vue remain one of our most valued partners, offering their customers the option to donate when purchasing tickets online and in cinemas, providing a steady source of support and raising awareness of our work.

Cineworld continued to support MediCinema as one of four charity partners, with a successful three-month campaign including on-screen advertising and top-up donations at tills, engaging their customers and helping drive funds for our hospitals.

Other cinema chains, including Curzon and WTW Scott, also made important contributions through similar initiatives, helping MediCinema to expand our reach and bring the cinema experience to patients across the UK.

Everyman teams also took on fundraising challenges over the summer, including climbing Snowdon, cycling from Manchester to Liverpool and back again, and running the Vitality London 10,000 race.

## **Individual Giving & Philanthropy**

Individual donations and community fundraising played an important role in supporting MediCinema's mission. Challenge events, including the London Marathon, Swim Serpentine and Vitality London 10,000, saw strong participation and also included match-funding support from some corporate partners.

Mass giving via the website saw a healthy uplift with both one-off and recurring donations, thanks to a number of key events throughout the year. These included being presented with the BAFTA award for Outstanding British Contribution to Cinema with the ceremony screened live on BBC1, new MediCinema site announcements in Birmingham and Manchester, and cinema advertising. Investment in our CRM and email marketing systems enabled us to learn more about our donors for the purpose of better stewardship and future acquisition. The move to GoCardless Direct Debit and away from recurring payment instructions for regular giving at the end of the year will help us to retain our regular givers.



Community-led fundraising events, including but not limited to those from Aylsham Picture House, Harborough Community Cinema, the James Bond fan club Shaken Not Stirred and Oldham Athletic FC charity partnership helped drive engagement and donations in those communities. Our partnership with Knightsbridge School, a first of its kind for MediCinema, yielded significant donations and support through a mixture of self-lead fundraising activities, silent auctions supported by MediCinema and the sale of premiere tickets.

The Red Carpet Club scheme continued to raise funds through the sale of European, UK, and World movie premiere tickets thanks to generous support from the UK's film and entertainment industry.

The annual Christmas fundraising campaign was a highlight, with contributions from new and existing mass giving audiences, major donors, in memory donors, Sony staff donations and the Deluxe Christmas Raffle, alongside the corporate partner and T&F support featured above. The campaign was focussed on Immy, a young patient with a very rare disease, who has spent her life in and out of hospital with her family and had been to the MediCinema at Chelsea and Westminster Hospital. We expanded our email marketing complexity by introducing segmentation across different supporter groups to encourage first time donations, repeat donations and donations from lapsed supporters.

For the first time we ran an integrated Meta ads campaign, which resulted in a record number of new donors for this campaign. We are extremely grateful to Immy's family for allowing us to share their experience of our service.



We extend our heartfelt gratitude to all participants who engaged in many challenge events, generously contributing their time and commitment to our mission, including our top fundraiser of the year, Phil Clapp, who cycled from London to Brighton raising over eight thousand pounds. Our fundraisers' dedication has not only raised vital funds for MediCinema but also shared our mission with their extended networks and generated increased levels of match funding from our corporate partners.

In addition, our appreciation extends to all our new and existing individual donors for supporting on a one-off and regular basis.





## **Fundraising Practice and Regulation**

At MediCinema we engage with individual supporters through direct emails, advertising, social media, our website, and opportunities to connect via our cinema partners and wider publicity about our work and impact. We are committed to raising awareness of our services and encouraging people to support us by donating, fundraising, volunteering and taking part in community activities. Our core income streams include corporate support, hospital charity partners, trusts and foundations, individual giving, community and challenge events, in-memoriam giving and legacies.

MediCinema is registered with the Fundraising Regulator and follows its Code of Fundraising Practice, which was revised in late 2025 to reflect changes in how people give and how charities operate. The updated Code keeps the long-standing requirements to be legal, open, honest and respectful, while strengthening protections for donors and people undertaking fundraising, including clearer expectations around convenience giving, unstaffed collections, fundraiser safety and transparency in how digital and platform-based giving works.

We take these standards seriously. All fundraising activity across MediCinema is carried out in line with the Code so that our approaches are respectful and appropriate for all audiences and no one who appears to be vulnerable is asked to commit to giving, and we work closely with partners and third-party fundraisers to ensure they meet the same standards.

We are committed to protecting the personal data of everyone who supports MediCinema and to respecting their wishes about how they hear from us. We only collect the information we need to process donations, run events and fundraising activities, reclaim Gift Aid, maintain our relationships with supporters and improve our services and communications, and we keep this information only for as long as necessary and in line with legal, tax and accounting requirements. We never share supporters' personal data with third parties for their own marketing and only share information where needed to deliver our fundraising, meet legal or regulatory obligations, or prevent fraud and financial crime.

Our approach is guided by the Data Protection Act 2018 and UK GDPR, and by our commitment to use supporters' data in ways they would reasonably expect. We give individuals clear choices about how we contact them, only send electronic fundraising and marketing communications where we have consent, and make it easy to change preferences or withdraw consent. Supporters also have rights to access, correct, restrict or erase the personal data we hold, to object to certain uses, and to request their data in a portable format, with clear information on how to do this set out in our Privacy Policy and supporter communications.

In the reporting period, we received no complaints that were escalated to the Fundraising Regulator. We continue to review our policies, systems and staff training in light of the new Code to remain compliant and to uphold the public's trust in our fundraising activities.

## FINANCIAL REVIEW

	2025	2024
<b>Income</b>	<b>£2,032,457</b>	<b>£3,261,740</b>
<i>Of which, Gifts in kind (head office rental cost, legal advice, license and logistics of films)</i>	<i>£115,116</i>	<i>£89,530</i>
<b>Expenditure</b>	<b>£1,726,763</b>	<b>£1,351,284</b>
<b>Surplus</b>	<b>£384,859</b>	<b>£1,910,456</b>
<b>Total fixed assets</b>	<b>£1,032,045</b> (at 31 December 2025)	<b>£947,441</b> (at 31 December 2024)
<b>Overall assets</b>	<b>£4,268,175</b>	<b>£3,883,316</b>

### ***Investment powers and policy***

Aside from retaining a prudent amount in reserves each year most of the charity's funds are to be spent in the short term so there are few funds for long term investment with the exception of those raised for new MediCinema installations. All funds are remitted to MediCinema head office and held in a Coutts deposit account.

### ***Reserves policy and going concern***

During the year the Trustees reviewed the reserves policy and amended this to hold free reserves to cover the cost of running the cinemas and central office costs for 6 months and to hold a fund to cover emergency technical updates. The total requirement is £1,050,000 (2024: £612,000). At 31 December 2025 free reserves totalled £1,149,763. Whilst reserves are above the set policy, the Trustees are conscious of the expected level of growth over the next few years as a result of the Julia Rausing grant and therefore, believe the reserves are appropriate to support this.

In 2023 the Trustees decided establish a fund to support the refurbishment of the cinema in Newcastle. A total of £75,000 has been allocated.

The trustees have reviewed the circumstances of the charity, its fundraising, financial and cash flow plans, and consider that adequate resources continue to be available to fund the activities of the charity for the foreseeable future. Its cost base has been reviewed and, where possible without affecting service delivery, reduced. The trustees are of the view that the charity is a going concern.

### ***Governance and Management***

#### **Governing Document**

The organisation is a charitable company limited by guarantee, incorporated on June 10 1996 and registered as a charity on September 23 1996. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

## **Appointment of trustees**

As an arts-in-health charity whose work focuses on a broad range of people, the directors seek to ensure that the trustee body is representative and includes members with the relevant skills. The Board consists of members from the film industries as well as members of the medical community.

## **Trustee induction and training**

New Trustees are similarly familiarised with MediCinema and its work and also provided with an induction pack including copies of the main charity documents, latest accounts, strategy document outlining future plans and objectives and a copy of the Commission's guide 'The Essential Trustee'.

Trustees, already familiar with the practical work of the charity, are encouraged to attend a screening at a MediCinema.

## **Organisation**

The trustees meet four times a year and are responsible for the strategic direction and policy of the charity, a scheme of delegation is in place and day-to-day management rests with the Chief Executive who is responsible for ensuring that the charity delivers the services specified.

## **Related parties**

None of our trustees receive remuneration or other benefit from their work with the charity.

## **Pay policy for senior staff**

The Directors consider the Board of Directors, who are the charity's trustees, and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. All trustees give their time freely and no trustees received remuneration in the year. No trustees received payment for expenses in the year.

The pay of senior staff is reviewed annually and against responsibilities, duties and performance as well as the financial position of the charity. In view of the nature of the charity, the Directors benchmark against pay levels in other charities of a similar nature, scope, size and ambition. The remuneration benchmark is the mid-point of the range paid for similar roles adjusted for a weighting for any additional responsibilities. If recruitment has proven difficult in the recent past a market addition is also paid with the pay maximum no greater than the highest benchmarked salary for a comparable role.

## **Risk management**

The trustees have reviewed the major risks to which the charity is exposed. A risk register has been established which is updated annually. Where appropriate, systems or procedures have been established to mitigate the risks across the key areas of Operations, Fundraising, Infrastructure and Roll-Out and these are periodically reviewed to ensure that they continue to meet the needs of the charity.

The register has identified 3 primary risks:

- Adverse publicity which has increased due to a higher profile
- Employment issues
- Relationships with key funders and partners

The significant growth in MediCinema's profile means adverse publicity remains a key risk. The Comms team have developed crisis procedures to deal with any major incident. Following the publication of latest code by the Fundraising Regulator we are reviewing our complaints policy.

HR processes and procedures are a key priority for 2026.

During 2025 the Development team expanded and are defining roles and responsibilities to ensure our key partners are supported as required.

### ***Trustees' responsibilities in relation to the financial statements***

The charity trustees (who are also the directors of MediCinema for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with application law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application resources. In preparing the 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 application UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to 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 the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

***Statement as to disclosure to our auditors***

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the auditor is unaware, and
- the trustees, having made enquiries of fellow directors and the auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

**Auditor**

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The trustees' annual report has been approved by the trustees and signed on their behalf by

By order of the board of trustees on  
K Williams  
Chair

Date: 16 April 2026

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MEDICINEMA

### Opinion

We have audited the financial statements of MediCinema (the 'charitable company') for the year ended 31 December 2025 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 December 2025 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
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

### 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 charitable company 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

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on MediCinema's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other Information**

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report has been prepared in accordance with applicable legal requirements

## **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- 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 financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

## **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes 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 charitable company'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 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## **Capability of the audit in detecting irregularities**

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Board of Trustees, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## **Use of our report**

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Joanna Pittman (Senior statutory auditor)

Date: 23 April 2026

for and on behalf of Sayer Vincent LLP, Statutory Auditor

110 Golden Lane, LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

## MediCinema

### Statement of financial activities (incorporating an income and expenditure account)

#### For the year ended 31 December 2025

	Note	Unrestricted £	Restricted £	2025 Total £	Unrestricted £	Restricted £	2024 Total £
<b>Income from:</b>							
Donations and legacies	2	990,517	1,041,940	<b>2,032,457</b>	762,328	2,441,266	3,203,594
Charitable activities							
Investments	3	79,165	–	<b>79,165</b>	58,146	–	58,146
<b>Total income</b>		<b>1,069,682</b>	<b>1,041,940</b>	<b>2,111,622</b>	<b>820,474</b>	<b>2,441,266</b>	<b>3,261,740</b>
<b>Expenditure on:</b>							
Raising funds	4	245,895	–	<b>245,895</b>	225,269	–	225,269
Charitable activities							
Operation of Cinemas	4	537,516	943,352	<b>1,480,868</b>	453,874	672,141	1,126,015
<b>Total expenditure</b>		<b>783,411</b>	<b>943,352</b>	<b>1,726,763</b>	<b>679,143</b>	<b>672,141</b>	<b>1,351,284</b>
<b>Net income / (expenditure) for the year</b>	5	286,271	98,588	384,859	141,331	1,769,125	1,910,456
Transfers between funds		(14,033)	14,033	–	(3,106)	3,106	–
<b>Net movement in funds</b>	15	272,238	112,621	<b>384,859</b>	138,225	1,772,231	1,910,456
<b>Reconciliation of funds:</b>							
Total funds brought forward		952,525	2,930,791	<b>3,883,316</b>	814,300	1,158,560	1,972,860
<b>Total funds carried forward</b>		<b>1,224,763</b>	<b>3,043,412</b>	<b>4,268,175</b>	<b>952,525</b>	<b>2,930,791</b>	<b>3,883,316</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15a to the financial statements.

**MediCinema****Balance sheet**

Company no. 3210199

**As at 31 December 2025**

	Note	£	2025 £	£	2024 £
<b>Fixed assets:</b>					
Tangible assets	10		<b>1,032,045</b>		947,441
			<b>1,032,045</b>		947,441
<b>Current assets:</b>					
Debtors	11	<b>344,388</b>		227,388	
Cash at bank and in hand		<b>3,197,949</b>		3,064,746	
			<b>3,542,337</b>	3,292,134	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	12	<b>(306,207)</b>		(356,259)	
<b>Net current assets</b>			<b>3,236,130</b>		2,935,875
<b>Total net assets</b>			<b>4,268,175</b>		<b>3,883,316</b>
<b>The funds of the charity:</b>					
Restricted income funds	15a		<b>3,043,412</b>		2,930,791
Unrestricted income funds:					
Designated funds		<b>75,000</b>		75,000	
General funds		<b>1,149,763</b>		877,525	
Total unrestricted funds			<b>1,224,763</b>		952,525
<b>Total charity funds</b>			<b>4,268,175</b>		<b>3,883,316</b>

Approved by the trustees on 16 April 2026 and signed on their behalf by

Kezia Williams  
Chair

## MediCinema

### Statement of cash flows

For the year ended 31 December 2025

	Note	2025 £	£	2024 £	£
<b>Cash flows from operating activities</b>					
Net income for the reporting period (as per the statement of financial activities)		384,859		1,910,456	
Depreciation charges		80,975		51,679	
Loss on disposal of fixed assets		1,927		–	
Dividends, interest and rent from investments		(79,165)		(58,146)	
(Increase)/decrease in debtors		(117,000)		(92,883)	
Increase/(decrease) in creditors		(50,052)		145,581	
<b>Net cash (used in) / provided by operating activities</b>		<b>221,544</b>		<b>1,956,687</b>	
<b>Cash flows from investing activities:</b>					
Dividends, interest and rents from investments		79,165		58,146	
Purchase of fixed assets		(167,506)		(474,008)	
<b>Net cash used in investing activities</b>		<b>(88,341)</b>		<b>(415,862)</b>	
<b>Change in cash and cash equivalents in the year</b>		<b>133,203</b>		<b>1,540,825</b>	
Cash and cash equivalents at the beginning of the year		3,064,746		1,523,921	
<b>Cash and cash equivalents at the end of the year</b>		<b>3,197,949</b>		<b>3,064,746</b>	

### Analysis of cash and cash equivalents and of net debt

	At 1 January 2025 £	Cash flows £	Other non- cash changes £	At 31 December 2025 £
Cash at bank and in hand	3,064,746	133,203	–	3,197,949
<b>Total cash and cash equivalents</b>	<b>3,064,746</b>	<b>133,203</b>	<b>–</b>	<b>3,197,949</b>

**1 Accounting policies**

**a) Statutory information**

MediCinema is a charitable company limited by guarantee and is incorporated in United Kingdom.

The registered office address is Conybeare House, Guy's Hospital, London, SE1 9RT.

**b) Basis of preparation**

The financial statements have been prepared in accordance with 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 (FRS102) (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

On 17th August 2020 MediCinema Ireland was registered as an Irish company and on 28th July 2022 as a registered charity. MediCinema is the sole member for this company. During 2025 £6,000 was paid on behalf of MediCinema Ireland. The transactions are considered immaterial and, therefore, consolidated accounts have not been prepared.

**c) Public benefit entity**

The charity meets the definition of a public benefit entity under FRS 102.

**d) Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

**e) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

**f) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**1 Accounting policies (continued)**

**g) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

**h) Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

**i) Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of running the cinemas and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**j) Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Operation of cinemas	77.41%
● Fundraising	20.09%
● Governance costs	2.49%

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

● Operation of cinemas	79.39%
● Fundraising	20.61%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

**k) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

## Notes to the financial statements

## For the year ended 31 December 2025

## 1 Accounting policies (continued)

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Cinema installations 25 years
- Fixtures and fittings 4 or 10 years
- Equipment 5 years

## l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## o) Pensions

Pension contributions are made by the company in respect of employees' individual personal money purchase pension schemes. The assets of the fund are held separately from those of the charitable company which has no liability under the scheme other than for the payment of contributions.

## 2 Income from donations and legacies

	Unrestricted £	Restricted £	2025 Total £	Unrestricted £	Restricted £	2024 Total £
Individual Donations and Gift Aid	520,123	73,715	593,838	382,160	8,686	390,846
Corporate Donations	392,694	43,551	436,245	340,174	1,463,633	1,803,807
Grants	77,700	809,558	887,258	39,994	879,417	919,411
Gifts in kind	–	115,116	115,116	–	89,530	89,530
	990,517	1,041,940	2,032,457	762,328	2,441,266	3,203,594

Gifts in kind represent legal services, office rental and film delivery costs.

## 3 Income from investments

	Unrestricted £	Restricted £	2025 Total £	Unrestricted £	Restricted £	2024 Total £
Interest receivable	79,165	–	79,165	58,146	–	58,146
	79,165	–	79,165	58,146	–	58,146

MediCinema

Notes to the financial statements

For the year ended 31 December 2025

4a Analysis of expenditure (current year)

	Charitable activities				2025 Total £	2024 Total £
	Raising funds £	Running cinemas £	Governance costs £	Support costs £		
Staff costs (Note 6)	158,681	655,380	20,146	122,831	<b>957,038</b>	787,276
Nurses cost	-	191,475	-	-	<b>191,475</b>	152,999
Direct cinema costs	-	210,596	-	-	<b>210,596</b>	113,021
Fundraising costs	40,114	-	-	-	<b>40,114</b>	45,448
Communication costs	-	30,870	-	-	<b>30,870</b>	25,975
Finance	-	-	-	34,990	<b>34,990</b>	29,998
IT	-	-	-	24,856	<b>24,856</b>	24,205
General office	-	-	-	25,806	<b>25,806</b>	19,633
Governance	-	-	13,000	-	<b>13,000</b>	11,520
Depreciation and disposal of assets	-	82,902	-	-	<b>82,902</b>	51,679
Gifts in kind	-	115,116	-	-	<b>115,116</b>	89,530
	<b>198,795</b>	<b>1,286,339</b>	<b>33,146</b>	<b>208,483</b>	<b>1,726,763</b>	<b>1,351,284</b>
Support costs	39,657	163,792	5,034	(208,483)	-	-
Governance costs	7,443	30,737	(38,180)	-	-	-
<b>Total expenditure 2025</b>	<b>245,895</b>	<b>1,480,868</b>	<b>-</b>	<b>-</b>	<b>1,726,763</b>	
Total expenditure 2024	-	-	-	-		<b>1,351,284</b>

## Notes to the financial statements

For the year ended 31 December 2025

## 4b Analysis of expenditure (prior year)

		<u>Charitable activities</u>			
	Raising funds	Running cinemas	Governance costs	Support costs	2024 Total
	£	£	£	£	£
Staff costs (Note 6)	153,588	591,739	19,059	22,890	<b>787,276</b>
Nurses cost	-	152,999	-	-	<b>152,999</b>
Direct cinema costs	-	113,021	-	-	<b>113,021</b>
Fundraising costs	45,448	-	-	-	<b>45,448</b>
Communication costs	-	25,975	-	-	<b>25,975</b>
Finance	-	-	-	29,998	<b>29,998</b>
IT	-	-	-	24,205	<b>24,205</b>
General office	-	-	-	19,633	<b>19,633</b>
Governance	-	-	11,520	-	<b>11,520</b>
Depreciation	-	51,679	-	-	<b>51,679</b>
Gifts in kind	-	115,116	-	-	<b>115,116</b>
	<u>199,036</u>	<u>1,050,529</u>	<u>30,579</u>	<u>96,726</u>	<u><b>1,376,870</b></u>
Support costs	19,435	74,879	2,412	(96,726)	-
Governance costs	6,798	26,193	(32,991)	-	-
	<u>225,269</u>	<u>1,151,601</u>	<u>-</u>	<u>-</u>	<u><b>1,376,870</b></u>

**5 Net income / (expenditure) for the year**

This is stated after charging / (crediting):

	2025 £	2024 £
Depreciation	80,975	51,679
Auditor's remuneration (excluding VAT): Audit	10,000	9,600
	<u>10,000</u>	<u>9,600</u>

**6 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2025 £	2024 £
Salaries and wages	827,048	688,047
Social security costs	92,134	67,045
Employer pension contributions	37,856	32,184
	<u>957,038</u>	<u>787,276</u>

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2025 No.	2024 No.
£60,000 – £69,999	2	2
£70,000 – £79,999	1	–
£80,000 – £89,999	1	1
	<u>1</u>	<u>1</u>

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £335,773 (2024: £317,653).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2024: Nil). No charity trustee received payment for professional or other services supplied to the charity (2024: £Nil).

**7 Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was 23 (2024: 20).

Staff are split across the activities of the charity as follows:

	2025 No.	2024 No.
Raising funds	3.0	3.0
Operation of Cinemas	20.0	17.0
	<u>23.0</u>	<u>20.0</u>

## Notes to the financial statements

## For the year ended 31 December 2025

## 8 Related party transactions

Showcase Cinemas (National Amusements (UK) Limited) participated in the National Preview Screening of Minecraft in April 2025 donating £3,389.69 and Wicked For Good in November 2025 donating £936.10. Crispin Lilly is a director of this company.

There are no other donations from related parties which are outside the normal course of business and no restricted donations from related parties.

## 9 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 10 Tangible fixed assets

	Cinema installations £	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>				
At the start of the year	1,073,879	400,050	369,240	<b>1,843,169</b>
Additions in year	75,000	31,666	60,840	<b>167,506</b>
Disposals in year	-	-	(7,935)	<b>(7,935)</b>
At the end of the year	<b>1,148,879</b>	<b>431,716</b>	<b>422,145</b>	<b>2,002,740</b>
<b>Depreciation</b>				
At the start of the year	341,193	290,604	263,931	<b>895,728</b>
Charge for the year	43,511	13,891	23,573	<b>80,975</b>
Disposals in year	-	-	(6,008)	<b>(6,008)</b>
At the end of the year	<b>384,704</b>	<b>304,495</b>	<b>281,496</b>	<b>970,695</b>
<b>Net book value</b>				
<b>At the end of the year</b>	<b>764,175</b>	<b>127,221</b>	<b>140,649</b>	<b>1,032,045</b>
At the start of the year	<b>732,686</b>	<b>109,446</b>	<b>105,309</b>	<b>947,441</b>

All of the above assets are used for charitable purposes.

## 11 Debtors

	2025 £	2024 £
Trade debtors	<b>55,813</b>	18,000
Prepayments and accrued income	<b>288,575</b>	209,388
	<b>344,388</b>	227,388

## Notes to the financial statements

## For the year ended 31 December 2025

## 12 Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	68,607	42,860
Taxation and social security	29,767	22,307
Other creditors	8,358	7,559
Accruals and deferred income	199,475	283,533
	<u>306,207</u>	<u>356,259</u>

## 13 Deferred income

Deferred income comprises amounts received in 2025 relating to 2026

	2025 £	2024 £
Balance at the beginning of the year	37,500	39,724
Amount released to income in the year	(37,500)	(39,724)
Amount deferred in the year	37,500	37,500
Balance at the end of the year	<u>37,500</u>	<u>37,500</u>

## 14a Analysis of net assets between funds (current year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	1,032,045	1,032,045
Net current assets	1,149,763	75,000	2,011,367	3,236,130
Net assets at 31 December 2025	<u>1,149,763</u>	<u>75,000</u>	<u>3,043,412</u>	<u>4,268,175</u>

## 14b Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	947,441	947,441
Net current assets	877,525	75,000	1,983,350	2,935,875
Net assets at 31 December 2024	<u>877,525</u>	<u>75,000</u>	<u>2,930,791</u>	<u>3,883,316</u>

## 15a Movements in funds (current year)

	At 1 January 2025 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2025 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	16,389	77,431	(93,820)	-	-
Chelsea and Westminster Hospital	-	99,757	(99,757)	-	-
Southern General Hospital Glasgow	4,000	73,824	(77,824)	-	-
Serennu Children's Centre	-	16,015	(16,015)	-	-
St Thomas's Hospital	-	62,365	(62,365)	-	-
Guy's Hospital	-	95,669	(95,669)	-	-
Alder Hey Hospital	-	98,091	(98,091)	-	-
Disney Moments that Matter	134,967	40,000	(25,147)	-	149,820
Disney fundraising pot	20,000	-	-	-	20,000
Kat Mason Fund	-	5,009	-	-	5,009
Julia Rausing Trust	-	89,416	(74,985)	-	14,431
Capital fund	1,807,993	269,247	(101,661)	(153,473)	1,822,106
Gifts in kind	-	115,116	(115,116)	-	-
Fixed Assets	947,442	-	(82,902)	167,506	1,032,046
<b>Total restricted funds</b>	<b>2,930,791</b>	<b>1,041,940</b>	<b>(943,352)</b>	<b>14,033</b>	<b>3,043,412</b>
<b>Designated funds:</b>					
Refurbishment	75,000	-	-	-	75,000
<b>Total designated funds</b>	<b>75,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>75,000</b>
<b>General funds</b>	<b>877,525</b>	<b>1,069,682</b>	<b>(783,411)</b>	<b>(14,033)</b>	<b>1,149,763</b>
<b>Total unrestricted funds</b>	<b>952,525</b>	<b>1,069,682</b>	<b>(783,411)</b>	<b>(14,033)</b>	<b>1,224,763</b>
<b>Total funds</b>	<b>3,883,316</b>	<b>2,111,622</b>	<b>(1,726,763)</b>	<b>-</b>	<b>4,268,175</b>

The narrative to explain the purpose of each fund is given at the foot of the note below.

## 15b Movements in funds (prior year)

	At 1 January 2024 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2024 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	10,775	98,191	(92,577)	-	16,389
Chelsea and Westminster Hospital	-	94,502	(94,502)	-	-
Southern General Hospital Glasgow	23,077	68,321	(87,398)	-	4,000
Serennu Children's Centre	-	12,598	(12,598)	-	-
St Thomas's Hospital	-	42,206	(42,206)	-	-
Guy's Hospital	-	93,881	(93,881)	-	-
Alder Hey	-	501,777	(30,874)	(470,903)	-
Disney Moments that Matter	6,879	158,737	(30,649)	-	134,967
Disney fundraising pot	12,000	20,000	(12,000)	-	20,000
Capital fund	580,717	1,261,523	(34,247)	-	1,807,993
Gifts in kind	-	89,530	(89,530)	-	-
Fixed Assets	525,112	-	(51,679)	474,009	947,442
<b>Total restricted funds</b>	<b>1,158,560</b>	<b>2,441,266</b>	<b>(672,141)</b>	<b>3,106</b>	<b>2,930,791</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Refurbishment	75,000	-	-	-	75,000
Total designated funds	75,000	-	-	-	75,000
<b>General funds</b>	<b>739,300</b>	<b>820,474</b>	<b>(679,143)</b>	<b>(3,106)</b>	<b>877,525</b>
<b>Total unrestricted funds</b>	<b>814,300</b>	<b>820,474</b>	<b>(679,143)</b>	<b>(3,106)</b>	<b>952,525</b>
<b>Total funds</b>	<b>1,972,860</b>	<b>3,261,740</b>	<b>(1,351,284)</b>	<b>-</b>	<b>3,883,316</b>

**Purposes of restricted funds**

The restricted funds relate to grants and income and expenditure for the operational cost of each MediCinema.

Grants and income received to contribute towards the running costs of the MediCinema at Royal Infirmary Hospital, Newcastle:

	2025 £	2024 £
Hadrian Trust	-	1,000
Muckle LLP	1,000	-
County Durham Community Foundation	-	1,560
The Barbour Foundation	-	2,000
Anglo Doorstep Collections	2,000	22,000
Newcastle Hospitals Charity	74,431	65,558
The Percy Hadley 1990 Charitable Trust	-	1,000
Rothley Trust	-	800
Other small grants and individual donations	-	4,273
	<b>77,431</b>	<b>98,191</b>

## 15 Purposes of restricted funds (continued)

Grants and income received to contribute towards the running costs of the CW+ MediCinema at Chelsea and Westminster Hospital:

	2025 £	2024 £
CW+	99,332	94,322
Other small grants and individual donations	425	180
	<u>99,757</u>	<u>94,502</u>

Grants and income received to contribute towards the running costs of the MediCinema at Southern General, Glasgow:

	2025 £	2024 £
Glasgow Children's Hospital Charity	40,004	55,089
Reo Stakis Charitable Foundation	30,000	–
Hugh Fraser	–	4,000
The Schuh Trust	–	4,000
Allied Vehicles Charitable Trust	1,000	–
Other small grants and individual donations	2,820	5,232
	<u>73,824</u>	<u>68,321</u>

Grants and income received to contribute towards the running costs of the Serennu Childrens' Centre:

	2025 £	2024 £
Sparkle	16,015	12,598
	<u>16,015</u>	<u>12,598</u>

Grants and income received to contribute towards the running costs of the MediCinema at St Thomas's Hospital:

	2025 £	2024 £
Guy's and St Thomas's Charity	62,365	42,206
	<u>62,365</u>	<u>42,206</u>

**15 Purposes of restricted funds (continued)**

Grants and income received to contribute towards the running costs of the MediCinema at Guy's Hospital:

	2025 £	2024 £
Guy's and St Thomas's Charity	95,669	93,881
	<u>95,669</u>	<u>93,881</u>

Grants and income received to contribute towards the running costs and in prior year build and commissioning costs of the MediCinema at Alder Hey Hospital:

	2025 £	2024 £
Julia and Hans Rausing Charitable Foundation	–	389,200
Kentown Wizard Foundation	–	34,689
Alder Hey Charity	98,091	76,514
Lasso	–	1,374
	<u>98,091</u>	<u>501,777</u>

Disney supports the costs of production activity packs to create moment that matter for children in hospital.

Disney donated £Nil (2024: £20,000) during 2025 to support the development of joint fundraising opportunities.

The capital fund is income to fund the development of future MediCinemas.

The Julia Rausing Trust donated £291,652 during the year. £202,236 is recognised in the capital grant restricted fund and will fund the new MediCinema in Birmingham. £89,416 contributes to the central office costs to support the development of the team as the charity grows.

The Kat Mason fund was established in 2025 and will support adult personal screenings in Glasgow.

**Purposes of designated funds**

In 2023 the Trustees established a fund to support the refurbishment of the cinema at Royal Victoria Infirmary, Newcastle. MediCinema is working with the Trust to find a convenient time for this work will to be undertaken.

**16 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



MEDICINEMA   
*feel better with film*

**MEDICINEMA**

England & Wales - Charity number 1058197

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# Accounts

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**MEDICINEMA**  
(A COMPANY LIMITED BY GUARANTEE)

Trustees Report and Financial Statements  
For the year ended 31 December 2024



Charity registration no 1058197 (England and Wales)

Charity registration no SC039704 (Scotland)

Company registration no 3210199 (England and Wales)



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## ***Message from the CEO***

Welcome to MediCinema's annual report.

2024 has been a significant year for MediCinema as we continued to see successful outcomes from our strategy for growth, put in place at the beginning of 2023. Against the backdrop of a challenging external environment, both in terms of rising costs and increased competition for funds, we have been able to develop and expand our services, as well as proudly open a new MediCinema.

The summer of 2024 saw us break ground at Alder Hey Children's Hospital in Liverpool, and in November we were immensely proud that one of the children being treated at the hospital, along with her family, was able to *clap the clapperboard* to celebrate the first screening. It was none other than an exclusive preview of Walt Disney Animation Studios' musical *Moana 2*. MediCinema's new partnership with the Alder Hey Children's NHS Foundation Trust and their charity enables us to deliver an additional 5000 patient and family experiences annually. And for the first time, MediCinema will be serving patients in the North West of England, based at the heart of a prestigious nationally important centre of care.



*The new MediCinema at Alder Hey Children's Hospital*

Working within the public health sector, and in close partnership with the hospital, we were delighted to complete the build and commissioning of the new service within a tight timeframe, under six months. In this regard, our gratitude goes to the Trust, their estates team, and the many specialist suppliers who generously supported the creation of this project. Our wonderful new MediCinema is a cleverly converted lecture theatre, and this model is one which we are already successfully exploring with other potential partners. It ensures that there is minimum disruption on site, and represents efficient multi-purpose use of space, with the new bespoke cinemas able to be used as education spaces when not running patient screenings. And most importantly it minimizes capital outlay, delivering the best possible value for our health service and charity partners.

Alongside this success, we continued to explore other potential sites, with a particular focus on those key NHS regions currently without a MediCinema. Consequently, in October we were delighted to announce a new MediCinema in partnership with Manchester University Hospitals Foundation Trust. This will see the conversion of a lecture theatre to a MediCinema situated centrally at the Oxford Road Campus, and able to serve patients and their families at Royal Manchester Children’s Hospital, Manchester Royal Infirmary and the other hospitals based at this site. The service will be supported by a partnership with Manchester Foundation Trust Charity. We expect to announce our build timing early in 2025.



*Visualisation of proposed MediCinema design at Manchester Royal Infirmary*

With our pipeline of new sites developing, we have continued to engage with several funding partners, such as regular donors, philanthropists and corporates, many of whom have generously donated to us previously, and been interested in MediCinema’s ongoing development. Significantly, we were immensely fortunate to receive a capital grant, from the Walt Disney Company, dedicated to a future build at Great Ormond Street Hospital for Children. And from the Julia Rausing Trust, a significant legacy pledge towards the cost of seven new MediCinemas to include some funds allocated to the operational development needed to support such growth. In providing this long-term capital funding this incredible gift has the power to dramatically enhance the impact and number of beneficiaries we will reach.

Having a MediCinema based within a hospital is something which can have much wider benefit to our host Trusts, for example staff engagement. *Thank you* screenings, and special screenings set up to celebrate meaningful moments within hospital communities such as Black History month, continue to be a core part offer.

MediCinema is proud to work closely with our strategic partner, The Walt Disney Company, on a range of activities which take place either on the ward, or at the bedside, for the benefit of paediatric patients. These include the distribution of special packs co-developed with the MediCinema team,

designed specially to enhance resilience amongst young patients. This year, we were proud to be able to distribute 31,899 of them, a record number of packs, and reach 66 hospitals, the highest number ever.

With the fantastic support of film studio partners, we were proud to facilitate a number of character visits to our hospitals this year from Encanto to Paddington Bear, demonstrating the unique positive impact our charity is able to bring into the hospital environment.

Underpinning the growth of our impact, and to mitigate against rising costs, 2024 saw us focus on broadening the scope of funding partnerships and expand our engagement with donors. This will remain a significant area of focus. Our most sincere thanks to our NHS partner charities, the UK Cinema sector, notably Vue and Cineworld, our studio and film distribution supporters, alongside the many individual and other donors for their amazing generosity and loyal support.

With warmest regards to you all

**Colin Lawrence, CEO**



## Message from the Chair

Dear Stakeholders,

At the heart of NHS hospitals, MediCinema is a unique charity that brings the power of cinema and magic of film to patients and their families through specially created cinemas spaces. Our screenings provide times of escape, joy and connection, helping to enhance patient experience and even to aid recovery. The Board is committed to ensuring as many patients as possible can benefit from this service.

At the beginning of 2023, we set out an ambitious strategy for growth: to establish at least one MediCinema in every NHS region, expanding access to our services. In 2024, we were immensely proud to open a new MediCinema at Liverpool's Alder Hey Children's Hospital in November, supported by long-term agreements with Alder Hey Children's NHS Foundation Trust and Alder Hey Children's Charity. We also announced an exciting partnership with Manchester University NHS Trust to build a new MediCinema at their Oxford Road Campus. These partnerships are key to embedding MediCinema at the heart of patient care, ensuring both sustainability and meaningful impact.

We are deeply grateful for the generosity and unwavering support of our donors, who continue to believe in our mission. In May, Bob Iger, CEO of The Walt Disney Company, announced a significant capital donation to MediCinema, securing our plans for a new site at Great Ormond Street Children's Hospital. We were also honoured to receive an extraordinary pledge from the Julia Rausing Trust, dedicated to creating seven new MediCinemas over the next decade. These transformative commitments give the Board great confidence in MediCinema's future, allowing us to invest in the team's growth while remaining mindful of rising costs and a competitive fundraising landscape.

I would like to take this opportunity to personally thank the MediCinema leadership team, our dedicated staff, and volunteers, whose passion and hard work have made all of this possible. I am also incredibly grateful to my fellow Board members, who give their time and expertise so generously to support our work.

With warm regards

**Kezia Williams, Chair**





## REFERENCE AND ADMINISTRATIVE DETAILS

Charity number (England and Wales)	1058197
Charity number (Scotland)	SC039704
Company number	3210199
Registered Office	Conybeare House, Guy's Hospital, London, SE1 9RT

### ***Our advisors***

Auditors	Sayer Vincent, 110 Golden Lane, London EC1Y 0TG
Bankers	Coutts & Co, 440 Strand, London, WC2R 0QS
Solicitors	Akin Gump Strauss Hauer & Feld LLP, Bishops Square, Spitalfields, London E1 6EG

### ***Directors and trustees***

The directors of the charitable company (the charity) are its trustees for the purpose of charity law. The trustees and officers serving during the year and since the year end were as follows:

Chair	K Williams
Elected Trustees	L Atkinson S Bristow M Burbidge (Deputy Chair, Treasurer) H Charters A Lewis C Lilly L Parkes (appointed 12 <sup>th</sup> December 2024) S Morritt G Worrell
Secretary	L Bridger

### ***Key management personnel***

Chief Executive	Colin Lawrence
Chief Operating Officer	Paul Giggall
Director of Communications	Lysette Cohen
Director of Development	Jamie Lynch

## REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 December 2024

The trustees present their report and accounts for the year ended 31 December 2024.

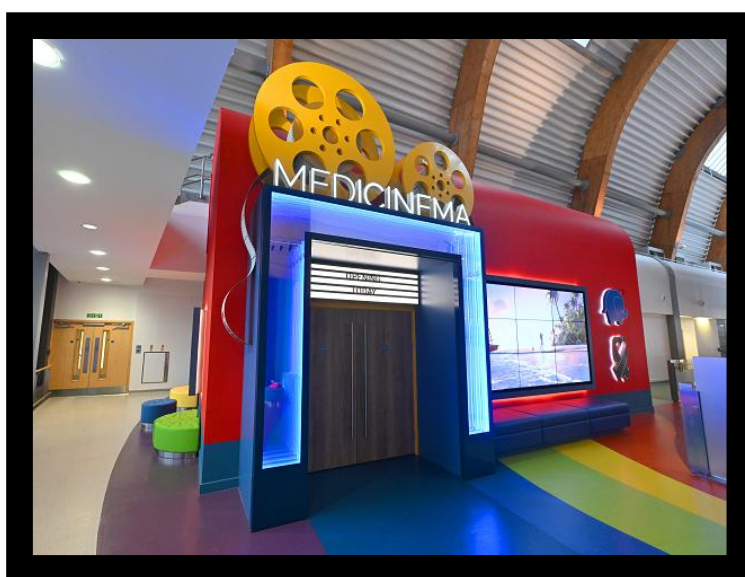
The accounts have been prepared in accordance with the accounting policies set out in Note 1 and comply with the charity's memorandum and articles of association, *the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard application in the UK and Republic of Ireland (FRS 102)*.

### ***Our objectives and activities***

The object of MediCinema is the relief of sickness, infirmity and old age by providing cinematic and kindred entertainment in hospitals, hospices, residential establishments and other establishments of a similar nature; and the promotion of any other charitable purpose for the relief of sick, infirm or elderly patients or residents as the trustees shall from time-to-time think fit. The charity aims to enrich the quality of life in hospitals and places of care for patients young and old by screening, free of charge, current cinema releases in an on-site cinema, away from the ward.

We currently have seven MediCinemas in the following locations:

- **NEW** MediCinema at Alder Hey Children's Hospital, Liverpool
- MediCinema at the Royal Victoria Infirmary, Newcastle
- MediCinema at the Serennu Children's Centre, Newport
- The ICAP MediCinema at Guy's Hospital, London
- The MediCinema at the Royal Hospital for Children & Queen Elizabeth University Hospital, Glasgow
- CW+ MediCinema at Chelsea and Westminster Hospital, London
- Pop-Up MediCinema at St Thomas' Hospital, London. Waiting reconstruction of full site.



MediCinemas are designed to accommodate wheelchairs and hospital beds to support as many patients as possible. Patients using the MediCinemas include those with drips and on respirators; those recovering from operations; undergoing chemotherapy or dialysis; and many, many more. As well as being looked after by our volunteers and cinema managers, patients receive constant medical care from our nurses who attend screenings throughout. Safeguarding and care are central to MediCinema's offering, and our resourcing arrangements reflect this.

Families and carers are welcome to attend alongside patients, ensuring that the cinema offers an opportunity for patients to escape the isolation of their wards and spend quality time with their loved ones outside of the medical setting, in the 'normal' activity of going to the cinema.

Outside of the MediCinemas' use as cinemas, we work in partnership with the Hospital Trusts and partner organisations to ensure the best usage of the space throughout the year. This can include supporting medical teaching and training, clinical multi-disciplinary meetings, lectures and meetings. Together with our core in-patient screenings we have been trialling Tailored screening programmes for specific out and in patient groups and continue to run personal screenings.

MediCinema's work benefits all patients signed off by the medical staff as well enough to attend screenings under the care of the dedicated nurses, their families, and carers. In addition, MediCinema has a wider benefit to carers, families, and staff in our sites of operation, as well as to our own staff and volunteers. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance *Public Benefit: Running a Charity (PB2)*.

The trustees have considered these matters and concluded:

- 1) that the aims of the organisation continue to be charitable;
- 2) that the aims and the work done give identifiable benefits to the charitable sector and both indirectly and directly to individuals in need;
- 3) that the benefits are for the public, are not unreasonably restricted in any way and certainly not by ability to pay; and
- 4) that there is no detriment or harm arising from the aims or activities.



## ***Achievements and Performance***

**In 2024 we delivered 33,115 film-related experiences to people in NHS hospitals and places of care.**

**17,565 attendees at 1216 cinema screenings**

**31,899 resilience building activity packs to 66 Hospitals**

- **An increase in attendees of 9.5% compared to 2023 attendees**
- **An increase in screenings of 5.5% compared to 2023 screenings**

- **Of the 1216 cinema screenings:**
  - **Regular screenings: 1059 for core patients**
  - **Tailored screenings: 113 for specific clinical/support groups**
  - **Personal screenings: 44 for immunocompromised / palliative / end of life patients**

***Supporting patients and their families through the power of film.***

### ***New MediCinemas – built and opened***

#### **Alder Hey Children’s NHS Foundation Trust**

Construction of our newest MediCinema began in July 2024 and opened in November 2024.

The MediCinema at Alder Hey Children’s NHS Foundation Trust officially opened its doors for patients and families on Sunday 24<sup>th</sup> November with an exclusive screening of Walt Disney Animation Studios’ animated musical Moana 2, ahead of the film’s premiere that afternoon in London’s Leicester Square.



A partnership between the charity MediCinema, Alder Hey Children’s Charity and Alder Hey Children’s NHS Foundation Trust, this state-of-the-art cinema is the only one at a standalone paediatric hospital in the UK and the first cinema in a hospital in the North West of England.

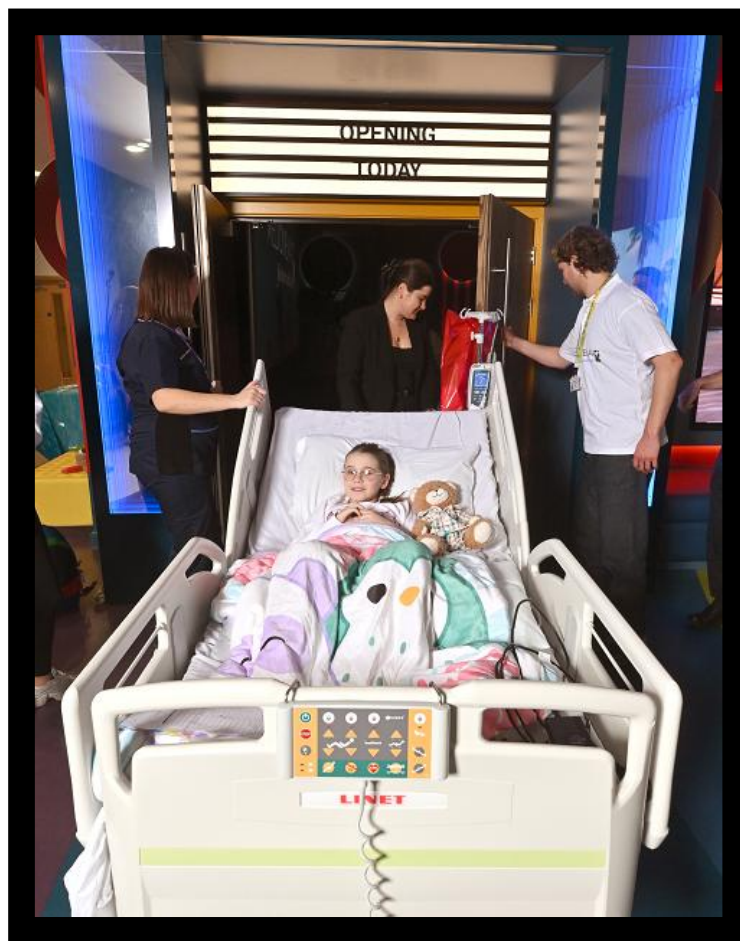
Accommodating 29 regular cinema seats, two specialist reclining chairs and room for up to three hospital beds or four wheelchairs the build consisted of the conversion of a lecture theatre on the first floor of the hospital overlooking the main atrium.

***“Our new MediCinema is amazing. It will bring joy through the power of the movies to our children, young people and their families, some of whom can be at Alder Hey for long periods. Being able to escape their room and have a day out to the cinema with friends and family, whilst still receiving vital clinical care, will mean so much to our children and young people. It will give everyone the chance to enjoy the magic of the latest movies and help reduce the difficulties and challenges that come from being in hospital.”***

*Nathan Askew, Chief Nursing Officer at Alder Hey Children’s NHS Foundation Trust*

The MediCinema at Alder Hey has been generously funded by: The Julia Rausing Trust, Kentown Wizard Foundation, The Walt Disney Company, Skiddle Ltd, Members of the Institute of Travel and Tourism and smaller funders. The ongoing running costs of the MediCinema are funded by donations to Alder Hey Children’s Charity.

The MediCinema was designed, and project managed by Unick Consulting Ltd, who have for the past 40+ years worked in the construction and design of multiplex cinemas across the world and have been responsible for the design and build of hundreds of new cinemas in the UK. This was under the project management of the Trust Estate Team and in consultation with facilities management and service provider Mitie.





## ***New MediCinemas – intention to build***

### **Great Ormond Street Hospital**

In June, The Walt Disney Company announced that it will provide future funding for the creation of a new MediCinema at London's Great Ormond Street Hospital for Children (GOSH).

The announcement was made by Disney's CEO Bob Iger during a visit to the hospital. As a future development in there, the MediCinema will allow thousands of seriously ill children and those closest to them to fully immerse themselves in the escapism and shared experience of cinema while being cared for at GOSH.

*"Disney's close relationship with the United Kingdom extends back decades, and we are particularly proud of our lasting work with Great Ormond Street Children's Hospital. We hope that this new state-of-the-art MediCinema will bring moments of happiness and joy to the children and families who need it most, and we look forward to continuing to bring the magic of Disney to life in children's hospitals around the world."*

**Bob Iger, CEO, The Walt Disney Company**

*"Our cinemas help patients and those closest to them to cope at very challenging times, and I am thrilled that thanks to the support of Disney and partnership with GOSH Charity we will be creating a MediCinema at this world-renowned children's hospital."*

**Colin Lawrence, CEO, MediCinema**

## Manchester Hospital University NHS Foundation Trust

MediCinema formed a new partnership with Paramount Global alongside the Manchester University NHS Foundation Trust (MFT) and its own charity, Manchester Foundation Trust Charity to kickstart the conversion of an existing lecture theatre inside the Manchester Royal Infirmary into a state-of-the-art cinema.



*Visualisation of proposed MediCinema design, Manchester Royal Infirmary*

This new partnership was supported by a generous foundational grant from Paramount Global as part of their legacy to Manchester following the 2024 MTV European Music Awards which took place in the city in November. This will provide a proportion of the funding needed to create the new MediCinema situated within Manchester University NHS Trust's Oxford Road hospital campus.

Once operational, the new MediCinema will support patients of all ages cared for throughout the Trust's Oxford Road Campus hospitals, including Royal Manchester Children's Hospital, Saint Mary's Hospital and Manchester Royal Eye Hospital, as well as Manchester Royal Infirmary. When not in use as a cinema, the space will provide an enhanced facility for staff training and education services as a lecture theatre.

*"Being in hospital can be a difficult and distressing time for patients and their loved ones. The introduction of a purpose-built cinema within our Oxford Road Campus will provide our patients – young and old – with much-needed opportunities to get away from the ward, enjoying the full cinema experience whilst still in a safe environment. It will make a huge difference for our patients and staff, and we are incredibly grateful to both Paramount and MediCinema for their support."*

**Kathy Cowell OBE DL, Chairman of MFT**

## **MediCinema screenings**

Each of our cinema sites runs a minimum of four screenings per week for in patients.

## **Tailored Screenings**

Having trialled screenings tailored to specific patient groups in 2023, we have started to roll these out more extensively. They provide a unique opportunity to bring inpatient or outpatient groups together, with the films chosen helping to open up conversations which may otherwise have been difficult to have.

At Guy's Hospital we have been organising Tailored screenings for groups including:

- Breast Cancer Support Group
- Advance Prostate Cancer Club
- Paediatric Diabetes Group
- Teen Diabetes Group
- Teens and Young Adults with Cancer
- Mesothelioma Support Group
- Health Inclusion Team
- Young Adult Kidney Clinic
- Neurofibromatosis Adults Support Group
- Neurofibromatosis Teens Support Group

At the Newcastle Royal Victoria Infirmary we have been organising Tailored screenings for groups including:

- Paediatric Diabetes Group
- Adult Congenital Heart Disease Ward
- Diabetes Transition Group

At the Chelsea and Westminster Hospital we have been organising Tailored screenings for groups including:

- Lavender Walk - Inpatient Adolescent Unit (CAMHS)
- Collingham – Inpatient Paediatric Unit (CAMHS)
- Chelsea Pensioners

## Peter – Advanced Prostate Cancer Club, support group



Some of the men in the group don't have partners and I imagine they can be very lonely, so it can be a real solid support.

It's wonderful for us to come to the Guy's MediCinema for our special Advanced Prostate Cancer Club screenings. **When the first one happened, I signed up straight away. I would have gone whatever the film was!** Going to the cinema was something I used to do a lot with my late wife, and

something I have always enjoyed. I still remember the first film I ever saw, The Wizard of Oz, and how I felt when it suddenly burst into technicolour in front of my eyes.

We meet for the film and stay afterwards to talk, and it is such an uplifting experience. **I can't help but think about how valuable the concept is.** I've been in and out of hospital since I was diagnosed with prostate cancer nine years ago and I was in hospital this year for eight days straight when I needed an operation. It can get monotonous to say the least and I can only imagine what a break MediCinema might give you – **a break from the difficult reality of being ill.** I'll be signing up for any APCC MediCinema screenings to come."

## Personal Screenings



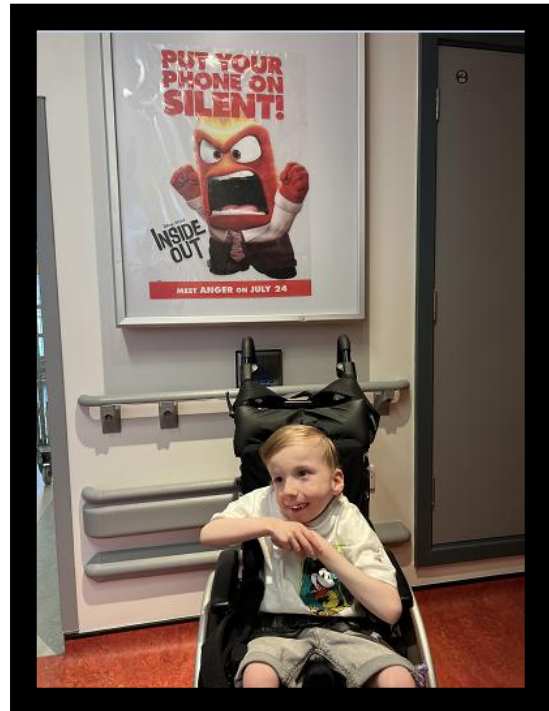
We work closely with clinical teams to identify and arrange personal screenings for patients who are unable to attend our regular screenings. Whether they are immunocompromised, have specific or complex needs or as part of their palliative care journey, we can provide the opportunity for the patient and their family to spend precious time together.

"Noah can really struggle with places being crowded and he can feel extremely overwhelmed, as well as his medical conditions and suppressed immune system, taking him to events/places where it is going to be full capacity can unfortunately not be great for Noah's health.

“The MediCinema put on a lovely screening for Noah, myself and his dad to enjoy and take in the enjoyable moments of watching a film, in the cinema with Noah. **Every single moment and memory is precious, and thank you to all at MediCinema, we have created another precious memory that we will cherish forever.**

“From the moment Inside Out 2 had started until the moment it finished, Noah sat and focused on the full movie. I think this speaks volumes on how much he enjoyed it but also how comfortable he felt in the MediCinema surrounding.

Noah can also be scared of hospital surroundings as he has spent so much time as an inpatient. **He attends the hospital regularly under numerous departments, operations, procedures etc and this for a change, was a positive experience in the hospital which he thoroughly enjoyed.**” Noah’s mum Jade.



### **Moments that Matter Activity Packs for children**

MediCinema together with its long-term partner The Walt Disney Company, design and distribute activity packs with extra-special meaning to children in hospitals and hospices. These colourful packs based on everyone’s favourite Disney characters are designed to help foster positive feelings, increase confidence, help build emotional resilience and reduce isolation.

- **31,899 resilience building activity packs delivered**
- **66 Hospitals reached**

**"The packs are an incredibly helpful tool in opening up conversations about potentially emotional subjects. When the focus is on a task, it is sometimes easier for a child to start talking about how they are feeling. The Inside Out packs, for example, allow workers to take a narrative approach to talking about the influence of different emotions on their lives, without feeling judged or blamed in any way."**

Heather Borrill, Consultant Clinical Psychologist, Royal Victoria Infirmary



## ***Impact***

A visit to one of our MediCinemas can be transformative, giving a much-needed opportunity to leave the wards and medical environment to enjoy the shared experience of watching a film with others. This might be the only opportunity that patients and their families have to spend time away from the ward setting doing something that feels 'normal', and which is focussed away from their medical issues. It is time together that really matters to them and their loved ones.



## **Patient stories**

The most valuable feedback we get is from collecting case studies – the stories our beneficiaries tell us about the difference we have made to them and their families' lives. The following case studies demonstrate the impact our services have on patients. Here are just a few from the many received throughout the year:

## Sam



“My son, Sam, has been in hospital for a long time. We’ve tried to make the most of his stay - building Lego together and playing games - but it can become claustrophobic being in a hospital room 24 hours a day.

“Our MediCinema visits gave us all something to look forward to, something to enjoy and reflect on afterwards. We felt we had something new to talk about and it always felt so great to have been out and about. **Films can be so good to lose yourself in, a place to feel a million emotions in the moment. MediCinema is a real escape from the feeling of being in a hospital and a chance to share an experience with other families going through the same stresses – we could all enjoy a couple of hours carefree together.**

“It was also very special to have some normal family time all together. With both me and my husband

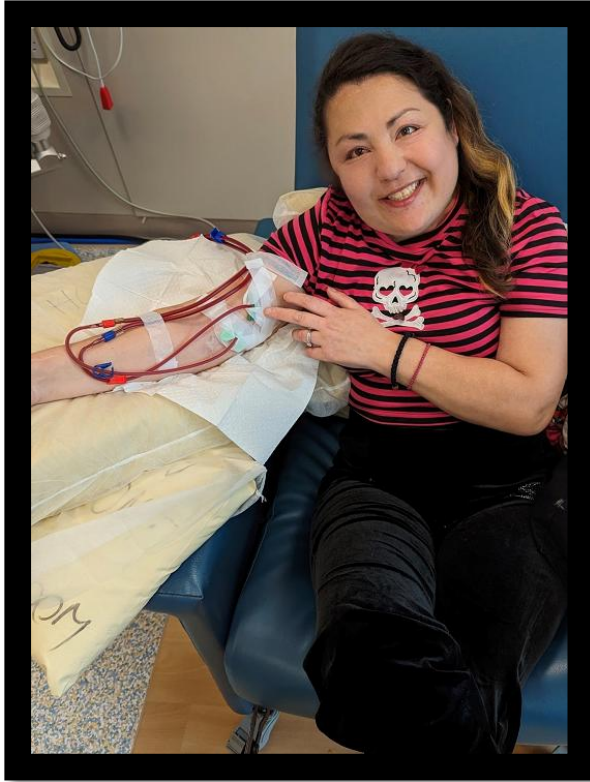
juggling work and ensuring that Sam’s sister is looked after while Sam is in hospital, **quality family time is hard to come by. But family members can come along to MediCinema screenings too – so we had the chance to be together and feel like a normal family again.** Sam was able to come to the MediCinema in his bed, which not only meant he could be a lot more comfortable, but also that his sister could snuggle up next to him – something they do when they watch films together at home.

“Sam will have another operation later this year but **knowing that he can visit the MediCinema will make him feel a bit more at ease about the hospital stay.**” Sam’s mum Sue.

## Maria

I feel like I have lived in hospital since I was born. I’ve been in and out, been on various medications and dialysis, had emergency A&E visits, operations and three transplants. Now here I am at 42 years old and I’m still soldiering on.

“The MediCinema was beautiful and it was joyous and there were brightly coloured seats waiting for us. Colours matter and environment matters and that feeling of excitement I got just knowing I could have a night out, away from the ward, was overwhelming. **Unless people with illnesses tell you, I don’t think you could ever appreciate just how much things like art and film matter.**



From that first screening, **MediCinema gave me a chance to let go and to smile again.** You can't forget what you're going through when you're in a hospital bed with nurses, machines and other patients – some in a lot of pain - all around you. But in the MediCinema I got a rush of endorphins, all those beautiful hormones released into my body, and I could forget.

**I got the chance not only to enjoy film, which I love, but to have some peace when I most needed it.** And as I came to more screenings, I realised it didn't have to be an exciting action film - any film would do! I would come out at the end of a screening and remember 'Oh yeah, I'm in hospital', but **I had this newfound courage to keep going, because I knew MediCinema would still be there waiting for me."**

## Mustafa



“As a mum of a child with hydrocephalus and cerebral palsy it can be very overwhelming at times. The level of care needed is very high. Mustafa does not usually enjoy loud noises but miraculously when he was invited to the MediCinema he absolutely enjoyed it. He was giggling away at one point, I actually think he thought he was the only one in the MediCinema! **Watching him enjoy himself was such an emotional feeling in a good way.** Thank you to MediCinema for providing this facility, **it's an amazing opportunity for children and their parents to have a little breathing space and a break from the wards.**” Mustafa's mum, Zan.

Karen



“My 12-year-old daughter had been nervous about visiting me in hospital. The day she made the decision to come in, we were invited to see Elf and I have to say, **it was a game changer. Her words were: “I forgot we were in a hospital” - which I think is your biggest hope as a parent. I cannot thank you enough for making life normal for a little girl visiting her mum.**

I had been in hospital to have a biopsy on a tumour. I spent nine nights in hospital overall and really missed my family and all the comforts of home. My first visit to the MediCinema gave me a couple of hours to forget about what I had to deal with the next

day, and that was wonderful.

But my second visit – where my daughter was able to come – will be a lasting memory for us both. **It was a chance for her to do something normal, when life was not so normal for any of us. MediCinema helped me give her an experience that I couldn’t have done on my own.** My stay was over the Christmas holidays and normally during that time we’d have a few special days out, just us. **This year, going to the MediCinema was the one thing we were able to do together during that time and we were so grateful for that. We will remember it forever.”**

## Gathering and evaluating feedback

### Screenings

Improving wellbeing is an essential and integral part of a person's care while they are in hospital often facing the most challenging times of their lives. As we continue with our patient feedback surveys we saw consistently positive outcomes on the benefits of the MediCinema.

Attendees conclusively agree that MediCinema provide a range of impactful physiological, psychosocial and psychological benefits and brings wider value to the hospital.

**55% patients said they believed attending the MediCinema reduced their pain**

**95% of patients said the MediCinema made them feel better**

**91% said MediCinema supports people's mental health and help them cope**

**99% of patients said the MediCinema made a positive difference to their hospital experience**

**94% of patients said the MediCinema helped reduce their isolation**

**93% of patients said the MediCinema helped reduce their anxiety and stress**

**84% think the positive benefits of MediCinema have a lasting effect**

Alongside these impact measurement surveys we continue with the Thank You cards for patients introduced in 2022. These are handed out at the end of every screening, giving us the opportunity to ask for and capture feedback as well as giving patients a memento to take away and remember their experience at the MediCinema.

*"On behalf of my daughter it was incredible. She went through a bit of a rough time and to be able to get out of her bed/room even on an IV drip was magical so THANK YOU SO MUCH."*

*"Visiting the cinema was a slice of normality in the midst of a very difficult time. After 4 months in the hospital with our critically ill toddler, we were exhausted (physically and emotionally) with still no end in sight. Visiting the cinema gave us a much-needed break and a chance to escape a very distressing reality for a few short hours. It was invaluable."*

*"My mum felt that the whole experience uplifted her spirits."*

## **Volunteer Support**

MediCinema continues to benefit from an expansive volunteer network which works alongside our paid staff (cinema managers and nurses at our in-hospital sites and technical assistant at the Serennu Centre) to collect patients from the wards, walk with them or push wheelchairs or beds, bring them to the cinema and then return them to their wards after the film. More importantly, volunteers put patients, who may be very anxious about leaving the ward, at ease and gives them the chance to talk about something completely unrelated to their condition. This social interaction is vital for patients and their families, especially patients who don't get many, if any, visitors.

***“Our volunteers are just the most incredible bunch of people. We simply could not deliver our services without them and we are incredibly grateful for all their support to help deliver the very best and most impactful experiences to our patients and families. Every single week of the year our volunteer teams at all our MediCinemas across the country generously give their time to bring our patients down from the wards, chatting to them, making them feel comfortable, and keeping them safe. The importance of creating a warm welcoming atmosphere and bringing care and human connection when it is often needed the most cannot be over-stated. We cannot thank them enough for all their time, care and dedication”.***

*Paul Giggal, Chief Operating Officer*



## ***Organisational Development***

The consistency and quality of our service and care of patients remains paramount. Therefore, with the growing number of sites and expansion of our services, we have invested in additional roles, making several new appointments and promotions this year:

- Mike Newcombe was recruited as National Cinema Manager, based in the central office team overseeing the management of the MediCinemas around the country.
- Laura Smith was appointed as Cinema Manager at our newest MediCinema at Alder Hey Children's Hospital in Liverpool
- Kate Thomson was promoted from Deputy Cinema Manager to Cinema Manager, Royal Hospital for Children/Queen Elizabeth University Hospital after the retirement of our long-standing Cinema Manager Sheila Pacifico who had served in that role for more than 17 years. Her contribution to MediCinema has been invaluable over this time, for which we thank her.  
Yvonne Gray joined as Deputy Cinema Manager.
- Josie Thornton joined as Deputy Cinema Manager at the CW+MediCinema at Chelsea and Westminster Hospital
- 
- Nicola Hill, Simon Hickson and Joss Spires were promoted from Cinema Managers to Senior Cinema Managers at Guy's Hospital, Chelsea and Westminster Hospital and the Royal Victoria Infirmary to recognise their years of experience and roll out of additional services.
- 
- John Martin was promoted to Cinema Manager at the St Thomas' pop-up MediCinema
- In the Operations Team, Beth Keane was promoted to Head of Impact and Service Design, while Mary Blake was promoted to Operations Manager.
- Sam Bethune joined as Marketing and Communications Executive to work on the increasing demands in this area with specific responsibility for social media and the website.
- Mabs Rahman resigned as Fundraising Manager in the Development team to take on a new role at another organisation.



## ***MediCinema Ireland***

In 2022 MediCinema Ireland completed the process of registering as a charity having been registered as a company in 2020. A MediCinema Ireland Board team has now been established with Trish Long, as Chair. Board Members are Grainne Humphreys, Allen Kiernan, Sarah Williams, Gavin Worrell and Lawrence Atkinson. The Board are supported in their efforts by the Executive Team in London.

**In 2023 €10,000 was transferred to MediCinema Ireland, there have been no other transactions since this transfer.**

## **Fundraising**

### **Fundraising Strategy**

Fundraising continued to face challenges from economic uncertainty, cost-of-living pressures, and shifting donor priorities. Despite these challenges, MediCinema exceeded its core income forecast and secured substantial unrestricted donations from Disney, through our partnership with Sony Pictures Releasing, and cinemagoers via Vue, Cineworld, Curzon, and WTW Scott.

Strategic partnerships with hospital charities, trusts, foundations, and corporate partners provided a strong financial foundation. A focus on diversifying income streams and strengthening long-term financial sustainability remained central to our strategy.

### **Capital Projects**

Capital fundraising was successful and a significant part of 2024's focus. With funding secured for the build of the MediCinema at Alder Hey Children's Hospital through the generosity of the Julia and Hans Rausing Trust, Kentown Wizard Foundation, and The Walt Disney Company, and with additional contributions made directly to our partners at Alder Hey Children's Charity from their supporters. Additionally, MediCinema received the most generous donation from The Walt Disney Company towards the creation of a MediCinema at Great Ormond Street Children's Hospital.

### **The Julia Rausing Trust – Legacy Pledge**

A significant legacy pledge of £5 million has been made in memory of the late Julia Rausing by the Julia Rausing Trust. In providing long-term restricted funding towards the build of seven additional MediCinemas outside London over the next ten years, this incredible gift has the power to dramatically enhance the impact and number of beneficiaries we will reach. This grant will also provide some funding towards sustaining the growth of the MediCinema charity. MediCinema is enormously grateful for this pledge which enables it to plan its growth accordingly with the objective to reach thousands more patients in different regions across the country.

***“Julia Rausing was a passionate, long-term supporter of MediCinema, understanding the challenges of being in hospital and therefore the many benefits enabled by stepping away from the ward, engaging with and being inspired by film in a safe and immersive space. We are so grateful for this incredibly generous grant made in honour of Julia’s memory. Such a gift will influence and transform the future of our charity, enabling us to accelerate the expansion of our network of purpose built in-hospital cinemas towards a national presence. MediCinema will be able to deliver the impact of its services to so many more thousands of NHS patients and their families across the country every year, making a positive and lasting impact on their hospital experience.*”**

*Colin Lawrence, CEO, MediCinema*

## The Walt Disney Company

The Walt Disney Company announced that they will provide significant funding towards the creation of a new MediCinema at London's Great Ormond Street Hospital for Children (GOSH). Announced by Disney's CEO Bob Iger during a visit to the hospital, as a future development the MediCinema will allow thousands of seriously ill children and those closest to them to fully immerse themselves in the escapism and shared experience of cinema while being cared for at GOSH. MediCinema is extremely grateful for this generous contribution which brings together a partnership between Disney, MediCinema and GOSH, a world-renowned children's hospital.



## Trusts and Foundations

MediCinema received funding from a range of Trusts and Foundations, supporting both site-specific and central operations.

Key funders included the Hugh Fraser Foundation, Atlas Fund, Ann Rylands Small Grants Programme, Schuh Trust, H C Beer CT, Chown CT, Hadrian Trust, Alchemy Foundation, and the Percy Hedley 1990 CT.

Several charitable trusts provided additional support through the MediCinema Christmas campaign, including Spurgin CT, Paragon Trust, and a second donation from the Chown CT.

## Corporate Partnerships

The support of our strategic partners enabled MediCinema to end the year with a level of income beyond our forecast.

Corporate partnerships remained a critical source of funding. We were very grateful to our longest-standing strategic partner the Walt Disney Company who continue as the largest corporate supporter and with whom we also work alongside on the development of our Moments that Matter hospital delivery programme.

In May, thanks to a partnership with Sony Pictures Entertainment and many exhibitors across the country, we created a Nationwide Preview Screening fundraising event with Columbia Pictures/Alcon Entertainment's The Garfield Movie in the UK. Special preview screenings took place in more than 300 cinemas across the country. All partners generously donated all income received from ticket sales to support the work of MediCinema. We would like to thank the following: UKCA, Vue, Cineworld, Odeon, Showcase, Omniplex, Everyman, Curzon, WTWSScott, Reel, Picture House, Showcase, Savoy, The Light and 56 independent exhibitors.



Other significant corporate supporters included Anglo Doorstep Collections and the BBFC.

The Mental Health Awareness Week campaign was supported by Infra Red, C Hoare & Co, and Robson Laidler whilst our Christmas match-funding campaigns saw contributions from Berry Plants, Blackheart Foundation, AIB Bank, and Pension Insurance Corporation.

## Hospital Charity Partners

Hospital charity partners continued to provide vital funding to support MediCinema operations across the UK.

MediCinema joined with new partner Alder Hey Children's Charity (AHCC) to raise the build costs of the new MediCinema at Alder Hey Children's Hospital, and AHCC will now fund the ongoing running costs.

MediCinema sites in Glasgow, Newport, London and Newcastle continued to be generously supported by hospital charity partners - Glasgow Children's Hospital Charity, Sparkle (Newport), Guy's and St. Thomas Charity, CW+ and Newcastle Hospitals Charity.

Our funding provisions are linked to service delivery at each site. Our hospital charity partners fund the day-to-day running costs of the local sites including Nurses and Cinema Management costs and are the backbone of our service delivery. Without the support, funding and engagement of the

respective hospital charities, our sites would not have been able to form the communities of volunteers and nurses that bring such a warm welcome to visiting patients.

### Individual Giving & Philanthropy

Individual donations and community fundraising played an important role in supporting MediCinema's mission. Challenge events, including the London Marathon and Kiltwalk, saw strong participation and also included match-funding support from some corporate partners.

Online giving and community-led events, including those from Pauline Quirke Academy, Chorleywood Film Club, and the Knightsbridge School charity partnership helped drive engagement and donations in those communities.

The Red Carpet Club continued to raise funds through the sale of London film premiere tickets thanks to generous support from the UK's film and entertainment industry.

The Christmas fundraising campaign was a highlight, with contributions from major donors, Sony staff donations, and the Deluxe Christmas Raffle. The campaign was focussed on Jake, who came to the MediCinema not long after he had been diagnosed with Leukaemia. For the first time we ran a paid media campaign on Facebook and Instagram to drive IG support, alongside the corporate partner support. We are grateful to Jake's family for allowing us to tell of their experience.



We extend our heartfelt gratitude to all participants who engaged in many challenge events, generously contributing to our mission. Their dedication and commitment have not only raised vital funds but also generated increased levels of match funding from our corporate partners.



Additionally, our appreciation extends to all individuals who made direct donations via our website.

### **Cinema Partner Support**

Long-term partner Vue remained one of MediCinema's most valuable fundraising partners, continuing to offer their customers the option to donate to MediCinema when purchasing a ticket online. This income stream at 50p per booking continued to prove invaluable in terms of income and profile. And, as one of Cineworld's four charity partnerships, our three-month window of support was very successful and included Cineworld on-screen advertising and top-up -at-the till donations from their customers. Other cinema chains including Curzon and WTW Scott contributed significantly to fundraising efforts through similar initiatives. This will continue in 2025.

### **Fundraising Practice and Regulation**

We communicate with our individual supporters via email, mail and phone calls where appropriate. We recruit new supporters via an advert that would usually play in cinemas and through our various corporate partners who promote our cause to their customers. We utilise our social channels and general publicity of our work and initiatives to raise awareness of our services and our impact, encouraging people to become supporters through donating, fundraising and when possible volunteering. Our main income streams are corporate, hospital partners, trusts and foundations and individual giving with a developing capability in philanthropy fundraising through developing mutually beneficial relationships with supporters. We also raise funds through community, challenge events, in memoriam and legacy activity.

MediCinema is registered with the Fundraising Regulator and seeks to adhere to its principles published in the Fundraising Code of Practice at all times when undertaking fundraising from the public. This includes being legal, open, honest, and respectful, and ensuring that no one who appears to be vulnerable is asked to commit to giving. We have a complaints policy published and received a total of 0 complaints, none of which were escalated to the Fundraising Regulator.



## FINANCIAL REVIEW

	2023	2023
<b>Income</b>	<b>£3,261,740</b>	<b>£1,451,639</b>
<i>Of which, Gifts in kind (head office rental cost, legal advice, license and logistics of films)</i>	<i>£89,530</i>	<i>£110,889</i>
<b>Expenditure</b>	<b>£1,351,284</b>	<b>£1,212,420</b>
<b>Surplus</b>	<b>£1,910,456</b>	<b>£239,219</b>
<b>Total fixed assets</b>	<b>£947,441</b> (at 31 December 2024)	<b>£525,112</b> (at 31 December 2023)
<b>Overall assets</b>	<b>£3,883,316</b>	<b>£1,972,860</b>

### ***Investment powers and policy***

Aside from retaining a prudent amount in reserves each year most of the charity's funds are to be spent in the short term so there are few funds for long term investment with the exception of those raised for new MediCinema installations. All funds are remitted to MediCinema head office and held in a Coutts deposit account.

### ***Reserves policy and going concern***

During the year the Trustees reviewed the reserves policy and amended this to hold free reserves to cover the cost of running the cinemas for 6 months, cover central office costs for 3 months and to hold a fund to cover emergency technical updates. The total requirement is £612,000 (2023: £501,000). At 31 December 2023 free reserves totalled £877,525. Whilst reserves are above the set policy, the Trustees are conscious of the expected level of growth over the next few years as a result of the Julia Rausing grant and therefore, believe the reserves are appropriate to support this.

In 2023 the Trustees decided establish a fund to support the refurbishment of the cinema in Newcastle. A total of £75,000 has been allocated.

The trustees have reviewed the circumstances of the charity, its fundraising, financial and cash flow plans, and consider that adequate resources continue to be available to fund the activities of the charity for the foreseeable future. Its cost base has been reviewed and, where possible without affecting service delivery, reduced. The trustees are of the view that the charity is a going concern.

### ***Governance and Management***

#### **Governing Document**

The organisation is a charitable company limited by guarantee, incorporated on June 10 1996 and registered as a charity on September 23 1996. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

## **Appointment of trustees**

As an arts-in-health charity whose work focuses on a broad range of people, the directors seek to ensure that the trustee body is representative and includes members with the relevant skills. The Board consists of members from the film industries as well as members of the medical community.

## **Trustee induction and training**

New Trustees are similarly familiarised with MediCinema and its work and also provided with an induction pack including copies of the main charity documents, latest accounts, strategy document outlining future plans and objectives and a copy of the Commission's guide 'The Essential Trustee'.

Trustees, already familiar with the practical work of the charity, are encouraged to attend a screening at a MediCinema.

## **Organisation**

The trustees meet four times a year and are responsible for the strategic direction and policy of the charity, a scheme of delegation is in place and day-to-day management rests with the Chief Executive who is responsible for ensuring that the charity delivers the services specified.

## **Related parties**

None of our trustees receive remuneration or other benefit from their work with the charity.

## **Pay policy for senior staff**

The Directors consider the Board of Directors, who are the charity's trustees, and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. All trustees give their time freely and no trustees received remuneration in the year. No trustees received payment for expenses in the year.

The pay of senior staff is reviewed annually and against responsibilities, duties and performance as well as the financial position of the charity. In view of the nature of the charity, the Directors benchmark against pay levels in other charities of a similar nature, scope, size and ambition. The remuneration benchmark is the mid-point of the range paid for similar roles adjusted for a weighting for any additional responsibilities. If recruitment has proven difficult in the recent past a market addition is also paid with the pay maximum no greater than the highest benchmarked salary for a comparable role.

## **Risk management**

The trustees have reviewed the major risks to which the charity is exposed. A risk register has been established which is updated annually. Where appropriate, systems or procedures have been established to mitigate the risks across the key areas of Operations, Fundraising, Infrastructure and

Roll-Out and these are periodically reviewed to ensure that they continue to meet the needs of the charity.

The register has identified 3 primary risks:

- Adverse publicity which has increased due to a higher profile
- Working with subsidiaries
- Fundraising risk due to the increased requirements as a result of growth

MediCinema's team expanded in 2024 to include additional communication support which will help manage the additional publicity requirements.

MediCinema UK continues to work closely with the MediCinema Ireland team to support the development in Dublin.

A key priority for 2025 is a review of fundraising income streams and future development.

### ***Trustees' responsibilities in relation to the financial statements***

The charity trustees (who are also the directors of MediCinema for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with application law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application resources. In preparing the 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 application UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to 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 the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

***Statement as to disclosure to our auditors***

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the auditor is unaware, and
- the trustees, having made enquiries of fellow directors and the auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

**Auditor**

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The trustees' annual report has been approved by the trustees on and signed on their behalf by

By order of the board of trustees on  
K Williams

Date: 3 April 2025

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MEDICINEMA

### Opinion

We have audited the financial statements of MediCinema (the 'charitable company') for the year ended 31 December 2024 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 December 2024 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
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

### 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 charitable company 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

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on MediCinema's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other Information**

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report has been prepared in accordance with applicable legal requirements

## **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- 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 financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

## **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes 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 charitable company'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 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## **Capability of the audit in detecting irregularities**

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Board of Trustees, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## **Use of our report**

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Joanna Pittman (Senior statutory auditor)

Date: 8 April 2025

for and on behalf of Sayer Vincent LLP, Statutory Auditor

110 Golden Lane, LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

## MediCinema

### Statement of financial activities (incorporating an income and expenditure account)

#### For the year ended 31 December 2024

	Note	Unrestricted £	Restricted £	2024 Total £	Unrestricted £	Restricted £	2023 Total £
<b>Income from:</b>							
Donations and legacies	2	762,328	2,441,266	<b>3,203,594</b>	876,768	549,837	1,426,605
Charitable activities							
Investments	3	58,146	–	<b>58,146</b>	25,034	–	25,034
<b>Total income</b>		<b>820,474</b>	<b>2,441,266</b>	<b>3,261,740</b>	<b>901,802</b>	<b>549,837</b>	<b>1,451,639</b>
<b>Expenditure on:</b>							
Raising funds	4	225,269	–	<b>225,269</b>	200,755	–	200,755
Charitable activities							
Operation of Cinemas	4	453,874	672,141	<b>1,126,015</b>	418,519	593,146	1,011,665
<b>Total expenditure</b>		<b>679,143</b>	<b>672,141</b>	<b>1,351,284</b>	<b>619,274</b>	<b>593,146</b>	<b>1,212,420</b>
<b>Net income / (expenditure) for the year</b>	5	141,331	1,769,125	1,910,456	282,528	(43,309)	239,219
Transfers between funds		(3,106)	3,106	–	(24,026)	24,026	–
<b>Net movement in funds</b>	15	138,225	1,772,231	<b>1,910,456</b>	258,502	(19,283)	239,219
<b>Reconciliation of funds:</b>							
Total funds brought forward		814,300	1,158,560	<b>1,972,860</b>	555,798	1,177,843	1,733,641
<b>Total funds carried forward</b>		<b>952,525</b>	<b>2,930,791</b>	<b>3,883,316</b>	<b>814,300</b>	<b>1,158,560</b>	<b>1,972,860</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15a to the financial statements.

# MediCinema

## Balance sheet

Company no. 3210199

As at 31 December 2024

	Note	£	2024 £	£	2023 £
<b>Fixed assets:</b>					
Tangible assets	10		<u>947,441</u>		<u>525,112</u>
			<b>947,441</b>		<b>525,112</b>
<b>Current assets:</b>					
Debtors	11	227,388		134,505	
Cash at bank and in hand		<u>3,064,746</u>		<u>1,523,921</u>	
		<b>3,292,134</b>		<b>1,658,426</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	12	<u>(356,259)</u>		<u>(210,678)</u>	
<b>Net current assets</b>			<b>2,935,875</b>		<b>1,447,748</b>
<b>Total net assets</b>			<b><u>3,883,316</u></b>		<b><u>1,972,860</u></b>
<b>The funds of the charity:</b>					
Restricted income funds	15a		<b>2,930,791</b>		<b>1,158,560</b>
Unrestricted income funds:					
Designated funds		75,000		75,000	
General funds		<u>877,525</u>		<u>739,300</u>	
Total unrestricted funds			<b>952,525</b>		<b>814,300</b>
<b>Total charity funds</b>			<b><u>3,883,316</u></b>		<b><u>1,972,860</u></b>

Approved by the trustees and signed on their behalf by

Kezia Williams  
Chair

Date: 3 April 2025

MediCinema

Statement of cash flows

For the year ended 31 December 2024

	Note	2024 £	£	2023 £	£
<b>Cash flows from operating activities</b>					
Net income for the reporting period (as per the statement of financial activities)		1,910,456		239,219	
Depreciation charges		51,679		44,469	
Dividends, interest and rent from investments		(58,146)		(25,034)	
(Increase)/decrease in debtors		(92,883)		(21,954)	
Increase/(decrease) in creditors		145,581		86,820	
<b>Net cash (used in) / provided by operating activities</b>		<b>1,956,687</b>		<b>323,520</b>	
<b>Cash flows from investing activities:</b>					
Dividends, interest and rents from investments		58,146		25,034	
Purchase of fixed assets		(474,008)		(33,552)	
<b>Net cash used in investing activities</b>		<b>(415,862)</b>		<b>(8,518)</b>	
<b>Change in cash and cash equivalents in the year</b>		<b>1,540,825</b>		<b>315,002</b>	
Cash and cash equivalents at the beginning of the year		1,523,921		1,208,919	
<b>Cash and cash equivalents at the end of the year</b>		<b>3,064,746</b>		<b>1,523,921</b>	

Analysis of cash and cash equivalents and of net debt

	At 1 January 2024 £	Cash flows £	Other non- cash changes £	At 31 December 2024 £
Cash at bank and in hand	1,523,921	1,540,825	-	<b>3,064,746</b>
<b>Total cash and cash equivalents</b>	<b>1,523,921</b>	<b>1,540,825</b>	<b>-</b>	<b>3,064,746</b>

## 1 Accounting policies

### a) Statutory information

MediCinema is a charitable company limited by guarantee and is incorporated in United Kingdom.

The registered office address is Conybeare House, Guy's Hospital, London, SE1 9RT.

### b) Basis of preparation

The financial statements have been prepared in accordance with 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 (FRS102) (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

On 17th August 2020 MediCinema Ireland was registered as an Irish company and on 28th July 2022 as a registered charity. MediCinema is the sole member for this company. During 2023 €10,000 was transferred to MediCinema Ireland and no transactions took place during 2024, therefore, consolidated accounts have not been prepared.

### c) Public benefit entity

The charity meets the definition of a public benefit entity under FRS 102.

### d) Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

### e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

### f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**1 Accounting policies (continued)**

**g) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

**h) Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

**i) Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of running the cinemas and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**j) Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 77.41% |
| ● Fundraising          | 20.09% |
| ● Governance costs     | 2.49%  |

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 79.39% |
| ● Fundraising          | 20.61% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

**k) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- |                         |               |
|-------------------------|---------------|
| ● Cinema installations  | 25 years      |
| ● Fixtures and fittings | 4 or 10 years |
| ● Equipment             | 5 years       |

## Notes to the financial statements

## For the year ended 31 December 2024

## 1 Accounting policies (continued)

## l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## o) Pensions

Pension contributions are made by the company in respect of employees' individual personal money purchase pension schemes. The assets of the fund are held separately from those of the charitable company which has no liability under the scheme other than for the payment of contributions.

## 2 Income from donations and legacies

	Unrestricted £	Restricted £	2024 Total £	Unrestricted £	Restricted £	2023 Total £
Individual Donations and Gift Aid	382,160	8,686	390,846	358,218	14,518	372,736
Corporate Donations	340,174	1,463,633	1,803,807	461,950	66,134	528,084
Grants	39,994	879,417	919,411	56,600	358,296	414,896
Gifts in kind	–	89,530	89,530	–	110,889	110,889
	<u>762,328</u>	<u>2,441,266</u>	<u>3,203,594</u>	<u>876,768</u>	<u>549,837</u>	<u>1,426,605</u>

Gifts in kind represent legal services, office rental and film delivery costs.

## 3 Income from investments

	Unrestricted £	Restricted £	2024 Total £	Unrestricted £	Restricted £	2023 Total £
Interest receivable	58,146	–	58,146	25,034	–	25,034
	<u>58,146</u>	<u>–</u>	<u>58,146</u>	<u>25,034</u>	<u>–</u>	<u>25,034</u>

MediCinema

Notes to the financial statements

For the year ended 31 December 2024

4a Analysis of expenditure (current year)

	<u>Charitable activities</u>				<b>2024</b>	2023
	Raising funds	Running cinemas	Governance costs	Support costs	<b>Total</b>	Total
	£	£	£	£	£	£
Staff costs (Note 6)	153,588	591,739	19,059	22,890	<b>787,276</b>	700,906
Nurses cost	-	152,999	-	-	<b>152,999</b>	133,431
Direct cinema costs	-	113,021	-	-	<b>113,021</b>	85,750
Fundraising costs	45,448	-	-	-	<b>45,448</b>	24,015
Communication costs	-	25,975	-	-	<b>25,975</b>	29,947
Finance	-	-	-	29,998	<b>29,998</b>	26,970
IT	-	-	-	24,205	<b>24,205</b>	20,490
General office	-	-	-	19,633	<b>19,633</b>	24,573
Governance	-	-	11,520	-	<b>11,520</b>	10,980
Depreciation	-	51,679	-	-	<b>51,679</b>	44,469
Gifts in kind	-	89,530	-	-	<b>89,530</b>	110,889
	<u>199,036</u>	<u>1,024,943</u>	<u>30,579</u>	<u>96,726</u>	<u><b>1,351,284</b></u>	<u>1,212,420</u>
Support costs	19,435	74,879	2,412	(96,726)	-	-
Governance costs	6,798	26,193	(32,991)	-	-	-
<b>Total expenditure 2024</b>	<u><b>225,269</b></u>	<u><b>1,126,015</b></u>	<u><b>-</b></u>	<u><b>-</b></u>	<u><b>1,351,284</b></u>	
Total expenditure 2023	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>		<u>1,212,420</u>

MediCinema

Notes to the financial statements

For the year ended 31 December 2024

4b Analysis of expenditure (prior year)

	Charitable activities		Governance costs	Support costs	2023 Total
	Raising funds	Running cinemas			
	£	£	£	£	£
Staff costs (Note 6)	149,013	511,928	17,902	22,063	700,906
Nurses cost	-	133,431	-	-	133,431
Direct cinema costs	-	85,750	-	-	85,750
Fundraising costs	24,015	-	-	-	24,015
Communication costs	-	29,947	-	-	29,947
Finance	-	-	-	26,970	26,970
IT	-	-	-	20,490	20,490
General office	-	-	-	24,573	24,573
Governance	-	-	10,980	-	10,980
Depreciation	-	44,469	-	-	44,469
Gifts in kind	-	110,889	-	-	110,889
	173,028	916,414	28,882	94,096	1,212,420
Support costs	20,655	70,959	2,482	(94,096)	-
Governance costs	7,072	24,292	(31,364)	-	-
<b>Total expenditure 2024</b>	<b>200,755</b>	<b>1,011,665</b>	<b>-</b>	<b>-</b>	<b>1,212,420</b>
Total expenditure 2023	154,746	859,295	-	-	

**5 Net income / (expenditure) for the year**

This is stated after charging / (crediting):

	2024 £	2023 £
Depreciation	51,679	44,469
Auditor's remuneration (excluding VAT): Audit	9,600	9,150
	<u>51,679</u>	<u>44,469</u>
	<u>9,600</u>	<u>9,150</u>

**6 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2024 £	2023 £
Salaries and wages	688,047	623,101
Social security costs	67,045	58,176
Employer pension contributions	32,184	19,629
	<u>787,276</u>	<u>700,906</u>

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2024 No.	2023 No.
£60,000 – £69,999	2	1
£70,000 – £79,999	-	-
£80,000 – £89,999	1	1
	<u>3</u>	<u>2</u>

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £317,653 (2023: £298,366).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2023: Nil). No charity trustee received payment for professional or other services supplied to the charity (2023: £Nil).

**7 Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was 20 (2023: 18).

Staff are split across the activities of the charity as follows (full time equivalent basis):

	2024 No.	2023 No.
Raising funds	3.0	3.0
Operation of Cinemas	17.0	15.0
	<u>20.0</u>	<u>18.0</u>

**8 Related party transactions**

The charity received a donation of £1,000 (2023: £1,000) from DDA Public Relations Ltd. Lawrence Atkinson is a director of this company.

Showcase Cinemas (National Amusements (UK) Limited) participated in the National Preview Screening of Garfield in May 2024 donating £1340.29 (Paw Patrol in October 2023 donating £5,836.46). Crispin Lilly is a director of this company.

There are no other donations from related parties which are outside the normal course of business and no restricted donations from related parties.

**9 Taxation**

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**10 Tangible fixed assets**

	Cinema installations £	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>				
At the start of the year	779,630	302,329	287,202	1,369,161
Additions in year	294,249	97,721	82,038	474,008
Disposals in year	–	–	–	–
At the end of the year	<u>1,073,879</u>	<u>400,050</u>	<u>369,240</u>	<u>1,843,169</u>
<b>Depreciation</b>				
At the start of the year	308,528	283,795	251,726	844,049
Charge for the year	32,665	6,809	12,205	51,679
Disposals in year	–	–	–	–
At the end of the year	<u>341,193</u>	<u>290,604</u>	<u>263,931</u>	<u>895,728</u>
<b>Net book value</b>				
<b>At the end of the year</b>	<u><u>732,686</u></u>	<u><u>109,446</u></u>	<u><u>105,309</u></u>	<u><u>947,441</u></u>
At the start of the year	<u>471,102</u>	<u>18,534</u>	<u>35,476</u>	<u>525,112</u>

All of the above assets are used for charitable purposes.

**11 Debtors**

	2024 £	2023 £
Trade debtors	18,000	12,705
Prepayments and accrued income	209,388	121,800
	<u><u>227,388</u></u>	<u><u>134,505</u></u>

12 Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	42,860	11,546
Taxation and social security	22,307	21,167
Other creditors	7,559	2,308
Accruals and deferred income	283,533	175,657
	<b>356,259</b>	<b>210,678</b>

13 Deferred income

Deferred income comprises amounts received in 2024 relating to 2025

	2024 £	2023 £
Balance at the beginning of the year	39,724	59,801
Amount released to income in the year	(39,724)	(57,577)
Amount deferred in the year	37,500	37,500
Balance at the end of the year	<b>37,500</b>	<b>39,724</b>

14a Analysis of net assets between funds (current year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	947,441	<b>947,441</b>
Net current assets	877,525	75,000	1,983,350	<b>2,935,875</b>
<b>Net assets at 31 December 2024</b>	<b>877,525</b>	<b>75,000</b>	<b>2,930,791</b>	<b>3,883,316</b>

14b Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	525,112	<b>525,112</b>
Net current assets	739,300	75,000	633,448	<b>1,447,748</b>
<b>Net assets at 31 December 2023</b>	<b>739,300</b>	<b>75,000</b>	<b>1,158,560</b>	<b>1,972,860</b>

## 15a Movements in funds (current year)

	At 1 January 2024 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2024 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	10,775	98,191	(92,577)	-	16,389
Chelsea and Westminster Hospital	-	94,502	(94,502)	-	-
Southern General Hospital Glasgow	23,077	68,321	(87,398)	-	4,000
Serennu Children's Centre	-	12,598	(12,598)	-	-
St Thomas's Hospital	-	42,206	(42,206)	-	-
Guy's Hospital	-	93,881	(93,881)	-	-
Alder Hey Hospital	-	501,777	(30,874)	(470,903)	-
Disney Moments that Matter	6,879	158,737	(30,649)	-	134,967
Disney fundraising pot	12,000	20,000	(12,000)	-	20,000
Capital fund	580,717	1,261,523	(34,247)	-	1,807,993
Gifts in kind	-	89,530	(89,530)	-	-
Fixed Assets	525,112	-	(51,679)	474,009	947,442
<b>Total restricted funds</b>	<b>1,158,560</b>	<b>2,441,266</b>	<b>(672,141)</b>	<b>3,106</b>	<b>2,930,791</b>
<b>Designated funds:</b>					
Refurbishment	75,000	-	-	-	75,000
<b>Total designated funds</b>	<b>75,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>75,000</b>
<b>General funds</b>	<b>739,300</b>	<b>820,474</b>	<b>(679,143)</b>	<b>(3,106)</b>	<b>877,525</b>
<b>Total unrestricted funds</b>	<b>814,300</b>	<b>820,474</b>	<b>(679,143)</b>	<b>(3,106)</b>	<b>952,525</b>
<b>Total funds</b>	<b>1,972,860</b>	<b>3,261,740</b>	<b>(1,351,284)</b>	<b>-</b>	<b>3,883,316</b>

The narrative to explain the purpose of each fund is given at the foot of the note below.

## 15b Movements in funds (prior year)

	At 1 January 2023 £	Income & gains £	Expenditure & losses £	Transfers £	At 1 January 2024 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	17,500	86,008	(85,728)	(7,005)	10,775
Chelsea and Westminster Hospital	-	91,454	(91,454)	-	-
Southern General Hospital Glasgow	18,293	91,057	(83,752)	(2,521)	23,077
Serennu Children's Centre	-	14,168	(14,168)	-	-
St Thomas's Hospital	6,707	9,894	(26,497)	9,896	-
Guy's Hospital	9,896	93,583	(93,583)	(9,896)	-
Disney Moments that Matter	-	20,708	(13,829)	-	6,879
Disney fundraising pot	-	12,000	-	-	12,000
Capital fund	589,418	20,076	(28,777)	-	580,717
Gifts in kind	-	110,889	(110,889)	-	-
Fixed Assets	536,029	-	(44,469)	33,552	525,112
<b>Total restricted funds</b>	<b>1,177,843</b>	<b>549,837</b>	<b>(593,146)</b>	<b>24,026</b>	<b>1,158,560</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Refurbishment	-	-	-	75,000	75,000
Strategic Development	275,000	-	-	(275,000)	-
<b>Total designated funds</b>	<b>275,000</b>	<b>-</b>	<b>-</b>	<b>(200,000)</b>	<b>75,000</b>
<b>General funds</b>	<b>280,798</b>	<b>901,802</b>	<b>(619,274)</b>	<b>175,974</b>	<b>739,300</b>
<b>Total unrestricted funds</b>	<b>546,953</b>	<b>901,802</b>	<b>(619,274)</b>	<b>(24,026)</b>	<b>814,300</b>
<b>Total funds</b>	<b>1,724,796</b>	<b>1,451,639</b>	<b>(1,212,420)</b>	<b>-</b>	<b>1,972,860</b>

**Purposes of restricted funds**

The restricted funds relate to grants and income and expenditure for the operational cost of each MediCinema.

Grants and income received to contribute towards the running costs of the MediCinema at Royal Infirmary Hospital, Newcastle:

	2024 £	2023 £
Hadrian Trust	1,000	2,000
Fenwick Limited	-	2,000
The Hospital Saturday Fund	-	2,000
County Durham Community Foundation	1,560	-
The Julia & Hans Rausing Trust	-	16,350
The Shears Foundation	-	5,500
The Barbour Foundation	2,000	2,000
Robson Laidler	-	2,000
Anglo Doorstep Collections	22,000	6,000
Newcastle Hospitals Charity	65,558	42,452
The Percy Hadley 1990 Charitable Trust	1,000	1,000
Rothley Trust	800	1,000
Other small grants and individual donations	4,273	3,706
	<b>98,191</b>	<b>86,008</b>

## MediCinema

### Notes to the financial statements

#### For the year ended 31 December 2024

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#### 15 Purposes of restricted funds (continued)

Grants and income received to contribute towards the running costs of the CW+ MediCinema at Chelsea and Westminster Hospital:

	2024 £	2023 £
CW+	94,322	91,054
Other small grants and individual donations	180	400
	<u>94,502</u>	<u>91,454</u>

Grants and income received to contribute towards the running costs of the MediCinema at Southern General, Glasgow:

	2024 £	2023 £
Glasgow Children's Hospital Charity	55,089	41,485
The Julia & Hans Rausing Trust	–	15,154
National Lottery	–	10,000
Hugh Fraser	4,000	–
CBES Limited	–	5,000
The Schuh Trust	4,000	4,000
Allied Vehicles Charitable Trust	–	1,000
Trades House of Glasgow Commonweal Fund	–	1,016
Kiltwalk	–	10,023
Other small grants and individual donations	5,232	3,379
	<u>68,321</u>	<u>91,057</u>

Grants and income received to contribute towards the running costs of the Serennu Childrens' Centre:

	2024 £	2023 £
Sparkle	12,598	14,168
	<u>12,598</u>	<u>14,168</u>

Grants and income received to contribute towards the running costs of the MediCinema at St Thomas's Hospital:

	2024 £	2023 £
Guy's and St Thomas's Charity	42,206	9,894
	<u>42,206</u>	<u>9,894</u>

## MediCinema

### Notes to the financial statements

#### For the year ended 31 December 2024

#### 15 Purposes of restricted funds (continued)

Grants and income received to contribute towards the running costs of the MediCinema at Guy's Hospital:

	2024 £	2023 £
Guy's and St Thomas's Charity	93,881	93,583
	<u>93,881</u>	<u>93,583</u>

Grants and income received to contribute towards the build and commissioning costs of the MediCinema at Alder Hey Hospital:

	2024 £	2023 £
Julia and Hans Rausing Charitable Foundation	389,200	–
Kentown Wizard Foundation	34,689	–
Alder Hey Charity	76,514	–
Lasso	1,374	–
	<u>501,777</u>	<u>–</u>

Disney supports the costs of production activity packs to create moment that matter for children in hospital.

Disney donated £20,000 (2023: £12,000) during 2024 to support the development of joint fundraising

The capital fund is income to fund the development of future MediCinemas.

#### Purposes of designated funds

In 2023 the Trustees established a fund to support the refurbishment of the cinema at Royal Victoria Infirmary, Newcastle. This work will be undertaken in 2025.

#### 16 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



MEDICINEMA   
*feel better with film*

**MEDICINEMA**

England & Wales - Charity number 1058197

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# Accounts

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**MEDICINEMA**  
(A COMPANY LIMITED BY GUARANTEE)

Trustees Report and Financial Statements  
For the year ended 31 December 2023



Charity registration no 1058197 (England and Wales)

Charity registration no SC039704 (Scotland)

Company registration no 3210199 (England and Wales)

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## *Message from the CEO*

To all our stakeholders

It's been a big year for MediCinema. 2023 signalled the start of our new and ambitious strategy in which we committed to extend the scope of our operations. Launching new services and growing our footprint via new partnerships with NHS Trusts and Charities.

It was with much pride that we announced the build of our next new MediCinema at Alder Hey Children's Hospital in Liverpool, which is due to open in 2024, our 25th anniversary year. As a designated centre of excellence, and nationally important paediatric hospital, our new partnership with the hospital trust and charity means that we are optimally placed to deliver around 5000 patient and family experiences each year at our new MediCinema, whilst expanding our operational footprint into the NHS England North Region.

As a well-established charity, MediCinema has strategic strength in that our cinemas are situated at the heart of the hospitals in which we operate, and based on our track record of in-patient screenings we enjoy a high degree of trust with our NHS colleagues. Building on this, in 2023 we piloted a new *Tailored Screening Programme*, working in partnership with clinical and support teams, for example the Advanced Prostate Cancer Support Group and Breast Cancer Support Group at Guy's Hospital. The new programme is designed to bring together patients, carers and clinical group leads, and the initiative has quickly proved its' value and benefit. For patients and their carers, it helps to engender mutual support, socialisation and build community. For the clinical teams, the screenings have helped to drive engagement and participation to the point where the MediCinema experience is now being designed into several patient support group programmes. Combined with our core services, this means that we are successfully extending impact, and reaching more beneficiaries.

At MediCinema we understand that many of those in hospital are unable to leave their beds or wards. Our long-term partnership with The Walt Disney Company enables us to create and deliver ward-based programmes, bringing film themed music and movement sessions directly to the bedside, and support many hospital-based Play Teams with relevant materials all deliberately designed to build the resilience of paediatric patients.

With the generous agreement of our film studio partners, we are proud to recognise the dedicated teams who work within the NHS, and as such MediCinema facilitates a number special screenings to thank staff, and on occasion celebrate the diverse communities who work within our public healthcare system.

In discussion with many healthcare professionals, I have been struck by the level of validation and support for what we as a charity do, and the demand for us to do more. I'm therefore delighted to share this years' news of measured expansion and increased impact and growth of beneficiary numbers . **We have had an incredible 16,087 attendees coming through our doors to watch films in comparison to 2022's 10,112 attendees – an increase of 59%.**

Expanding our impact via planned new activities, diversifying our donor base whilst continuing to work closely with existing partners, 2023 has seen us grow our income and supporter base. And whilst noting the many challenges across the fundraising landscape, we are extremely fortunate to retain the ongoing support of the film and exhibition sectors alongside our NHS Hospital charity partners. Two major nationwide preview screening activations took place thanks to partners at eOne, Paramount and cinemas across the country, while long-term partner Vue, along with Cineworld, and many independent exhibitors, continue to support our fundraising efforts through activating their customer base.

Looking ahead, alongside our exciting build at Alder Hey, we will continue to prioritise our focus of building more MediCinemas, targeting as a priority those NHS regions where we are not present, and hospitals where we know we can maximise impact. We'll be rolling out our Tailored Screening Programme to more of our sites and are aiming to further build on our Ward based activities, adding more hospitals to our programme network.

MediCinema is a source of positivity, strength and community for people who are unwell in hospital. At the heart of everything we are planning to do next year, our absolute priority remains the commitment to our patients, their families and carers, and hospital communities in which we work, and our mission to improve the experience of healthcare for all those we reach.

With warmest regards to you all

Colin Lawrence, CEO



## Message from the Chair

At the end of 2022 the board was excited to sign off on an ambitious three-year strategy for MediCinema. One which prioritised focus on the creation of new partnerships, building new cinemas, and the innovation of additional services. Therefore, just twelve months in, we are heartened to see the progress which the charity has made.

We are delighted that 2024 will see the creation of a brand new MediCinema at Alder Hey Children's hospital, with the geographical expansion of our activities in the North West, as well as the continued growth of our screening programme and ward based activities, we are confident that these developments ensure that the charity will significantly increase its impact to patients and their families, whilst supporting the NHS hospital communities in which we are present.

The board remains alert to the wider external economic environment, also noting the challenges which remain in the public health sector and indeed to our core supporter base from the film and exhibition sector. Therefore sustainability, particularly as we commence a new capital fundraise remains our priority. We have worked closely with the executive team to directly support diversification across our fundraising activities, to approve the right level of investment in our new activities and ensure that our policies and safeguarding of our reserves are aligned with a sustainable future.

I can personally attest to the passion and belief of the board to the charity and would like to take this opportunity to recognise their richness of contribution, both on general matters, but in many instances supporting the charity via their networks and areas of expertise. My profound thanks also to the MediCinema team, in delivering a landmark year, whilst ensuring the continued care and sensitivity which is enshrined within our frontline hospital service.

On behalf of the board, I look forward to seeing the successful continuation of the strategy for 2024, and the opportunities which this will bring.

With warm regards

**Kezia Williams, Chair**





## REFERENCE AND ADMINISTRATIVE DETAILS

Charity number (England and Wales)	1058197
Charity number (Scotland)	SC039704
Company number	3210199
Registered Office	Conybeare House, Guy's Hospital, London, SE1 9RT

### ***Our advisors***

Auditors	Sayer Vincent, 110 Golden Lane, London EC1Y 0TG
Bankers	Coutts & Co, 440 Strand, London, WC2R 0QS
Solicitors	Akin Gump Strauss Hauer & Feld LLP, Bishops Square, Spitalfields, London E1 6EG

### ***Directors and trustees***

The directors of the charitable company (the charity) are its trustees for the purpose of charity law. The trustees and officers serving during the year and since the year end were as follows:

Chair	K Williams
Elected Trustees	L Atkinson
	S Bristow
	M Burbidge (Deputy Chair, Treasurer)
	H Charters
	A Lewis
	C Lilly
	S Morrill
	G Worrell
Secretary	L Bridger

### ***Key management personnel***

Chief Executive	Colin Lawrence
Chief Operating Officer	Paul Giggall
Director of Communications	Lysette Cohen
Director of Development	Jamie Lynch

## REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 December 2023

The trustees present their report and accounts for the year ended 31 December 2023.

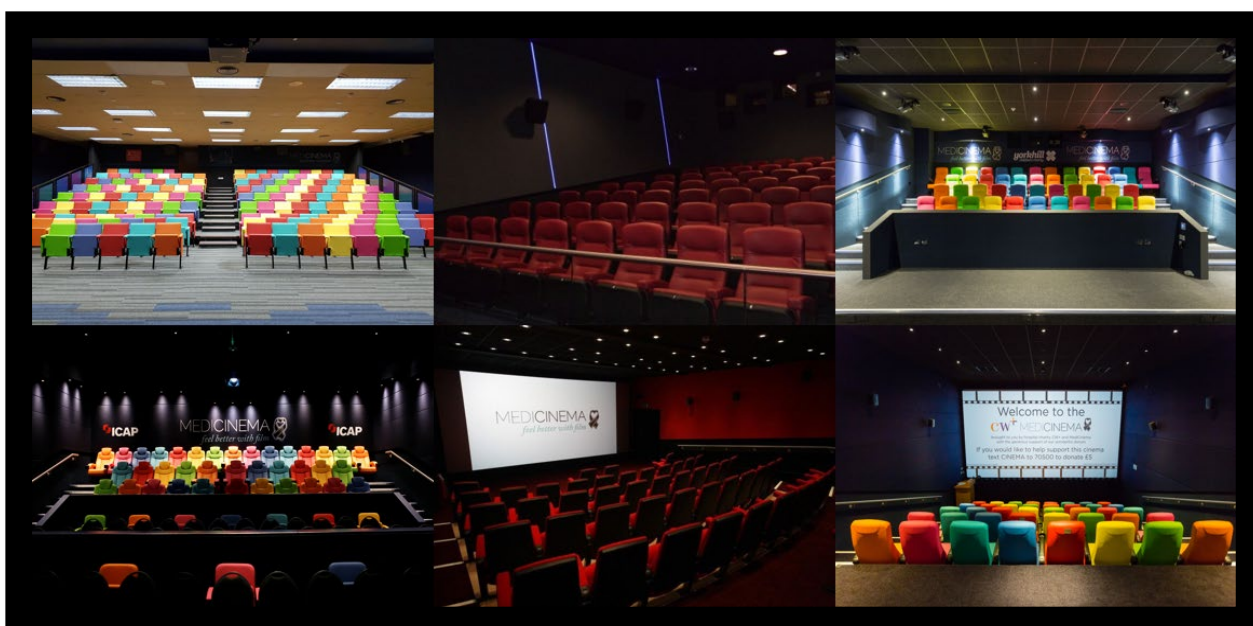
The accounts have been prepared in accordance with the accounting policies set out in Note 1 and comply with the charity's memorandum and articles of association, *the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard application in the UK and Republic of Ireland (FRS 102)*.

### ***Our objectives and activities***

The object of MediCinema is the relief of sickness, infirmity and old age by providing cinematic and kindred entertainment in hospitals, hospices, residential establishments and other establishments of a similar nature; and the promotion of any other charitable purpose for the relief of sick, infirm or elderly patients or residents as the trustees shall from time-to-time think fit. The charity aims to enrich the quality of life in hospitals and places of care for patients young and old by screening, free of charge, current cinema releases in an on-site cinema, away from the ward.

We currently have six MediCinemas in the following locations:

- MediCinema at the Royal Victoria Infirmary, Newcastle
- MediCinema at the Serennu Children's Centre, Newport
- The ICAP MediCinema at Guy's Hospital, London
- The MediCinema at the Royal Hospital for Children & Queen Elizabeth University Hospital, Glasgow
- CW+ MediCinema at Chelsea and Westminster Hospital, London
- Pop-Up MediCinema at St Thomas' Hospital, London. Waiting reconstruction of full site.



MediCinemas are designed to accommodate wheelchairs and hospital beds to support as many patients as possible. Patients using the MediCinemas include those with drips and on respirators; those recovering from operations; undergoing chemotherapy or dialysis; and many, many more. As well as being looked after by our volunteers and cinema managers, patients receive constant medical care from our nurses who attend screenings throughout. Safeguarding and care are central to MediCinema's offering, and our resourcing arrangements reflect this.

Families and carers are welcome to attend alongside patients, ensuring that the cinema offers an opportunity for patients to escape the isolation of their wards and spend quality time with their loved ones outside of the medical setting, in the 'normal' activity of going to the cinema.

Outside of the MediCinemas' use as cinemas, we work in partnership with the Hospital Trusts and partner organisations to ensure the best usage of the space throughout the year. This can include supporting medical teaching and training, clinical multi-disciplinary meetings, lectures and meetings. Together with our core in-patient screenings we have been trialling Tailored screening programmes for specific out and in patient groups and continue to run personal screenings.

MediCinema's work benefits all patients signed off by the medical staff as well enough to attend screenings under the care of the dedicated nurses, their families, and carers. In addition, MediCinema has a wider benefit to carers, families, and staff in our sites of operation, as well as to our own staff and volunteers. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance *Public Benefit: Running a Charity (PB2)*.

The trustees have considered these matters and concluded:

- 1) that the aims of the organisation continue to be charitable;
- 2) that the aims and the work done give identifiable benefits to the charitable sector and both indirectly and directly to individuals in need;
- 3) that the benefits are for the public, are not unreasonably restricted in any way and certainly not by ability to pay; and
- 4) that there is no detriment or harm arising from the aims or activities.



## ***Achievements and Performance***

**In 2023 we delivered 26,162 film-related experiences to people in NHS hospitals and places of care.**

**16,124 attendees at 1169 cinema screenings**

**10,075 resilience building activity packs to 46 Hospitals**

- **62% through cinema screenings:**
  - **An increase in attendees of 59% compared to 2022 attendees**
  - **An increase in screenings of 13% compared to 2022 screenings**
  
- **38% through Disney Moments that Matter resilience-building activity packs**

- **Of the 1169 cinema screenings:**
  - **Regular screenings: 994 for core patients**
  - **Tailored screenings: 128 for specific clinical/support groups**
  - **Personal screenings: 47 for immunocompromised/palliative/end of life patients**

## ***Supporting patients and their families through the power of film.***

### **Cinema screenings**

2023 marked the first time since March 2020's COVID-19 outbreak that all our cinemas were open for full use. Each site now runs a minimum of four screenings each week for in-patients.

### **Tailored Screenings**

We have also started to trial and roll out programmes of Tailored screenings for specific patient groups – both in and outpatients. They provide a unique opportunity to bring people together, with the films chosen helping to open up conversations which may otherwise have been difficult to have.

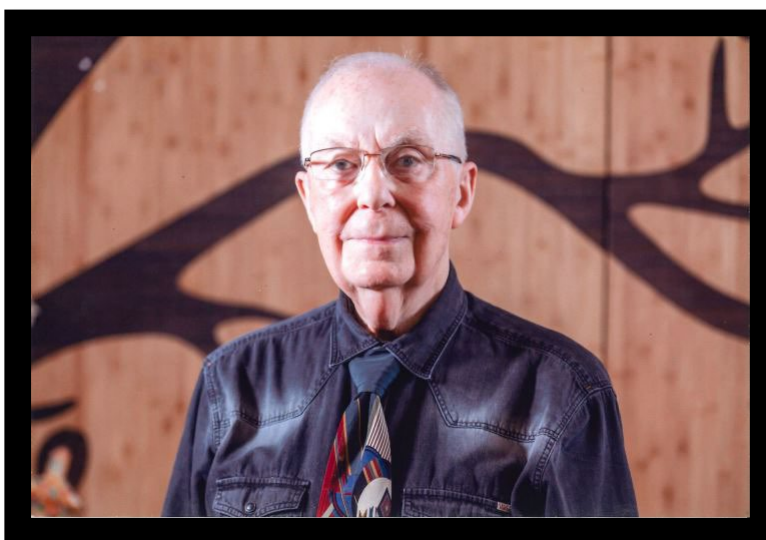
At Guy's Hospital we have been organising Tailored screenings for groups including:

- Breast Cancer Support Group
- Advanced Prostate Cancer Support Group
- Lung Cancer Support Group
- Paediatric Diabetes Outpatient Support Group

At the Chelsea and Westminster Hospital we have been organising Tailored screenings for groups including:

- Lavender Walk Adolescent Unit (CAMHS)
- Chelsea Pensioners
- Collingham Child and Family Centre (CAMHS)

### **Peter – Advanced Prostate Cancer Club, support group**



Some of the men in the group don't have partners and I imagine they can be very lonely, so it can be a real solid support.

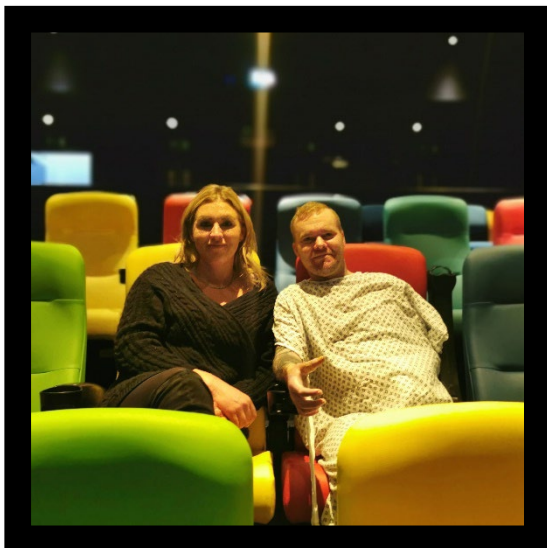
It's wonderful for us to come to the Guy's MediCinema for our special Advanced Prostate Cancer Club screenings. **When the first one happened, I signed up straight away. I would have gone whatever the film was!** Going to the cinema was something I used to do a lot

with my late wife, and something I have always enjoyed. I still remember the first film I ever saw, The Wizard of Oz, and how I felt when it suddenly burst into technicolour in front of my eyes.

We meet for the film and stay afterwards to talk, and it is such an uplifting experience. **I can't help but think about how valuable the concept is.** I've been in and out of hospital since I was diagnosed with prostate cancer nine years ago and I was in hospital this year for eight days straight when I needed an operation. It can get monotonous to say the least and I can only imagine what a break MediCinema might give you – **a break from the difficult reality of being ill.** I'll be signing up for any APCC MediCinema screenings to come."

### **Personal Screenings**

We work closely with clinical teams to identify and arrange personal screenings for patients who are unable to attend our regular screenings. Whether they are immunocompromised, have specific or complex needs or as part of their palliative care journey, we can provide the opportunity for the patient and their family to spend precious time together.



Steve suffered life-changing injuries after he accidentally hit an electric cable line as part of his scaffolding work and 11,000 volts of electricity shot down his arms. He was sent to the Chelsea and Westminster Hospital, more than two hours away from his home.

It was difficult for his young son to visit due to age restrictions on his ward and this meant it was hard for his wife Vicky to visit too.

"It was mentally tough being away from them, and knowing this, the MediCinema team took it upon themselves to set up a **special private screening** just for Vicky and me," said Steven. **"It had given me something to look forward to all week, which**

**was amazing for getting through the tougher moments.** It really meant the world to both of us that this had been arranged this especially for us. MediCinema helps patients so much - more than you can imagine. **It's not just watching a film; it changes lives and gives people a purpose again. MediCinema gave me back myself again."**

### **Moments that Matter Activity Packs for children**

During the COVID-19 crisis MediCinema, together with its long-term partner The Walt Disney Company, designed and distributed activity packs with extra-special meaning to children in hospitals and hospices. While visitors at the time were severely restricted, these colourful packs based on everyone's favourite Disney characters were designed to help foster positive feelings, increase confidence, help build emotional resilience and reduce isolation. The positive feedback we received about these packs from staff encouraged us to continue this activity in 2023.

- **10,075 resilience building activity packs delivered**
- **46 Hospitals reached (19 new hospital sites since last pack in 2022)**
- **Packs based on D100 Space Adventure (Disney 100)**

**"The packs are an incredibly helpful tool in opening up conversations about potentially emotional subjects. When the focus is on a task, it is sometimes easier for a child to start talking about how they are feeling. The Inside Out packs, for example, allow workers to take a narrative approach to talking about the influence of different emotions on their lives, without feeling judged or blamed in any way."**

Heather Borrill, Consultant Clinical Psychologist, Royal Victoria Infirmary



## ***Impact***

A visit to one of our MediCinemas gives a much-needed opportunity to leave the wards and medical environment for a short while to enjoy the shared experience of watching a film with others. This might be the only opportunity that patients and their families have to spend time away from the ward setting doing something that feels 'normal', and which is focussed away from their medical issues. It is time together that really matters to them and their loved ones.



## **Patient stories**

The most valuable feedback we get is from collecting case studies – the stories our beneficiaries tell us about the difference we have made to them and their families' lives. The following case studies demonstrate the impact our services have on patients. Here are just a few from the many received throughout the year:

## Rhys



“Rhys doesn’t enjoy hospital one bit. He’s had a bowel problem since he was young and has needed lots of exploratory surgeries and massively invasive procedures that aren’t the nicest of things for anyone, let alone a wee boy. He was fortunate to be seen and treated by some of the most amazing medical professionals that we could have wished for, but that would inevitably result in a number of stays in hospital.

“During this period Rhys became sceptical of hospitals and had been traumatised by his hospital experiences. They made him nervous, scared and withdrawn. When we were in hospital for a stay earlier this year, he turned to us as we were leaving and said: “Never ever make me come back here ever again, I hate it.” This was hard for us to hear as unfortunately we knew to get better many more of these visits were still to come.

“Rhys had to have colostomy surgery and it was after this that we saw the biggest impact on Rhys of the MediCinema screening we had all attended. He was still in quite a bit of pain, spending most of his time in bed or sitting in a chair. When we knew we were going to the MediCinema we’d wondered if we should get him a wheelchair, but then he told us he wanted to walk to the screening. Walking to that cinema was the first time he’d walked any sort of distance following the surgery.

**MediCinema gave him somewhere to walk to. It gave him the motivation to take that first step.** After that night at the cinema, it was like he got a new lease of life. He started walking round the hospital, coming with us to the shop. **In the past when Rhys has been in hospital, he’s gone in on himself with doctors and nurses coming and going and any conversations all around medical questions, directed at us. But after that screening, he was buzzing, talking about things that happened in the film. He was involved in the conversation! The whole experience helped reduce his nerves and gave him a newfound confidence, as if he was thinking to himself: “I can do this!”**

## Asif



When you're on the waiting list for an organ transplant, the hospital tell you to be ready for a phone call which can happen any time or day. It was 1.30am in the morning, three months after I started dialysis, when I got mine and I didn't answer it initially.

After surgery I felt so happy – I couldn't believe it had all worked out so soon after starting dialysis. I spent New Year's Eve in Guy's Hospital watching the reflection of the fireworks outside my window, bawling my eyes out with gratitude. It was a miracle.

When I was asked if I wanted to see a film at the MediCinema one evening, I said: "Hell yeah!" I had seen posters about MediCinema around the hospital, but I'd never thought I'd be able to go. The volunteers and the nurses respected everyone, treating us all with dignity, and did an incredible job at making everyone feel safe. Being

on immunosuppressants means I wouldn't have been able to go to the cinema for a while. So, feeling like I could have a treat like going to the cinema and still be in a safe environment felt really important for me.

**Everyone in the MediCinema was going through their own struggles. In front of me, there was a cancer patient in a bed, and I remember thinking how incredible it was that she could still go to the MediCinema with her husband.** You wouldn't see that in a normal cinema – such a mix of people coping with illness and disabilities – and I was happy to see how everyone could just come together to watch a film. **There's not a lot of things you can do in hospital to help you feel normal, but MediCinema gives you that opportunity and helps you feel something different – for a while, you're not ill, you're not a patient, you're just a person enjoying a film with others.**

## David & Eva



My son, David, has been at the Great North Children's Hospital in Newcastle for a stem cell transplant because of an extremely rare blood disorder. We have both lived in this hospital for over six months now, because David had complications following the transplant.

**There are so many things that the both of us have found difficult whilst being here. We have been isolated from family and friends living in one room, with no change of scenery, for the whole stay. You lose track of days, weeks, even months.** We've really missed home, our two cats and doing normal things like going for meals out and cinema trips.

We first came across MediCinema when a play nurse mentioned it to us. Because of David's condition, and the need for him to be isolated, she explained that he would be able to go with some restrictions in place;

that they could set up a private screening for the two of us. We both love films and **we were longing to do something normal and to be distracted from all his IV medications, feeding pumps, and therapies, so we couldn't wait to go.** We were picked up by a lovely nurse who showed us down to the MediCinema and when we arrived, we both thought: "Wow." For that first screening we went to see Avatar: The Way of Water. David was still on the transplant ward at this point and only lasted half an hour of the film, because he was still so fatigued from the transplant. But the manager was so courteous and helpful and arranged for us to see it again on another afternoon where David made it through the whole film."

## Clare



When I heard from my Aunty that my cousin Haydn's kidney was failing and he was struggling to find a match, my first thought was 'Why don't I try?' And six months later, Haydn and I were admitted to Guy's Hospital for the transplant.

My family's surprise was fairly justified as at the time Haydn and I were about as close as two Facebook acquaintances can get. **Since the operation, I like to say that I've lost a kidney but gained a friend for life. MediCinema was a big part of making that happen.** Even though we were in different bays, myself, Haydn and his wife Simeran, who I hadn't met before, got to visit the MediCinema together. **Our visits brought the three of us so much closer together and were special night-outs where we felt worlds away from the beeping machines of the ward.**

As a nurse myself, MediCinema is a wonderful thing to witness, because our ethos is all about person-centred care. **When you focus on the person and not the illness, it takes patients away from their pain. It's clinically proven that if you're feeling stressed, then your cortisol levels are higher and your immune system dips. Going to the MediCinema, where you can relax and have a break with real conversations with people, will inevitably help the recovery process.** I think all our doctors need to start prescribing a dose of MediCinema to patients – two hours of film for your recovery.

## Gathering and evaluating feedback

### Screenings

Improving wellbeing is an essential and integral part of a person's care while they are in hospital often facing the most challenging times of their lives. As we continue with our patient feedback surveys we saw consistently positive outcomes on the benefits of the MediCinema.

Attendees conclusively agree that MediCinema provide a range of impactful physiological, psychosocial and psychological benefits and brings wider value to the hospital.

**56% patients said they believed attending the MediCinema reduced their pain**

**95% of patients said the MediCinema made them feel better**

**86% said MediCinema supports people's mental health and help them cope**

**99% of patients said the MediCinema made a positive difference to their hospital experience**

**94% of patients said the MediCinema helped reduce their isolation**

**93% of patients said the MediCinema helped reduce their anxiety and stress**

**86% think the positive benefits of MediCinema have a lasting effect**

Alongside these impact measurement surveys we continue with the Thank You cards for patients introduced in 2022. These are handed out at the end of every screening, giving us the opportunity to ask for and capture feedback as well as giving patients a memento to take away and remember their experience at the MediCinema.

## ***Volunteer Support***

MediCinema continues to benefit from an expansive volunteer network which works alongside our paid staff (cinema managers and nurses at our in-hospital sites and technical assistant at the Serennu Centre) to collect patients from the wards, walk with them or push wheelchairs or beds, bring them to the cinema and then return them to their wards after the film. More importantly, volunteers put patients, who may be very anxious about leaving the ward, at ease and gives them the chance to talk about something completely unrelated to their condition. This social interaction is vital for patients and their families, especially patients who don't get many, if any, visitors.

**“We simply couldn’t deliver the MediCinema screening programme without the support of our incredible volunteers. People are at the absolute heart of what we do – the patients are at the centre of everything – and our volunteers not only help on a practical level in bringing patients to the MediCinemas, but more importantly they bring the caring human side and help create the warm, welcoming, community atmosphere that makes everything so special. We cannot express how much we value their time, care and dedication - it is no mean feat to walk the wards and engage patients whilst ensuring their experience is positive and adds to their wellbeing. Thank you to all of them for their dedication and care.”**

Paul Giggall, Chief Operating Officer

## ***Organisational Development***

With the expansion of some of our screening programmes, we appointed Kate Thomson as Deputy Cinema Manager, Royal Hospital for Children/Queen Elizabeth University Hospital to support our long-standing Cinema Manager Sheila Pacifico.

Beth Keane returned from Maternity Leave to a newly devised role as Senior Operations Manager, and Eve Wills-Wilson joined as Fundraising Assistant Manager to focus on Trust and Foundation applications.



## ***MediCinema Ireland***

In 2022 MediCinema Ireland completed the process of registering as a charity having been registered as a company in 2020. A MediCinema Ireland Board team has now been established with Trish Long, as Chair. Board Members are Grainne Humphreys, Allen Kiernan, Sarah Williams Gavin Worrell and Lawrence Atkinson.

## ***Fundraising***

### **Fundraising Strategy**

In 2023 fundraising in the UK faced continued challenges due to economic uncertainty following Brexit, the fallout from pandemic-related disruptions, and the cost-of-living crisis. These obstacles included reduced disposable income, shifting donor priorities, and increased competition within the digital landscape. Charities had to adapt their strategies to navigate these complexities while maintaining compliance with evolving regulatory frameworks. Traditional fundraising bodies such as Trusts and Foundations saw large increases in applications, as charities themselves had increased demand on their services.

UK film and cinema audiences, a large source of income for MediCinema, increased 5.5% on 2022 but is still 30% behind pre-pandemic figures in 2019. Despite these hurdles, we celebrated continued support from these sectors, recognising their vital role in both funding and raising awareness. While donations through online platforms, the Red Carpet Club, and Nationwide Preview Screenings were strong throughout the year, MediCinema remained sensitive to the position of industry partners while reviving these initiatives and connecting with exhibition partners, old and new, as the industry continues to find stability.

In January 2023, MediCinema appointed Eve Wills-Wilson as Fundraising Assistant Manager who focussed on delivering a strategy focussed on high volumes of applications to small and medium trusts and foundations, re-engaging with historic partners. Mabs Rahman, Development Manager worked relentlessly on the diversification of corporate partners, and individual and major donors in a difficult climate.

MediCinema reached a position by the year-end beyond the original forecast for core expenditure for the year, and record income from cinema-going public who donated through our partnerships with Vue, Cineworld, Curzon, WTW Scott and Abbeygate.

Our strategy also identified an urgent need to ensure we achieve long-term financial sustainability by diversifying our income streams whilst continuing to invest in existing partnerships and areas that we know can be successful. Again, seeing our funding needs covered this year has been key to giving us the resources and confidence to continue to push ahead.

### **Trusts and Foundations**

We reached out to our range of funders who had supported the charity in recent years and increased the volume of applications overall. We received both restricted and unrestricted funding for our MediCinema sites and central office support essential to the running of the charity, and we continue to develop relationships towards multi-year funding where they exist.

MediCinema would like to specifically draw attention to and thank the Julia and Hans Rausing Trust, along with generous contributions from The Rotary Club of Cambuslang, Tesco Stronger Starts, Hadrian Trust, the Shears Foundation, Hospital Saturday Fund, the Atlas Fund supported by Lord and Lady Peter Touche, Ann Rylands Small Grants Programme as part of The Sir Jules Thorn Charitable Trust, and the Masonic Lodge. Additionally, the James T Howat Charitable Trust, Spurgin Charitable Trust, the Portrack Charitable Trust (Electric Shadow Company), The Trades House of Glasgow – Commonwealth Fund, The Barbour Foundation, the Schuh Trust, the Rothley Trust, the National Lottery, the Percy Hedley 1990 Charitable Trust, Allied Vehicles Charitable Trust, and the Marsh Charitable Trust have also made significant contributions.

### **Corporate Partnerships**

The support of our strategic partners enabled MediCinema to end the year with a level of income beyond our forecast.

We were very grateful to our longest-standing strategic partner the Walt Disney Company for their support during their 100th anniversary year of strategic funding including the development of our Moments that Matter delivery programme and fundraising through corporate challenge events.

In March, thanks to a partnership with eOne and many exhibitors across the country we were able to create a Nationwide Preview Screening event with Dungeons and Dragons; Honour Amongst Thieves. Similarly thanks to Paramount Pictures and exhibitors we held a second Nationwide Preview Screening event of Paw Patrol: The Mighty Movie. We would like to thank the following partners without whom these screenings would not have been possible: UKCA, Powster; Vue, Cineworld, Odeon, Everyman, Curzon, Abbeygate, WTWSScott, Reel, Picture House, Showcase, Savoy, The Light. All income from these screenings was donated to MediCinema.



Long-term partner Vue continued to offer their customers the option to donate to MediCinema when purchasing a ticket online. This income stream at 50p per booking continued to prove invaluable in terms of income and profile. And, as one of Cineworld's four newly chosen charity partnerships, our three-month window of support was very successful and included Cineworld on-screen advertising and top-up-at-the till donations from their customers. This will continue in 2024.

MediCinema would also like to thank Anglo Doorstep Collections for a new partnership to support the MediCinema at the Royal Victoria Infirmary in Newcastle and helping to raise awareness about our cause.

The UK Cinema Association continues to give us incredible support to support our growth. We became charity partners with Rooftop and Backyard Cinemas with a range of events, and onscreen advertising. Our long-term supporters Pearl and Dean were able to donate on screen advertising at both ends of the year with all their clients, aiming to help develop MediCinema's profile and seek alliances with cinema advertisers.

Thanks also to:

AKO, Berry Plants, Blue Bolt, BCIS, Cambridge and Counties Bank, CBES, Consilient Health, DDA, Feed Me Light, Fenwick, Happiful, Harkness Screens International, Hatrick, MPLC, Pension Insurance Corporation, Robson Laidler, SOBI, Supernode Global, Tristan Capital Partners, and Twist Health.

## **Hospital Charity Partners**

MediCinema sites in Glasgow, Newport and London continued to be generously supported by hospital charity partners - Glasgow Children's Hospital Charity, Sparkle, Guy's and St. Thomas Charity and CW+. We formed a three-year strategic partnership with Newcastle Hospitals Charity who for the first time are helping to fund the service. Our funding provisions are linked to service delivery at each site. Our hospital charity partners fund the day-to-day running costs of the local sites including Nurses and Cinema Management costs and are the backbone of our service delivery. Without the support, funding and engagement of the respective hospital charities, our sites would not have been able to form the communities of volunteers and nurses that bring such a warm welcome to visiting patients.

## **Individual Giving & Philanthropy**

We extend our heartfelt gratitude to all participants who engaged in many challenge events, generously contributing to our mission. Their dedication and commitment have not only raised vital funds but also generated increased levels of match funding from our corporate partners. The Marathon runner's perseverance raised £19,500 - we thank them for their unwavering support. The Kiltwalk participants, raised £11,000, and the cyclists from Disney and TMS embarked on the London to Brighton journey, doubling their impact with an additional £12,000 donation for the Disney development fund. Our Red Carpet Club London film premiere tickets yielded an impressive £17,000 with a restricted calendar of events due to the writers' strike.

Additionally, our appreciation extends to those corporate partners and individuals who participated in the autumn Prize Draw, contributing £3,500, and to all individuals who made direct donations via our website, collectively raising £38,000.

## **Catriona Yuill's Memorial Tribute**

Catriona memorial tribute page was organised by her best friends Gareth and Kate and the MediCinema team. Catriona's passion for cinema and love for storytelling touched the hearts of all who knew her. Her friends Gareth and Kate beautifully captured her essence as their "Wonder Woman" of the silver screen. Catriona's journey with ovarian cancer was made a little brighter by a personal screening at MediCinema, where she and her friends found solace and joy through the shared cinematic experience. They raised over £6,000 in Catriona's name, and she will always be remembered as part of the MediCinema family.

## **Toby and Lorna**

The TCS London Marathon, a cornerstone fundraising event for MediCinema, showcased incredible dedication from nine runners who collectively raised an impressive £19,500. We extend heartfelt gratitude to each participant for their remarkable efforts in support of our cause. A special commendation goes to Toby Bradon, General Manager of Vue, whose decision to lace up for MediCinema underscores the exceptional support we receive from our strategic partners like Vue. His donations were also matched up to £3,000 from Vue too. Additionally, we recognise Lorna Cook from Walt Disney's CSR team, whose unwavering passion for MediCinema has played a pivotal role in fostering new fundraising initiatives among Disney employees, further enriching our community of supporters.

## Fundraising Practice and Regulation

We communicate with our individual supporters via email, mail and phone calls where appropriate. We recruit new supporters via an advert that would usually play in cinemas – and began its return this year – and through our various corporate partners who promote our cause to their customers. We utilise our social channels and general publicity of our work and initiatives to raise awareness of our services and our impact, encouraging people to become supporters through donating and when possible volunteering. Our main income streams are corporate, hospital partners, trusts and foundations and individual giving with a developing capability in philanthropy fundraising through developing mutually beneficial relationships with supporters. We also raise funds through community, challenge events, in memoriam and legacy activity.

MediCinema is registered with the Fundraising Regulator and seeks to adhere to its principles published in the Fundraising Code of Practice at all times when undertaking fundraising from the public. This includes being legal, open, honest, and respectful, and ensuring that no one who appears to be vulnerable is asked to commit to giving. We have a complaints policy published and received a total of 0 complaints, none of which were escalated to the Fundraising Regulator.



## FINANCIAL REVIEW

	2023	2022
<b>Income</b>	<b>£1,451,639</b>	£1,017,210
<i>Of which, Gifts in kind (head office rental cost, legal advice, license and logistics of films)</i>	<b>£110,889</b>	£125,745
<b>Expenditure</b>	<b>£1,212,420</b>	£1,014,041
<b>Surplus</b>	<b>£239,219</b>	£3,169
<b>Total fixed assets</b>	<b>£525,112</b> (at 31 December 2022)	£536,029 (at 31 December 2022)
<b>Overall assets</b>	<b>£1,972,860</b>	£1,733,641

### ***Investment powers and policy***

Aside from retaining a prudent amount in reserves each year most of the charity's funds are to be spent in the short term so there are few funds for long term investment with the exception of those raised for new MediCinema installations. All funds are remitted to MediCinema head office and held in a Coutts deposit account.

### ***Reserves policy and going concern***

During the year the Trustees reviewed the reserves policy and amended this to hold free reserves to cover the cost of running the cinemas for 6 months, cover central office costs for 3 months and to hold a fund to cover emergency technical updates. The total requirement was revised to £501,000. At 31 December 2023 free reserves totalled £739,300.

In 2021 the trustees designated £275,000 to support new cinema development and new innovations. As part of the review of the policy the Trustees decided to release these funds and establish a new fund to support the refurbishment of the cinema in Newcastle. A total of £75,000 has been allocated.

The trustees have reviewed the circumstances of the charity, its fundraising, financial and cash flow plans, and consider that adequate resources continue to be available to fund the activities of the charity for the foreseeable future. Its cost base has been reviewed and, where possible without affecting service delivery, reduced. The trustees are of the view that the charity is a going concern.

### ***Governance and Management***

#### **Governing Document**

The organisation is a charitable company limited by guarantee, incorporated on June 10 1996 and registered as a charity on September 23 1996. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

## **Appointment of trustees**

As an arts-in-health charity whose work focuses on a broad range of people, the directors seek to ensure that the trustee body is representative and includes members with the relevant skills. The Board consists of members from the film industries as well as members of the medical community.

## **Trustee induction and training**

New Trustees are similarly familiarised with MediCinema and its work and also provided with an induction pack including copies of the main charity documents, latest accounts, strategy document outlining future plans and objectives and a copy of the Commission's guide 'The Essential Trustee'.

Trustees, already familiar with the practical work of the charity, are encouraged to attend a screening at a MediCinema.

## **Organisation**

The trustees meet four times a year and are responsible for the strategic direction and policy of the charity, a scheme of delegation is in place and day-to-day management rests with the Chief Executive who is responsible for ensuring that the charity delivers the services specified.

## **Related parties**

None of our trustees receive remuneration or other benefit from their work with the charity.

## **Pay policy for senior staff**

The Directors consider the Board of Directors, who are the charity's trustees, and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. All trustees give their time freely and no trustees received remuneration in the year. No trustees received payment for expenses in the year.

The pay of senior staff is reviewed annually and against responsibilities, duties and performance as well as the financial position of the charity. In view of the nature of the charity, the Directors benchmark against pay levels in other charities of a similar nature, scope, size and ambition. The remuneration benchmark is the mid-point of the range paid for similar roles adjusted for a weighting for any additional responsibilities. If recruitment has proven difficult in the recent past a market addition is also paid with the pay maximum no greater than the highest benchmarked salary for a comparable role.

## **Risk management**

The trustees have reviewed the major risks to which the charity is exposed. A risk register has been established which is updated annually. Where appropriate, systems or procedures have been established to mitigate the risks across the key areas of Operations, Fundraising, Infrastructure and

Roll-Out and these are periodically reviewed to ensure that they continue to meet the needs of the charity.

The register has identified 2 primary risks:

- Potential incident at a cinema relating to health and/or safeguarding
- The loss of key staff

During 2023 MediCinema undertook a review, in consultation with our hospital partners, of our safeguarding policy and operational policy. Our policies and procedures seek to reduce the risk of health or safeguarding issues for our beneficiaries, however, given the nature of the environment in which we work this risk cannot be fully mitigated.

MediCinema reviewed roles and responsibilities during 2023 in line with our strategic plan. Given the expansion of the charity's services new roles will be recruited in 2024 to support this development. The organisation structure changes will support continued staff development and ensure key roles have succession plans as appropriate.

### ***Trustees' responsibilities in relation to the financial statements***

The charity trustees (who are also the directors of MediCinema for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with application law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application resources. In preparing the 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 application UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to 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 the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

***Statement as to disclosure to our auditors***

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the auditor is unaware, and
- the trustees, having made enquiries of fellow directors and the auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

**Auditor**

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The trustees' annual report has been approved by the trustees on 18 April 2024 and signed on their behalf by

By order of the board of trustees on  
K Williams

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MEDICINEMA

### Opinion

We have audited the financial statements of MediCinema (the 'charitable company') for the year ended 31 December 2023 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 December 2023 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
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

### 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 charitable company 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

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on MediCinema's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other Information**

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, has been prepared in accordance with applicable legal requirements

## **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- 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 financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

## **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes 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 charitable company'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 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## **Capability of the audit in detecting irregularities**

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Board of Trustees, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## **Use of our report**

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Joanna Pittman (Senior statutory auditor)  
10 May 2024  
for and on behalf of Sayer Vincent LLP, Statutory Auditor  
110 Golden Lane, LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

MediCinema

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2023

	Note	Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
<b>Income from:</b>							
Donations and legacies	2	876,768	549,837	<b>1,426,605</b>	513,028	502,188	1,015,216
Charitable activities							
Investments	3	25,034	-	<b>25,034</b>	1,994	-	1,994
<b>Total income</b>		<b>901,802</b>	<b>549,837</b>	<b>1,451,639</b>	<b>515,022</b>	<b>502,188</b>	<b>1,017,210</b>
<b>Expenditure on:</b>							
Raising funds	4	200,755	-	<b>200,755</b>	154,746	-	154,746
Charitable activities							
Operation of Cinemas	4	418,519	593,146	<b>1,011,665</b>	348,779	510,516	859,295
<b>Total expenditure</b>		<b>619,274</b>	<b>593,146</b>	<b>1,212,420</b>	<b>503,525</b>	<b>510,516</b>	<b>1,014,041</b>
<b>Net income / (expenditure) for the year</b>	5	282,528	(43,309)	239,219	11,497	(8,328)	3,169
Transfers between funds		(24,026)	24,026	-	(2,652)	2,652	-
<b>Net movement in funds</b>	15	258,502	(19,283)	<b>239,219</b>	8,845	(5,676)	3,169
<b>Reconciliation of funds:</b>							
Total funds brought forward		555,798	1,177,843	<b>1,733,641</b>	546,953	1,183,519	1,730,472
<b>Total funds carried forward</b>		<b>814,300</b>	<b>1,158,560</b>	<b>1,972,860</b>	<b>555,798</b>	<b>1,177,843</b>	<b>1,733,641</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15a to the financial statements.

**MediCinema****Balance sheet**

Company no. 3210199

**As at 31 December 2023**

	Note	£	2023 £	£	2022 £
<b>Fixed assets:</b>					
Tangible assets	10		<u>525,112</u>		<u>536,029</u>
			<b>525,112</b>		<b>536,029</b>
<b>Current assets:</b>					
Debtors	11	<b>134,505</b>		112,551	
Cash at bank and in hand		<b>1,523,921</b>		<u>1,208,919</u>	
				<b>1,321,470</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	12	<b>(210,678)</b>		<u>(123,858)</u>	
<b>Net current assets</b>			<b>1,447,748</b>		<b>1,197,612</b>
<b>Total net assets</b>			<b>1,972,860</b>		<b>1,733,641</b>
<b>The funds of the charity:</b>					
Restricted income funds	15a		<b>1,158,560</b>		<b>1,177,843</b>
Unrestricted income funds:					
Designated funds		<b>75,000</b>		275,000	
General funds		<b>739,300</b>		<u>280,798</u>	
Total unrestricted funds			<b>814,300</b>		<b>555,798</b>
<b>Total charity funds</b>			<b>1,972,860</b>		<b>1,733,641</b>

Approved by the trustees on 18 April 2024 and signed on their behalf by

Kezia Williams  
Chair

MediCinema

Statement of cash flows

For the year ended 31 December 2023

	Note	2023 £	£	2022 £	£
<b>Cash flows from operating activities</b>					
Net income for the reporting period (as per the statement of financial activities)		239,219		3,169	
Depreciation charges		44,469		45,401	
Dividends, interest and rent from investments		(25,034)		(1,994)	
(Increase)/decrease in debtors		(21,954)		(9,500)	
Increase/(decrease) in creditors		86,820		(13,537)	
<b>Net cash (used in) / provided by operating activities</b>		<b>323,520</b>			<b>23,539</b>
<b>Cash flows from investing activities:</b>					
Dividends, interest and rents from investments		25,034		1,994	
Purchase of fixed assets		(33,552)		(15,644)	
<b>Net cash used in investing activities</b>		<b>(8,518)</b>			<b>(13,650)</b>
<b>Change in cash and cash equivalents in the year</b>		<b>315,002</b>			<b>9,889</b>
Cash and cash equivalents at the beginning of the year		1,208,919		1,199,030	
<b>Cash and cash equivalents at the end of the year</b>		<b>1,523,921</b>		<b>1,208,919</b>	

Analysis of cash and cash equivalents and of net debt

	At 1 January 2023 £	Cash flows £	Other non- cash changes £	At 31 December 2023 £
Cash at bank and in hand	1,208,919	315,002	-	1,523,921
<b>Total cash and cash equivalents</b>	<b>1,208,919</b>	<b>315,002</b>	<b>-</b>	<b>1,523,921</b>

**1 Accounting policies**

**a) Statutory information**

MediCinema is a charitable company limited by guarantee and is incorporated in United Kingdom.

The registered office address is Conybeare House, Guy's Hospital, London, SE1 9RT.

**b) Basis of preparation**

The financial statements have been prepared in accordance with 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 (FRS102) (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

On 17th August 2020 MediCinema Ireland was registered as an Irish company and on 28th July 2022 as a registered charity. MediCinema is the sole member for this company. During 2023 €10,000 was transferred to MediCinema Ireland and no transactions took place during 2022, therefore, consolidated accounts have not been prepared.

**c) Public benefit entity**

The charity meets the definition of a public benefit entity under FRS 102.

**d) Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

**e) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

**f) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**1 Accounting policies (continued)**

**g) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

**h) Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

**i) Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of running the cinemas and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**j) Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 75.41% |
| ● Fundraising          | 21.95% |
| ● Governance costs     | 2.64%  |

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 77.45% |
| ● Fundraising          | 22.55% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

**k) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- |                         |               |
|-------------------------|---------------|
| ● Cinema installations  | 25 years      |
| ● Fixtures and fittings | 4 or 10 years |
| ● Equipment             | 5 years       |

## Notes to the financial statements

## For the year ended 31 December 2023

## 1 Accounting policies (continued)

## l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## o) Pensions

Pension contributions are made by the company in respect of employees' individual personal money purchase pension schemes. The assets of the fund are held separately from those of the charitable company which has no liability under the scheme other than for the payment of contributions.

## 2 Income from donations and legacies

	Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
Individual Donations and Gift Aid	358,218	14,518	<b>372,736</b>	276,645	2,534	279,179
Corporate Donations	461,950	66,134	<b>528,084</b>	224,353	77,749	302,102
Grants	56,600	358,296	<b>414,896</b>	12,030	296,160	308,190
Gifts in kind	-	110,889	<b>110,889</b>	-	125,745	125,745
	<u>876,768</u>	<u>549,837</u>	<u><b>1,426,605</b></u>	<u>513,028</u>	<u>502,188</u>	<u>1,015,216</u>

Gifts in kind represent legal services, office rental and film delivery costs.

## 3 Income from investments

	Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
Interest receivable	25,034	-	<b>25,034</b>	1,994	-	1,994
	<u>25,034</u>	<u>-</u>	<u><b>25,034</b></u>	<u>1,994</u>	<u>-</u>	<u>1,994</u>

MediCinema

Notes to the financial statements

For the year ended 31 December 2023

4a Analysis of expenditure (current year)

	<u>Charitable activities</u>					
	Raising funds £	Running cinemas £	Governance costs £	Support costs £	2023 Total £	2022 Total £
Staff costs (Note 6)	149,013	511,928	17,902	22,063	<b>700,906</b>	554,741
Nurses cost	-	133,431	-	-	<b>133,431</b>	93,803
Direct cinema costs	-	85,750	-	-	<b>85,750</b>	106,202
Fundraising costs	24,015	-	-	-	<b>24,015</b>	15,797
Communication costs	-	29,947	-	-	<b>29,947</b>	2,357
Finance	-	-	-	26,970	<b>26,970</b>	30,195
IT	-	-	-	20,490	<b>20,490</b>	15,007
General office	-	-	-	24,573	<b>24,573</b>	14,653
Governance	-	-	10,980	-	<b>10,980</b>	10,140
Depreciation	-	44,469	-	-	<b>44,469</b>	45,401
Gifts in kind	-	110,889	-	-	<b>110,889</b>	125,745
	<b>173,028</b>	<b>916,414</b>	<b>28,882</b>	<b>94,096</b>	<b>1,212,420</b>	<b>1,014,041</b>
Support costs	20,655	70,959	2,482	(94,096)	-	-
Governance costs	7,072	24,292	(31,364)	-	-	-
<b>Total expenditure 2023</b>	<b>200,755</b>	<b>1,011,665</b>	<b>-</b>	<b>-</b>	<b>1,212,420</b>	
Total expenditure 2022	154,746	859,295	-	-		<b>1,014,041</b>

MediCinema

Notes to the financial statements

For the year ended 31 December 2023

4b Analysis of expenditure (previous year)

	<u>Charitable activities</u>				
	Raising funds £	Running cinemas £	Governance costs £	Support costs £	2022 Total £
Staff costs (Note 6)	116,770	405,823	15,960	16,188	554,741
Nurses cost	-	93,803	-	-	93,803
Direct cinema costs	-	106,202	-	-	106,202
Fundraising costs	15,797	-	-	-	15,797
Communication costs	-	2,357	-	-	2,357
Finance	-	-	-	30,195	30,195
IT	-	-	-	15,007	15,007
General office	-	-	-	14,653	14,653
Governance	-	-	10,140	-	10,140
Depreciation	-	45,401	-	-	45,401
Gifts in kind	-	125,745	-	-	125,745
	<u>132,567</u>	<u>779,331</u>	<u>26,100</u>	<u>76,043</u>	<u>1,014,041</u>
Support costs	15,970	57,577	2,496	(76,043)	-
Governance costs	6,209	22,387	(28,596)	-	-
<b>Total expenditure 2022</b>	<b><u>154,746</u></b>	<b><u>859,295</u></b>	<b><u>-</u></b>	<b><u>-</u></b>	<b><u>1,014,041</u></b>

## Notes to the financial statements

## For the year ended 31 December 2023

**5 Net income / (expenditure) for the year**

This is stated after charging / (crediting):

	2023 £	2022 £
Depreciation	44,469	45,401
Auditor's remuneration (excluding VAT): Audit	9,150	8,200
	<u>44,469</u>	<u>45,401</u>
	<u>9,150</u>	<u>8,200</u>

**6 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2023 £	2022 £
Salaries and wages	623,101	501,278
Social security costs	58,176	40,678
Employer pension contributions	19,629	12,785
	<u>623,101</u>	<u>501,278</u>
	<u>58,176</u>	<u>40,678</u>
	<u>19,629</u>	<u>12,785</u>
	<u>700,906</u>	<u>554,741</u>

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2023 No.	2022 No.
£60,000 – £69,999	1	1
£70,000 – £79,999	-	1
£80,000 – £89,999	1	-
	<u>1</u>	<u>-</u>

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £298,366 (2022: £258,663).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2022: Nil. No charity trustee received payment for professional or other services supplied to the charity (2022: £Nil).

**7 Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was 18 (2022: 16).

Staff are split across the activities of the charity as follows (full time equivalent basis):

	2023 No.	2022 No.
Raising funds	3.0	3.0
Operation of Cinemas	15.0	13.0
	<u>3.0</u>	<u>3.0</u>
	<u>15.0</u>	<u>13.0</u>
	<u>18.0</u>	<u>16.0</u>

**8 Related party transactions**

The charity received a donation of £1,000 (2022: £1,000) from DDA Public Relations Ltd. Lawrence Atkinson is a director of this company.

Showcase Cinemas (National Amusements (UK) Limited) participated in the National Preview Screening of Paw Patrol in October 2023 donating £5,836.46. Crispin Lilly is a director of this company.

There are no other donations from related parties which are outside the normal course of business and no restricted donations from related parties.

**9 Taxation**

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**10 Tangible fixed assets**

	Cinema installations £	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>				
At the start of the year	779,630	297,814	258,165	<b>1,335,609</b>
Additions in year	-	4,515	29,037	<b>33,552</b>
Disposals in year	-	-	-	-
At the end of the year	<u>779,630</u>	<u>302,329</u>	<u>287,202</u>	<u><b>1,369,161</b></u>
<b>Depreciation</b>				
At the start of the year	277,267	274,802	247,511	<b>799,580</b>
Charge for the year	31,261	8,993	4,215	<b>44,469</b>
Disposals in year	-	-	-	-
At the end of the year	<u>308,528</u>	<u>283,795</u>	<u>251,726</u>	<u><b>844,049</b></u>
<b>Net book value</b>				
At the end of the year	<u>471,102</u>	<u>18,534</u>	<u>35,476</u>	<u><b>525,112</b></u>
At the start of the year	<u>502,363</u>	<u>23,012</u>	<u>10,654</u>	<u>536,029</u>

All of the above assets are used for charitable purposes.

**11 Debtors**

	2023 £	2022 £
Trade debtors	12,705	-
Prepayments and accrued income	121,800	112,551
	<u>134,505</u>	<u>112,551</u>

## 12 Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	11,546	8,742
Taxation and social security	21,167	17,734
Other creditors	2,308	2,773
Accruals and deferred income	175,657	94,609
	<u>210,678</u>	<u>123,858</u>

## 13 Deferred income

Deferred income comprises amounts received in 2022 relating to 2023

	2023 £	2022 £
Balance at the beginning of the year	59,801	60,821
Amount released to income in the year	(57,577)	(38,520)
Amount deferred in the year	37,500	37,500
Balance at the end of the year	<u>39,724</u>	<u>59,801</u>

## 14a Analysis of net assets between funds (current year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	-	-	525,112	525,112
Net current assets	739,300	75,000	633,448	1,447,748
<b>Net assets at 31 December 2023</b>	<u>739,300</u>	<u>75,000</u>	<u>1,158,560</u>	<u>1,972,860</u>

## 14b Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	-	-	536,029	536,029
Net current assets	280,798	275,000	641,814	1,197,612
<b>Net assets at 31 December 2022</b>	<u>280,798</u>	<u>275,000</u>	<u>1,177,843</u>	<u>1,733,641</u>

## Notes to the financial statements

## For the year ended 31 December 2023

## 15a Movements in funds (current year)

	At 1 January 2023 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2023 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	17,500	86,008	(85,728)	(7,005)	10,775
Chelsea and Westminster Hospital	-	91,454	(91,454)	-	-
Southern General Hospital Glasgow	18,293	91,057	(83,752)	(2,521)	23,077
Serennu Children's Centre	-	14,168	(14,168)	-	-
St Thomas's Hospital	6,707	9,894	(26,497)	9,896	-
Guy's Hospital	9,896	93,583	(93,583)	(9,896)	-
Disney Moments that Matter	-	20,708	(13,829)	-	6,879
Disney fundraising pot	-	12,000	-	-	12,000
Capital fund	589,418	20,076	(28,777)	-	580,717
Gifts in kind	-	110,889	(110,889)	-	-
Fixed Assets	536,029	-	(44,469)	33,552	525,112
<b>Total restricted funds</b>	<b>1,177,843</b>	<b>549,837</b>	<b>(593,146)</b>	<b>24,026</b>	<b>1,158,560</b>
<b>Designated funds:</b>					
Refurbishment	-	-	-	75,000	75,000
Strategic Development	275,000	-	-	(275,000)	-
<b>Total designated funds</b>	<b>275,000</b>	<b>-</b>	<b>-</b>	<b>(200,000)</b>	<b>75,000</b>
<b>General funds</b>	<b>280,798</b>	<b>901,802</b>	<b>(619,274)</b>	<b>175,974</b>	<b>739,300</b>
<b>Total unrestricted funds</b>	<b>555,798</b>	<b>901,802</b>	<b>(619,274)</b>	<b>(24,026)</b>	<b>814,300</b>
<b>Total funds</b>	<b>1,733,641</b>	<b>1,451,639</b>	<b>(1,212,420)</b>	<b>-</b>	<b>1,972,860</b>

The narrative to explain the purpose of each fund is given at the foot of the note below.

# MediCinema

## Notes to the financial statements

### For the year ended 31 December 2023

#### 15b Movements in funds (prior year)

	At 1 January 2022 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2022 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	10,471	43,592	(36,563)	-	17,500
Chelsea and Westminster Hospital	-	81,376	(81,376)	-	-
Southern General Hospital Glasgow	11,137	62,234	(55,078)	-	18,293
Serennu Children's Centre	-	12,514	(12,514)	-	-
St Thomas's Hospital	6,707	-	-	-	6,707
Guy's Hospital	-	106,970	(84,082)	(12,992)	9,896
Disney Moments that Matter	-	68,737	(68,737)	-	-
Capital fund	589,418	1,020	(1,020)	-	589,418
Gifts in kind	-	125,745	(125,745)	-	-
Fixed Assets	565,786	-	(45,401)	15,644	536,029
<b>Total restricted funds</b>	<b>1,183,519</b>	<b>502,188</b>	<b>(510,516)</b>	<b>2,652</b>	<b>1,177,843</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Strategic Development	275,000	-	-	-	275,000
Total designated funds	275,000	-	-	-	275,000
<b>General funds</b>	<b>271,953</b>	<b>515,022</b>	<b>(503,525)</b>	<b>(2,652)</b>	<b>280,798</b>
<b>Total unrestricted funds</b>	<b>546,953</b>	<b>515,022</b>	<b>(503,525)</b>	<b>(2,652)</b>	<b>555,798</b>
<b>Total funds</b>	<b>1,730,472</b>	<b>1,017,210</b>	<b>(1,014,041)</b>	<b>-</b>	<b>1,733,641</b>

#### Purposes of restricted funds

The restricted funds relate to grants and income and expenditure for the operational cost of each MediCinema.

Grants and income received to contribute towards the running costs of the MediCinema at Royal Infirmary Hospital, Newcastle:

	2023 £	2022 £
Hadrian Trust	2,000	2,000
Fenwick Limited	2,000	-
The Hospital Saturday Fund	2,000	5,000
Postcode Neighbourhood Trust	-	12,000
The Julia & Hans Rausing Trust	16,350	-
The Shears Foundation	5,500	-
The Barbour Foundation	2,000	-
Robson Laidler	2,000	-
Anglo Doorstep Collections	6,000	-
Newcastle Hospitals Charity	42,452	20,608
The Percy Hadley 1990 Charitable Trust	1,000	-
Rothley Trust	1,000	-
Other small grants and individual donations	3,706	3,984
	<b>86,008</b>	<b>43,592</b>

Grants and income received to contribute towards the running costs of the CW+ MediCinema at Chelsea and Westminster Hospital:

	2023 £	2022 £
CW+	91,054	81,376
Other small grants and individual donations	400	-
	<b>91,454</b>	<b>81,376</b>

**Purposes of restricted funds (continued)**

Grants and income received to contribute towards the running costs of the MediCinema at Southern General, Glasgow:

	2023 £	2022 £
Glasgow Children's Hospital Charity	41,485	49,172
The Julia & Hans Rausing Trust	15,154	-
National Lottery	10,000	-
Kilpatrick Fraser	-	2,112
Merchant House of Glasgow	-	6,000
CBES Limited	5,000	-
The Schuh Trust	4,000	4,000
Allied Vehicles Charitable Trust	1,000	-
Trades House of Glasgow Commonweal Fund	1,016	-
Kiltwalk	10,023	-
Other small grants and individual donations	3,379	950
	<b>91,057</b>	<b>62,234</b>

Grants and income received to contribute towards the running costs of the Serennu Childrens' Centre:

	2023 £	2022 £
Sparkle	14,168	12,514
	<b>14,168</b>	<b>12,514</b>

Grants and income received to contribute towards the running costs of the MediCinema at St Thomas's Hospital:

	2023 £	2022 £
Guy's and St Thomas's Charity	9,894	-
Other small grants and individual donations	-	-
	<b>9,894</b>	<b>-</b>

Grants and income received to contribute towards the running costs of the MediCinema at Guy's Hospital:

	2023 £	2022 £
Guy's and St Thomas's Charity	93,583	87,571
Merchant Taylors	-	6,407
Rose Foundation	-	5,000
Gifts in kind	-	7,992
	<b>93,583</b>	<b>106,970</b>

During 2022 work was undertaken at Guy's hospital to widening the entry to allow bed access. This work was funded by the Rose Foundation and gifts in kind from building contractors.

Disney supports the costs of production activity packs to create moment that matter for children in hospital.

Disney donated £12,000 during 2023 to support the development of joint fundraising opportunities.

The capital fund is income to fund the development of future MediCinemas.

**Purposes of designated funds**

The Trustees reviewed the reserves policy during 2023 and released the strategic development fund. A new fund to support the refurbishment of the cinema at Royal Victoria Infirmary, Newcastle was established.

**16 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

and we're planning to double our MediCinema sites and triple the annual number of people we reach.

**A GOOD FILM ENJOYED TOGETHER MAKES EVERYONE FEEL BETTER**

MEDICINEMA  
*feel better with film* 

MEDICINEMA   
*feel better with film*

**MEDICINEMA**

England & Wales - Charity number 1058197

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# Accounts

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**MEDICINEMA**  
(A COMPANY LIMITED BY GUARANTEE)

Trustees Report and Financial Statements  
For the year ended 31 December 2022



Charity registration no 1058197 (England and Wales)

Charity registration no SC039704 (Scotland)

Company registration no 3210199 (England and Wales)



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## *Message from the CEO*

### **To all our stakeholders**

As a charity delivering a service within NHS hospitals, the presence of COVID-19 continued to impact our operations significantly across the first half of the year. With infection control protocols varying in line with the movement of COVID-19 rates at the time, we needed to work flexibly to sustain our screenings, and ensure that wherever possible we could bring much needed positive time outside of the wards to patients and their families. We were also able to continue to run our emergency bedside film service until the end of the first quarter. My sincere thanks and respect to our managers, nurses, volunteers, and our NHS partners who pulled together to support the continuity of our service at such a challenging time.

The pandemic, combined with significant cost of living pressures has cut across many charities' fundraising activities in 2022. And as MediCinema is deeply rooted in the film and cinema sector, several of our partners continued to be impacted by such a disrupted market and therefore some successful fundraising mechanisms and activations which had been in place pre-COVID-19 had not fully returned in the way we had initially hoped.

Nonetheless we were able use our time and resources carefully, in a way that would give us the best chance of taking advantage of recovery and opportunities to increase our screening frequency and utilisation of cinema spaces. This included investing in new CRM systems in support of fundraising, overhaul of our website, and carefully planned investment in additional staff to support service growth.

I'm pleased to say that by the middle of the year we started to see very positive movement in several areas. We were able to work with our strategic partner Disney to bring Lightyear, complete with a cast visit to the CW+ MediCinema at the Chelsea & Westminster Hospital and red-carpet screenings at our other sites. This was followed closely by a partnership with Thor Love & Thunder, alongside Vue's click-to-donate mechanism, generating additional income through match-funding and realising very welcome publicity via key talent support. These terrific initiatives gave us not only valuable visibility, but also the momentum to re-open more industry conversations focused on future partnerships.

With the main objective to restore attendee capacity, were thrilled when we could once again open screenings to more than one family at a time in the Glasgow MediCinema in June, for the first time since before the pandemic.

Louis had urgent brain surgery at Glasgow's Royal Hospital for Children. His mum Joanne told us, "You can feel totally separated from the real world in hospital, but MediCinema was a really grounding experience for us, especially since we were in long-term. That time away from the ward environment gives children something other than their illness to focus on and gives them the space to be a normal kid. It's a huge thing, as just feeling happier has the power to make you feel a lot less poorly."

We were subsequently able to increase the number of screenings held at each MediCinema site, as well as the number of patients we were allowed to accommodate - taking social distancing into consideration. It is particularly gratifying therefore that we had an incredible 10,112 patients coming through our doors to watch films in comparison to 2021's 3728 – an increase of 171%.

Beyond screenings, we were able to support paediatric patients, and hospital play services in other ways, and with our partner Disney we continue to design and distribute thousands of film related activity packs to hospitals, with content tailored to help increase resilience.

Altogether I'm very proud to report that MediCinema's small team provided 41,806 experiences to people in NHS hospitals and places of care in 2022.

With the film and cinema industry feeling more buoyant and optimistic we were extremely grateful to be able to re-introduce our Nationwide Preview Screening initiative which had been very successful pre-COVID-19. Thanks to the many Exhibition partners and Sony Pictures, a one-off charity preview of the sing-along version of Roald Dahl's Matilda the Musical was held on a Saturday in December at 200 cinemas across the country, taking the MediCinema message to many new supporters. Additionally, I'm proud to say that we finished the year with our most successful Christmas Campaign to date, in doing so re connecting with many historic supporters, as well as creating new relationships.

Improving patient experience is at the heart of the NHS strategy. Our foremost stated Value is to have patient care at the heart of everything we do, putting their emotional wellbeing at the forefront of our services, giving them and their families an experience which brings valuable and impactful positivity to their time in hospital. Thanks to the generosity of our partners and the public we have ended 2022 in a financially stable position, and one which will afford us the best possible opportunity to further expand service provision in the years ahead to reach more NHS hospital patients and those closest to them.

With warmest regards to you all,

**Colin Lawrence, CEO**



## Message from the Chair

2022 continued to be very challenging in the face of COVID-19, and the emerging cost-of-living crisis. In this context it makes me even more proud that the MediCinema team have been able to deliver an increased number of film screenings and additional impactful services to NHS patients and their families, whilst also growing income to support new initiatives.

We recognise that hospitals are consistently under pressure and that the health sector continues to experience turbulent times. However, this is where MediCinema is at its best. It has been particularly gratifying to see the support that many clinical teams have been able to give to the charity, directly witnessing the benefits MediCinema has on patient experience and the wider hospital community.

Across the year, we worked as a team to consider how the Board can best support the charity and I was pleased to welcome three new members at our October Board Meeting. We are delighted to be working with Helga Charters, Associate Director Nursing for Children and Young People at The Great North Children's Hospital, Newcastle's Royal Victoria Infirmary, Gavin Worrell, Group Chief Financial Officer and Chief Operating Officer at Pearl & Dean, and Alex Lewis, Senior Vice President Marketing at Warner Bros. Discovery - all of whom will add a wealth of experience and passion to the board.

Whilst the external economic environment remains challenging, our role in ensuring MediCinema's sustainability is at the core of our strategic planning and will be central throughout the year.

I would like to thank the senior team for making great inroads in this direction, bringing on new staff and moving quickly, not only to introduce additional targeted screenings, but also to open up exciting discussions for new sites and for sustainable and diversified partnerships.

On behalf of the Board, I look forward to seeing the continued growth of the charity this year with returning and new opportunities coming back to the fore.

With warm regards

**Kezia Williams, Chair**





## REFERENCE AND ADMINISTRATIVE DETAILS

Charity number (England and Wales)	1058197
Charity number (Scotland)	SC039704
Company number	3210199
Registered Office	Conybeare House, Guy's Hospital, London, SE1 9RT

### ***Our advisors***

Auditors	Sayer Vincent, Invicta House, 108-114 Golden Lane, London EC1Y 0TL
Bankers	Coutts & Co, 440 Strand, London, WC2R 0QS
Solicitors	Akin Gump Strauss Hauer & Feld LLP, Bishops Square, Spitalfields, London E1 6EG

### ***Directors and trustees***

The directors of the charitable company (the charity) are its trustees for the purpose of charity law. The trustees and officers serving during the year and since the year end were as follows:

Chair	K Williams
Elected Trustees	L Atkinson S Bristow M Burbidge (Deputy Chair, Treasurer) H Charters (appointed 20 October 2022) P Hoy (resigned 8 December 2022) A Lewis (appointed 8 December 2022) C Lilly S Morrill G Worrell (appointed 20 October 2022)
Secretary	L Bridger

### ***Key management personnel***

Chief Executive	Colin Lawrence
Chief Operating Officer	Paul Giggall
Director of Communications	Lysette Cohen
Director of Development	Jamie Lynch (appointed May 2022)

## REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 December 2022

The trustees present their report and accounts for the year ended 31 December 2022.

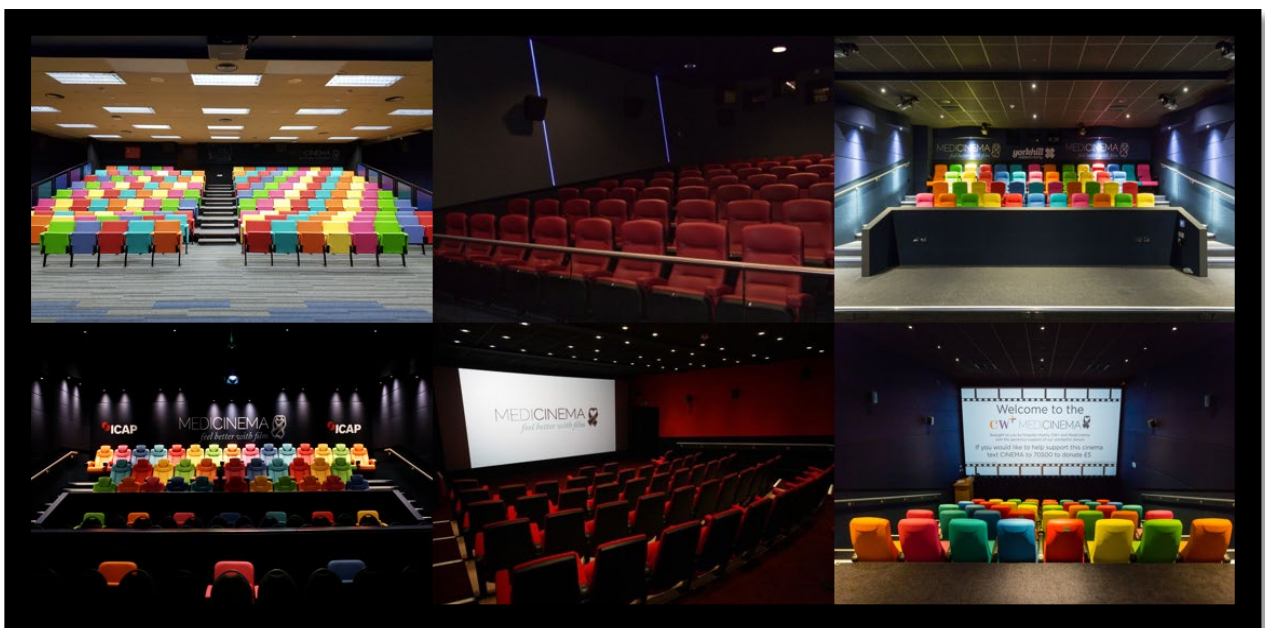
The accounts have been prepared in accordance with the accounting policies set out in Note 1 and comply with the charity's memorandum and articles of association, *the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard application in the UK and Republic of Ireland (FRS 102)*.

### ***Our objectives and activities***

The object of MediCinema is the relief of sickness, infirmity and old age by providing cinematic and kindred entertainment in hospitals, hospices, residential establishments and other establishments of a similar nature; and the promotion of any other charitable purpose for the relief of sick, infirm or elderly patients or residents as the trustees shall from time-to-time think fit. The charity aims to enrich the quality of life in hospitals and places of care for patients young and old by screening, free of charge, current cinema releases in an on-site cinema, away from the ward.

We currently have six MediCinemas in the following locations:

- MediCinema at the Royal Victoria Infirmary, Newcastle
- MediCinema at the Serennu Children's Centre, Newport
- The ICAP MediCinema at Guy's Hospital, London
- The Yorkhill MediCinema at Southern General Hospitals (Royal Hospital for Children & Queen Elizabeth University Hospital), Glasgow
- CW+ MediCinema at Chelsea and Westminster Hospital, London
- *MediCinema at St. Thomas' Hospital, London (now under reconstruction)*



MediCinemas are designed to accommodate wheelchairs and hospital beds to support as many patients as possible. Patients using the MediCinemas include those with drips and on respirators; those recovering from operations; undergoing chemotherapy or dialysis; and many, many more. As well as being looked after by our volunteers and cinema managers, patients receive constant medical care from our nurses who attend screenings throughout. Safeguarding and care are central to MediCinema's offering, and our resourcing arrangements reflect this.

Families and carers are welcome to attend alongside patients, ensuring that the cinema offers an opportunity for patients to escape the isolation of their wards and spend quality time with their loved ones outside of the medical setting, in the 'normal' activity of going to the cinema. Of course, this changed during COVID-19 when no or very few visitors were allowed and in some cases during 2022 we continued to hold either personal or socially distanced screenings. From June onwards all our cinemas were open though with COVID-19 protocols agreed with the hospitals.

Outside of the MediCinemas' use as cinemas, we work in partnership with the Hospital Trusts and partner organisations to ensure the best usage of the space throughout the year. Pre-COVID-19 this has included supporting medical teaching and training, clinical multi-disciplinary meetings, external and internal lectures and meetings, as well as other arts and entertainment activities as part of the non-clinical support of patients. We are looking again now at how our spaces are best used, including applied screenings for specific patient groups.

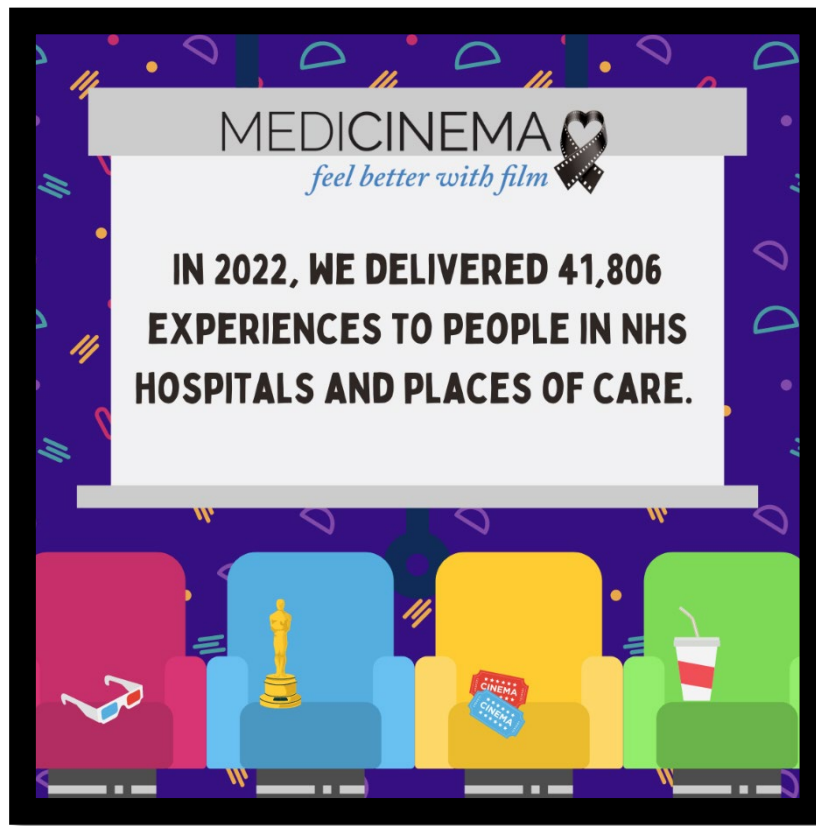
MediCinema's work benefits all patients signed off by the medical staff as well enough to attend screenings under the care of the dedicated nurses, their families, and carers. In addition, MediCinema has a wider benefit to carers, families, and staff in our sites of operation, as well as to our own staff and volunteers. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance *Public Benefit: Running a Charity (PB2)*.

The trustees have considered these matters and concluded:

- 1) that the aims of the organisation continue to be charitable;
- 2) that the aims and the work done give identifiable benefits to the charitable sector and both indirectly and directly to individuals in need;
- 3) that the benefits are for the public, are not unreasonably restricted in any way and certainly not by ability to pay; and
- 4) that there is no detriment or harm arising from the aims or activities.



## ***Achievements and Performance***



**More than 208,000 cinema experiences given by MediCinema since the charity started in 1999**

**In 2022 we delivered 41,806 film-related experiences to people in NHS hospitals and places of care. This is comprised of:**

- **24.2%** through **core MediCinema screenings**  
**10,112 attendees** at **1033 cinema screenings** – **209 of which were personal screenings**
  - **An increase in attendees of 171% compared to 2021 attendees**
  - **An increase in screenings of 57% compared to 2021 screenings**
- **20.3%** through **free bedside screen service** (ended March 31<sup>st</sup> 2022)  
**8494 users** who watched **25,599 hours** on the **Hospedia bedside service**
- **55.5%** through **Moments that Matter resilience-building activity packs**  
**23,200 Moments that Matter activity packs** to **30 hospitals and places of care**

In 2022 we continued to deliver our core and newer services to patients. Having pivoted to launch a new free bedside film channel in 2020 when our cinemas had to quickly shut, this emergency channel ceased transmission on March 31<sup>st</sup> 2022. Throughout the year we were able to increase the number of screenings and patients allowed in the hospital cinemas.

The delivery of these services took place with note to changes within the NHS operating environment.



Due to infection risk, **Mali** couldn't attend the special Lightyear preview screening we had for other patients.

So along with the ward staff, the infection control team and our partners at Disney, a screening was organised just for him and his mum at the Chelsea and Westminster CW+ MediCinema.

## ***Supporting patients and their families through the power of film***

### **Cinema screenings**

From the start of 2022 there were changes to COVID-19 regulations across the country. We continued to work closely with our hospital partners and throughout this time were able to increase capacity at the cinemas in line with infection-control protocols. In the Glasgow MediCinema at Southern General Hospital we ran personal screenings only until June when we were able to open fully again for paediatric patients, and in August for adult patients - for the first time since March 2020.

## Brooke

Nine-year-old Brooke was suddenly diagnosed with an extremely rare and serious spinal disorder at Glasgow's Royal Hospital for Children. Two days before Christmas her family had to make the very



serious decision for her to have a tracheostomy – an operation that would allow her to breathe again. Her mum Paula told us:

“I can't put into words how strong she has been through it all. **Not just facing these terrible physical challenges, but the mental ones too that come with being immobilised in hospital** with a debilitating condition, miles away from home. This is why I am so thankful that MediCinema came into our life when it did.

From the very first visit, MediCinema transported Brooke away from the hospital environment and gave all of us a feeling of normality that we'd been missing the entire time we'd been in hospital. **It was the biggest mood**

**booster imaginable.** In the PICU, every day is the same for Brooke - physio, meds, and school, followed by more physio – nothing ever changes, and so going to MediCinema suddenly gave us a brand new focus and a real break from the bed day. **Rather than feeling anxious about the future, we now had something 100% positive and joyful to talk about and look forward to every day.**”

## First Adult patient screening at the Glasgow MediCinema since March 2020.

The first adult patients back in the Glasgow MediCinema in August for the first time were from the National Spinal Unit, for a screening of Top Gun: Maverick.



**“The patients have really missed the opportunity of being able to come to the MediCinema during the Pandemic, it’s amazing it is open for them again, there’s such a buzz about it!”** said Laurie, the Senior Charge Nurse of the Unit.”

### **The MediCinema free to use bedside film channel comes to an end**

Our free bedside film channel, ideated and launched by our Operations team just one month after lockdown in 2020, meant that patients, the majority of whom were on their own on the wards unable to receive visitors due to COVID-19 restrictions, could at least immerse themselves in a good film. Although the service came to an end on March 31<sup>st</sup> 2022, it had still been very popular with patients, with positive impact made to their hospital experience.

### **Isla**



**“Mental health is so important when you’re in hospital. Sitting staring at the walls, with machines beeping all day long, can drive you insane,”** Isla’s Dad Terry told us. “It’s an environment where you feel really confined and constrained, which is twice as hard on children, like Isla - who just wanted to be back home spending time with her

**friends. We were really thankful to have the MediCinema film channel on the bedside screens available to us too, as it provided an immediate escape from the busy ward.”**

This service was made possible thanks to the partnership with Hospedia, the leading supplier of hospital bedside screens, non-theatrical film distributors Filmbankmedia and the support of our theatrical film distributor partners. Two films were played each week and were on rotation every two hours. This bedside film channel was available in eight hospital sites.

### **Moments that Matter Activity Packs for children**

Throughout the COVID-19 crisis MediCinema, together with its long-term partner The Walt Disney Company, has been designing and distributing activity packs with extra-special meaning to children in hospitals and hospices. While visitors have been severely restricted, these colourful packs based on everyone’s favourite Disney characters are designed to help foster positive feelings, increase confidence, help build emotional resilience and reduce isolation during a period in which connecting with others is even more challenging.

- **23,200 packs delivered**
- **30 hospitals reached**
- **Three of the most popular and impactful Disney activity packs were reprinted and distributed:  
Marvel, Frozen II and Moana.**

"The packs are an incredibly helpful tool in opening up conversations about potentially emotional subjects. When the focus is on a task, it is sometimes easier for a child to start talking about how they are feeling. The Inside Out packs, for example, allow workers to take a narrative approach to talking about the influence of different emotions on their lives, without feeling judged or blamed in any way."

Heather Borrill, Consultant Clinical Psychologist, Royal Victoria Infirmary



## ***Impact***

A visit to one of our MediCinemas gives a much-needed opportunity to leave the wards and medical environment for a short while to enjoy the shared experience of watching a film with others. This might be the only opportunity that patients and their families have to spend time away from the ward setting doing something that feels 'normal' and which is focussed away from their medical issues. It is time together that really matters to them and their loved ones.



## **Patient stories**

The most valuable feedback we get is from collecting case studies – the stories our beneficiaries tell us about the difference we have made to them and their families' lives. The following case studies demonstrate the impact our services have on patients. Here are just a few from the many received throughout the year:

## Grace



“It was extremely difficult for us to see Grace that unwell - she had become bedbound and needed a feeding tube – and we had no idea how we could help her,” her mum Shona told us. **“It was the scariest feeling waking up every day not knowing what was wrong,** but we appreciated that the doctors at Glasgow’s Royal Hospital for Children were always upfront about her progress with us. At last, we had a diagnosis and were told that she had Miller Fisher syndrome - a very rare form of Guillain-Barré, and a serious

autoimmune disease, which affects the nerves. Grace would get better, but it would take time as she would need to learn to walk again.

“We ended up staying in hospital for four weeks, but since coming home Grace has really flourished being in a familiar environment and I see improvements in her every day. **It’s also shown our family just how important MediCinema was to Grace during those long weeks in hospital; it gave her a sense of normality, which makes all the difference to a child’s recovery.** I am so grateful that the play specialist recommended MediCinema for us when we arrived; Grace was so excited to visit, but a little worried she wouldn’t be allowed because she was too weak to sit up. The MediCinema team assured us that it wouldn’t be a problem, Grace could stay in her bed the whole time and simply lie back and enjoy the film. But Grace didn’t just lie back... **she bed-danced non-stop to the songs in the film, having the time of her life! After being so debilitated by the disease, it was just amazing to see her back to her usual self, completely care-free and happy.**”

## Sharron



“I have Multiple Sclerosis and regularly suffer from terrible orthopaedic and disc pain,” Sharron told us. “And whilst travelling through London, I was in so much discomfort that I had no choice but to divert to the closest hospital, Chelsea & Westminster, for urgent care. It was very difficult being bedbound with little to distract from the monotony of the hospital routine. Discovering the MediCinema was a godsend. **It was a wonderful experience and ultimately one of the main reasons why I decided not to return to my local hospital when I required further treatment a month later.**”

“It was like a hidden gem at the heart of the hospital. **I truly believe that MediCinema brings wellness to your body, mind and spirit. When you’re feeling sick and are given the chance to feel normal again, it has a really, really important impact on your mental health. I returned to the ward with an incredible sense of calm.** On my next hospital stay I told the woman in the bed opposite me all about my experience, and we went along to see a film together like sisters in arms! MediCinema really brings everyone together- whether they’re your family, friends, strangers or staff. I loved being able to share the experience with a new friend.”

## Daniel



Mum Claire told us, “Just before Christmas, my twelve-year-old son, Daniel, suffered a stroke and was admitted to Newcastle Royal Victoria Infirmary for emergency brain surgery. Daniel is the last person we’d have thought something like this could happen to – he was the fittest, healthiest, and most driven little boy you could imagine. The doctors explained that he had weakened blood vessels - an issue thousands of people experience without ever realising - and that they had burst, causing a sudden stroke that we could never have seen coming.

“We couldn’t believe our eyes when Daniel’s bed was wheeled in and we saw the size of the screen. It honestly blew my mind – it was like a regular cinema had been concealed away within the hospital. The best thing though is that whilst the MediCinema looks like a normal cinema, it also feels like a proper family day-out too. **There were no machines beeping, or**

constant reminders for medication, it was brilliant; we felt like we could take a deep breath for the first time since arriving in hospital and just relax.

“You never know when something like this is going to happen to you and for us, **MediCinema brought our family together and gave us an escape when we needed it most. When you’re going through such a horrible time even just a little bit of normality can feel like a lifeline.**”

### Colin



“As a supply teacher, I use a scooter to get around London quickly and easily for my job, so it came as a nasty shock when one day I had an accident,” Colin told us. Badly injured, he was rushed to Chelsea and Westminster hospital where he received treatment for his knee and shoulder. “I live on a houseboat surrounded by nature and am frequently on the move, so it was really difficult to suddenly find myself confined to a hospital bed for days on end with

nothing to do. **I was overjoyed to discover the MediCinema and be able to watch films; it became a cathartic escape from the ward and an unbelievable lift to my spirits.**

“Even though I couldn’t get out of bed at the time, I didn’t have to miss out. A lovely volunteer carefully collected me from my ward, and I was wheeled into the wonderful, colourful world of MediCinema. **As soon as the film started, I was able to let my imagination take over and it became an escape from the harsh reality of pain and uncertainty.**

“In hospital you feel disconnected from your normal self, and it becomes all too easy to dwell on gloomy thoughts; you have nothing to take your mind off the pain and it can be really difficult to keep a positive outlook on life. I saw lots of films during my stay and always knew that a group of friendly faces and a new, exciting film would be waiting for me in the MediCinema. Every time, I came back to my ward feeling exhilarated. **My mood was completely transformed. It really made such a difference to my time in hospital, and I couldn’t have asked for a better experience.**”

## Charles



Mum Jane told us, “My son Charles is now 11 years old and has been coming to the MediCinema at the Serennu Children’s Centre since he was 4. It has been a huge part of his growing up. He can’t go to a regular cinema because of the loud noises and bangs in films, but at MediCinema he knows he is safe. School is a major challenge for him too, but when we’re at **MediCinema Charles can just tune off and be himself, knowing he trusts all the people around him.**

**When you have a child with Special Educational Needs and Disabilities there’s not a lot of activities available for families, and you don’t always feel welcome places, but at MediCinema we always feel celebrated as a family.**

MediCinema means that Charles doesn’t have to miss out on watching films like other children his age – he can say to his friends at school that he’s seen all the latest movies, and it puts them on

the same level. **A lot of the children at the Centre have severe disabilities and might make noise during the film, but it goes over Charles’s head because everyone there is in the same boat. The children know that they can enjoy themselves without being looked at differently.”**

## Gathering and evaluating feedback

### Screenings

We were able to re-introduce patient cinema feedback surveys in Summer 2022 for the first time since 2019 due to COVID-19. From these we saw consistently positive outcomes on the benefits of the MediCinema:

**53% patients** said they believed attending **the MediCinema reduced their pain**

**97% of patients** said the MediCinema **made them feel better**

**97% of patients** said the MediCinema made a **‘massive’ or ‘big’ positive difference to their hospital experience**

**97% of patients** said the MediCinema **helped reduce their isolation**

**97% of patients** said the MediCinema helped **reduce their anxiety and stress**

In addition to these impact measurement surveys we introduced Thank You cards for patients. These are handed out at the end of every screening, giving us the opportunity to ask for and capture feedback as well as giving patients a memento to take away and remember their experience at the MediCinema.



## ***Volunteer Support***

MediCinema continues to benefit from an expansive volunteer network which works alongside our paid staff (cinema managers and nurses at our in-hospital sites and technical assistant at the Serennu Centre) to collect patients from the wards, walk with them or push wheelchairs or beds, bring them to the cinema and then return them to their wards after the film. More importantly, volunteers put patients, who may be very anxious about leaving the ward, at ease and gives them the chance to talk about something completely unrelated to their condition. This social interaction is vital for patients and their families, especially patients who don't get many, if any, visitors.

**“We simply couldn’t deliver the MediCinema screening programme without the support of our incredible volunteers. People are at the absolute heart of what we do – the patients are at the centre of everything – and our volunteers not only help on a practical level in bringing patients to the MediCinemas, but more importantly they bring the caring human side and help create the warm, welcoming, community atmosphere that makes everything so special. We cannot express how much we value their time, care and dedication - it is no mean feat to walk the wards and engage patients whilst ensuring their experience is positive and adds to their wellbeing. As we opened each site for more patients as the year went on, we continued to build our volunteer team. Thank you to all of them for their dedication, care, and flexibility.”**

Paul Giggall, Chief Operating Officer

## ***Organisational Development***

MediCinema appointed its first Director of Development, a newly defined role, and the first post to lead our fundraising since October 2020. Jamie Lynch is responsible for leading the strategic fundraising direction of the charity, overseeing multichannel streams including Corporate Partnerships, Trusts and Foundations and Individual Giving.

Towards the end of the year the Senior Corporate Partnerships Manager left for a new role, and the work in this area was taken on by both Jamie Lynch and Mabs Rahman who moved from Fundraising Manager to Development Manager.

In the Operations Team, Operations Manager Beth Keane took maternity leave in February, and Mary Blake started as Operations Co-Ordinator. We have also brought in Senior Project Manager Colin Pearce on a part-time fixed-term basis to work on key projects such as our cinema technical sustainability. In building back our capacity and increasing screenings to make maximum use of our cinemas we recruited Deputies for the Newcastle and London MediCinemas – Shirley Laverickstovin and John Martin.


In February 2022, Donatella Del Monaco joined on a part-time basis as Executive Assistant helping across all areas of the charity.

2022 saw the appointment of three new Trustees to the MediCinema Board; Helga Charters, Associate Director Nursing for Children and Young People at The Great North Children's Hospital, Newcastle's Royal Victoria Infirmary; Gavin Worrell, Group Chief Financial Officer and Chief Operating Officer at Pearl & Dean, and Alex Lewis, Senior Vice President Marketing at Warner Bros. Discovery. At the end of the year, Paul Hoy resigned from the Board of Trustees after four years and we thank him for his time and dedication.



## **MediCinema Ireland**

In 2022 MediCinema Ireland completed the process of registering as a charity having been registered as a company in 2020. A MediCinema Ireland Board team has now been established with Trish Long, The Walt Disney Company's VP and MD for Ireland, as Chair. Board Members are Grainne Humphreys, Allen Kiernan, Sarah Williams Gavin Worrell and Lawrence Atkinson.



"The fantastic thing about MediCinema is that it's a form of treatment that thinks entirely outside of the box. Whilst you are physically getting better in hospital, it's just as important to feel well mentally. Being in hospital is incredibly draining but being able to visit the MediCinema whilst you're still mending gives you a few hours of escapism and makes you feel like a normal person again. After years of working in a hospital and witnessing different therapies come and go - MediCinema is such an amazing idea that I think that every patient should have access to one. I'm a total MediCinema convert!"



- PATIENT, ANNE

## **Fundraising**

### **Fundraising Strategy**

At the beginning of the year, along with the continued impact of COVID-19 an emerging cost of living squeeze started to affect disposable income levels in the UK, alongside many rallying to support an international crisis resulting from the invasion of Ukraine. Therefore, significant levels of public and private funding were inevitably impacted.

Closer to home, in the worlds of film and cinema, an uneven flow of new releases allied to smaller public attendance continued to affect the sector's health. Nonetheless, MediCinema continues to enjoys much appreciated support from these industries and such relationships remain critical to both our funding as well as our profile and visibility. Not surprisingly however donations via the click-to-donate online box-offices, our Red Carpet Club and Nationwide Preview Screenings - and gifts directly from supporters - were affected while the industry at large was trying to find its own footing again. Our focus was to work with our partners with the aim of bringing back some of these activations and engaging with stakeholders old and new. .

Like many other charities, MediCinema witnessed a reduction in individual giving, and the volume of Trusts and Foundations (T&Fs) it was eligible to apply to. A critical source of income for the charity are grants from these charitable T&Fs many of whom have seen portfolios stagnate and increased competition for funding since 2020. *Foundation Giving Trends 2021*.

In May 2022, MediCinema was appointed Jamie Lynch as Director of Development having not had this position filled since 2020. Since his appointment the Fundraising team has recalibrated with a strategy focussed on increasing applications to T&Fs, re-engaging with historic partners and diversifying income streams.

MediCinema reached a position by the year-end very close to the original forecast for core expenditure for the year, and record income from the Christmas campaign. Our gratitude goes out to all our team and stakeholders who collectively supported this result.

Looking ahead to 2023, we expect to extend the reach of our click-to-donate mechanism through the Independent cinema sector with an increase in funding coming from Trusts and Foundations and corporate partners.

### **Trusts and Foundations**

Across the year, we reached out to our range of funders who had supported the charity in recent years and increased the volume of applications overall. We received both restricted and unrestricted funding for our MediCinema sites and central office support essential to the running of the charity, and we continue to develop relationships towards multi-year funding where they exist.

MediCinema would like to specifically draw attention to and thank; The Atlas Fund, The Worshipful Company Of Dyers, Hospital Saturday Fund, The Hadrian Trust, Kilpatrick Fraser Charitable Trust, Marsh Christian Trust, The Merchant Taylor's Company, The Merchant House Of Glasgow, Percey Hedley Foundation, Postcode Lottery, Rothley Trust, Rose Foundation, The Spurgin Charitable Trust & The Schuh Trust.

## Corporate Partnerships

The support of our strategic partners enabled MediCinema to end the year with a level of income close to the forecast.

We were very grateful to our longest-standing strategic partner the Walt Disney Company for their match-funding of Vue UK's click-to-donate customer donations to MediCinema for Marvel Studios' *Thor: Love and Thunder* throughout the film's release.

Vue, also a long-term partner, continued to offer their customers the option to click-to-donate to MediCinema when purchasing a ticket online. This income stream at 50p per booking, continued to prove invaluable in terms of income and profile. And, as one of Cineworld's four newly chosen charity partnerships, we also had a six-week window of a similar click-to-donate opportunity. This will continue for a full quarter in 2023.

In addition, a new partnership began with long-term supporters Pearl and Dean, aiming to develop MediCinema's profile and seek alliances with cinema advertisers.

At the end of the year, we received support from Sony Pictures and many Exhibitors across the country to re-launch our Nationwide Preview Screenings for the first time since 2019 with the Sing-Along version of Roald Dahl's *Matilda the Musical*. More than 200 cinemas screened the film on a Saturday in December, with all income donated to MediCinema.

MediCinema would also like to thank:

Abbeygate Cinema, Akin Gump, Backyard Cinemas, BerryPlants Ltd, Cineworld Plc, DDA Group, Disney UK, Eddsworld, Empire Cinemas, Electric Shadow Company, Empire, Eon Entertainment, eOne, EY, Everyman, Filmwave, Forex Capital Markets, Harkness Screens, Hasbro, Independent Talent Agency, Jacro, The Light Cinemas, The Marketing Store, Orbis Investment Management, Pauline Quirke Academy, Picturehouse Cinemas, Pearl and Dean, Odeon Cinemas, ScreenDaily, Shoebox Films, Showcase Cinemas, Signature Entertainment, Sony Pictures, Vue Entertainment, Vista, the UK Cinema Association, The Walt Disney Company and WTWSScott Cinemas.



## Hospital Charity Partners

MediCinema sites in Glasgow, Newport and London continued to be generously supported by hospital charity partners - Glasgow Children's Hospital Charity, Sparkle, Guy's and St. Thomas Charity and CW+. We formed a three-year strategic partnership with Newcastle Hospitals Charity who for the first time are helping to fund the service. Our funding provisions are linked to service delivery at each site. Our hospital charity partners fund the day-to-day running costs of the local sites including Nurses and Cinema Management costs and are the backbone of our service delivery. Without the support, funding and engagement of the respective hospital charities, our sites would not have been able to form the communities of volunteers and nurses that bring such a warm welcome to visiting patients.

## Individual Giving & Philanthropy

MediCinema is proud to be associated with over 7500 individuals who donate generously to our mission. This was ultimately the reason our Christmas campaign resulted in our highest ever return, with great thanks to supporters who donated to a match-funding pot; BerryPlants Ltd, Vista, Shoebox Films, Filmwave, Harkness screens, Independent Talent Group, Spurgin Charitable Trust, the Pauline Quirke Academy and Electric Shadow Company.

MediCinema would like to specifically draw attention to and thank individuals who have contributed substantially in raising funds and spreading our message: Our MediCinema Champions who ran in the TCS London Marathon 2022 raised a record breaking £22,306 among 10 runners and it was a true delight to have them champion the values of our charity.

Bethan Crisfield ran 4 x 10kms for MediCinema throughout Wales and ran a prize competition has raised £1,200 for MediCinema and brought a substantial number of new donors through her enthusiasm and determination. Russell Lock, Jaspal Bahra and Steve Davies donated in total, £14,000 to MediCinema throughout the course of 2022. George Burns ran the 10k great Scottish Run, for the 10<sup>th</sup> time, and ran this year with his grandson Kyle. These are just a few of the individuals who have supported us this year, however there are hundreds more who have contributed to supporting our work. We are grateful to each and every one of them.



## **Fundraising Practice and Regulation**

We communicate with our individual supporters via email, mail and phone calls where appropriate. In previous years (pre-COVID-19) we have engaged them with invitations to patient screenings and events – these have been exceedingly limited in 2022. We recruit new supporters via an advert that would usually play in cinemas – and began its return this year – and through our various corporate partners who promote our cause to their customers. We utilise our social channels and general publicity of our work and initiatives to raise awareness of our services and our impact, encouraging people to become supporters through donating and when possible volunteering. Our main income streams are corporate, hospital partners, trusts and foundations and individual giving with a developing capability in philanthropy fundraising through developing mutually beneficial relationships with supporters. We also raise funds through community, challenge events, in memoriam and legacy activity.

MediCinema is registered with the Fundraising Regulator and seeks to adhere to its principles published in the Fundraising Code of Practice at all times when undertaking fundraising from the public. This includes being legal, open, honest, and respectful, and ensuring that no one who appears to be vulnerable is asked to commit to giving. We have a complaints policy published and received a total of 0 complaints, none of which were escalated to the Fundraising Regulator.

### ***The impact of the COVID-19 pandemic***

Income continued to be impacted by COVID-19 in 2022 though by the end of the year we saw clear improvement and therefore optimism looking forward to 2023. Due to changing infection rates and varying hospital infection control protocols, our Operations team worked closely with the hospitals to ensure that patients could safely be accommodated at each of the sites, continuing to deliver positive and beneficial experiences for them and their families where possible.



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MediCinema gives patients a wonderful release from the monotony of hospital life - it was so liberating being able to talk about things other than surgery and medication. More than that, it also gives people the mental strength to fight through whatever they may be facing in the hospital. If your mental state is improved, your body will be too. It's worth more than medicine. Thank you, MediCinema for bringing such joy to patients - I will forever be telling people about my incredible visit.

- PATIENT, SUE

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## FINANCIAL REVIEW

	2022	2021
<b>Income</b>	<b>£ 1,017,210</b>	£ 811,524
<i>Of which, Gifts in kind (head office rental cost, legal advice, license and logistics of films)</i>	<b>£ 125,745</b>	£ 90,231
<b>Expenditure</b>	<b>£1,014,041</b>	£ 768,703
<b>Surplus</b>	<b>£3,169</b>	£42,821
<b>Total fixed assets</b>	<b>£536,029</b> (at 31 December 2022)	£565,786 (at 31 December 2021)
<b>Overall assets</b>	<b>£1,733,641</b>	£1,730,472

### ***Investment powers and policy***

Aside from retaining a prudent amount in reserves each year most of the charity's funds are to be spent in the short term so there are few funds for long term investment with the exception of those raised for new MediCinema installations. All funds are remitted to MediCinema head office and held in a Coutts deposit account.

### ***Reserves policy and going concern***

It is the policy of the charity that the level of free reserves (those not tied up in fixed assets and designated and restricted funds) should be maintained at a level equivalent to three months' expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. At 31 December 2022 free reserves totalled £280,798 (against 3 months' operating costs going into 2023 of £258,000).

In 2021 the trustees designated £275,000 to support new cinema development and new innovations. The focus of much of the NHS has been recovery during 2022, however, these funds will be utilised in 2023 as we develop new services in our existing sites and seek to expand our network.

The trustees have reviewed the circumstances of the charity, its fundraising, financial and cash flow plans, and consider that adequate resources continue to be available to fund the activities of the charity for the foreseeable future. Its cost base has been reviewed and, where possible without affecting service delivery, reduced. The trustees are of the view that the charity is a going concern.

## ***Governance and Management***

### **Governing Document**

The organisation is a charitable company limited by guarantee, incorporated on June 10 1996 and registered as a charity on September 23 1996. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

### **Appointment of trustees**

As an arts-in-health charity whose work focuses on a broad range of people, the directors seek to ensure that the trustee body is representative and includes members with the relevant skills. The Board consists of members from the film industries as well as members of the medical community.

### **Trustee induction and training**

New Trustees are similarly familiarised with MediCinema and its work and also provided with an induction pack including copies of the main charity documents, latest accounts, strategy document outlining future plans and objectives and a copy of the Commission's guide 'The Essential Trustee'.

Trustees, already familiar with the practical work of the charity, are encouraged to visit the original MediCinema at St Thomas' Hospital from time to time and other MediCinemas as they open.

### **Organisation**

The trustees meet four times a year and are responsible for the strategic direction and policy of the charity, a scheme of delegation is in place and day-to-day management rests with the Chief Executive who is responsible for ensuring that the charity delivers the services specified.

### **Related parties**

None of our trustees receive remuneration or other benefit from their work with the charity.

### **Pay policy for senior staff**

The Directors consider the Board of Directors, who are the charity's trustees, and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. All trustees give their time freely and no trustees received remuneration in the year. No trustees received payment for expenses in the year.

The pay of senior staff is reviewed annually and against responsibilities, duties and performance as well as the financial position of the charity. In view of the nature of the charity, the Directors benchmark against pay levels in other charities of a similar nature, scope, size and ambition. The remuneration benchmark is the mid-point of the range paid for similar roles adjusted for a weighting for any additional responsibilities. If recruitment has proven difficult in the recent past a market

addition is also paid with the pay maximum no greater than the highest benchmarked salary for a comparable role.

## **Risk management**

The trustees have reviewed the major risks to which the charity is exposed. A risk register has been established which is updated annually. Where appropriate, systems or procedures have been established to mitigate the risks across the key areas of Operations, Fundraising, Infrastructure and Roll-Out and these are periodically reviewed to ensure that they continue to meet the needs of the charity.

The register has identified 2 primary risks:

- The loss of key staff
- The loss of key funders and partners

During 2022 MediCinema invested in both staff and systems to ensure that it's information and processes are robust and transparent, enabling better induction for new personnel. 2023 will see continued investment in both areas to further manage this risk.

During 2022 a new Director of Development was recruited and the fundraising team developed to ensure each key funder had a dedicated point of contact. The new CRM system has enabled us to communicate more effectively with supporters.

MediCinema's service delivery requires us at all times to be mindful of the safeguarding risk to children and vulnerable adults. We review our procedures on an annual basis and consult widely within the hospitals in which we work.

## ***Trustees' responsibilities in relation to the financial statements***

The charity trustees (who are also the directors of MediCinema for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with application law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application resources. In preparing the 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 application UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to 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 the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

***Statement as to disclosure to our auditors***

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the auditor is unaware, and
- the trustees, having made enquiries of fellow directors and the auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

**Auditor**

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The trustees' annual report has been approved by the trustees on 20 April 2023 and signed on their behalf by

By order of the board of trustees on  
K Williams

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MEDICINEMA

### Opinion

We have audited the financial statements of MediCinema (the 'charitable company') for the year ended 31 December 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 December 2022 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
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

### 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 charitable company 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

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on MediCinema's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other Information**

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report has been prepared in accordance with applicable legal requirements

## **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- 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 financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

## **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes 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 charitable company'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 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## **Capability of the audit in detecting irregularities**

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Board of Trustees, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## **Use of our report**

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Joanna Pittman (Senior statutory auditor)  
26 April 2023

for and on behalf of Sayer Vincent LLP, Statutory Auditor  
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

## MediCinema

### Statement of financial activities (incorporating an income and expenditure account)

#### For the year ended 31 December 2022

	Note	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
<b>Income from:</b>							
Donations and legacies	2	513,028	502,188	<b>1,015,216</b>	459,454	351,954	811,408
Charitable activities							
Investments	3	1,994	–	<b>1,994</b>	116	–	116
<b>Total income</b>		<b>515,022</b>	<b>502,188</b>	<b>1,017,210</b>	<b>459,570</b>	<b>351,954</b>	<b>811,524</b>
<b>Expenditure on:</b>							
Raising funds	4	154,746	–	<b>154,746</b>	90,617	–	90,617
Charitable activities							
Operation of Cinemas	4	348,779	510,516	<b>859,295</b>	243,383	434,703	678,086
<b>Total expenditure</b>		<b>503,525</b>	<b>510,516</b>	<b>1,014,041</b>	<b>334,000</b>	<b>434,703</b>	<b>768,703</b>
<b>Net income / (expenditure) for the year</b>	5	11,497	(8,328)	3,169	125,570	(82,749)	42,821
Transfers between funds		(2,652)	2,652	–	(6,604)	6,604	–
<b>Net movement in funds</b>	15	8,845	(5,676)	<b>3,169</b>	118,966	(76,145)	42,821
<b>Reconciliation of funds:</b>							
Total funds brought forward		546,953	1,183,519	<b>1,730,472</b>	427,987	1,259,664	1,687,651
<b>Total funds carried forward</b>		<b>555,798</b>	<b>1,177,843</b>	<b>1,733,641</b>	<b>546,953</b>	<b>1,183,519</b>	<b>1,730,472</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15a to the financial statements.

**MediCinema****Balance sheet**

Company no. 3210199

**As at 31 December 2022**

	Note	£	2022 £	£	2021 £
<b>Fixed assets:</b>					
Tangible assets	10		<b>536,029</b>		565,786
			<b>536,029</b>		565,786
<b>Current assets:</b>					
Debtors	11	112,551		103,051	
Cash at bank and in hand		<b>1,208,919</b>		<b>1,199,030</b>	
		<b>1,321,470</b>		<b>1,302,081</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	12	<b>(123,858)</b>		<b>(137,395)</b>	
<b>Net current assets</b>			<b>1,197,612</b>		1,164,686
<b>Total net assets</b>			<b>1,733,641</b>		<b>1,730,472</b>
<b>The funds of the charity:</b>					
Restricted income funds	15a		<b>1,177,843</b>		1,183,519
Unrestricted income funds:					
Designated funds		275,000		275,000	
General funds		<b>280,798</b>		<b>271,953</b>	
Total unrestricted funds			<b>555,798</b>		546,953
<b>Total charity funds</b>			<b>1,733,641</b>		<b>1,730,472</b>

Approved by the trustees on 20 April 2023 and signed on their behalf by

Kezia Williams  
Chair

## Statement of cash flows

For the year ended 31 December 2022

	Note	2022 £	£	2021 £	£
<b>Cash flows from operating activities</b>					
Net income for the reporting period (as per the statement of financial activities)		3,169		42,821	
Depreciation charges		45,401		71,807	
Dividends, interest and rent from investments		(1,994)		(116)	
(Increase)/decrease in debtors		(9,500)		(4,713)	
Increase/(decrease) in creditors		(13,537)		50,031	
<b>Net cash (used in) / provided by operating activities</b>			<b>23,539</b>		<b>159,830</b>
<b>Cash flows from investing activities:</b>					
Dividends, interest and rents from investments		1,994		116	
Purchase of fixed assets		(15,644)		(9,389)	
<b>Net cash used in investing activities</b>			<b>(13,650)</b>		<b>(9,273)</b>
<b>Change in cash and cash equivalents in the year</b>			<b>9,889</b>		<b>150,557</b>
Cash and cash equivalents at the beginning of the year			<b>1,199,030</b>		<b>1,048,473</b>
<b>Cash and cash equivalents at the end of the year</b>	a		<b>1,208,919</b>		<b>1,199,030</b>

## Analysis of cash and cash equivalents and of net debt

	At 1 January 2022 £	Cash flows £	Other non- cash changes £	At 31 December 2022 £
Cash at bank and in hand	1,199,030	9,889	-	<b>1,208,919</b>
<b>a Total cash and cash equivalents</b>	<b>1,199,030</b>	<b>9,889</b>	<b>-</b>	<b>1,208,919</b>

**1 Accounting policies**

**a) Statutory information**

MediCinema is a charitable company limited by guarantee and is incorporated in United Kingdom.

The registered office address is Conybeare House, Guy's Hospital, London, SE1 9RT.

**b) Basis of preparation**

The financial statements have been prepared in accordance with 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 (FRS102) (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

On 17th August 2020 MediCinema Ireland was registered as an Irish company and on 28th July 2022 as a registered charity. MediCinema is the sole member for this company. No transactions took place during 2021 and 2022, therefore, consolidated accounts have not been prepared.

**c) Public benefit entity**

The charity meets the definition of a public benefit entity under FRS 102.

**d) Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

**e) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

**f) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**1 Accounting policies (continued)**

**g) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

**h) Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

**i) Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of running the cinemas and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**j) Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 75.72% |
| ● Fundraising          | 21.00% |
| ● Governance costs     | 3.28%  |

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 78.29% |
| ● Fundraising          | 21.71% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

**k) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- |                         |               |
|-------------------------|---------------|
| ● Cinema installations  | 25 years      |
| ● Fixtures and fittings | 4 or 10 years |
| ● Equipment             | 5 years       |

## Notes to the financial statements

## For the year ended 31 December 2022

## 1 Accounting policies (continued)

## l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## o) Pensions

Pension contributions are made by the company in respect of employees' individual personal money purchase pension schemes. The assets of the fund are held separately from those of the charitable company which has no liability under the scheme other than for the payment of contributions.

## 2 Income from donations and legacies

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Individual Donations and Gift Aid	276,645	2,534	279,179	255,797	6,295	262,092
Corporate Donations	224,353	77,749	302,102	187,462	950	188,412
Grants	12,030	296,160	308,190	43,513	227,160	270,673
Gifts in kind	-	125,745	125,745	-	90,231	90,231
	<u>513,028</u>	<u>502,188</u>	<u>1,015,216</u>	<u>486,772</u>	<u>324,636</u>	<u>811,408</u>

Gifts in kind represent legal services, office rental and film delivery costs.

## 3 Income from investments

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Interest receivable	1,994	-	1,994	116	-	116
	<u>1,994</u>	<u>-</u>	<u>1,994</u>	<u>116</u>	<u>-</u>	<u>116</u>

MediCinema

Notes to the financial statements

For the year ended 31 December 2022

4a Analysis of expenditure (current year)

	Charitable activities				2022 Total £	2021 Total £
	Raising funds £	Running cinemas £	Governance costs £	Support costs £		
Staff costs (Note 6)	116,770	405,823	15,960	16,188	554,741	431,565
Nurses cost	-	93,803	-	-	93,803	59,000
Direct cinema costs	-	106,202	-	-	106,202	46,505
Fundraising costs	15,797	-	-	-	15,797	7,686
Communication costs	-	2,357	-	-	2,357	77
Finance	-	-	-	30,195	30,195	18,429
IT	-	-	-	15,007	15,007	15,144
General office	-	-	-	14,653	14,653	19,559
Governance	-	-	10,140	-	10,140	8,700
Depreciation	-	45,401	-	-	45,401	71,807
Gifts in kind	-	125,745	-	-	125,745	90,231
	132,567	779,331	26,100	76,043	1,014,041	768,703
Support costs	15,970	57,577	2,496	(76,043)	-	-
Governance costs	6,209	22,387	(28,596)	-	-	-
<b>Total expenditure 2022</b>	<b>154,746</b>	<b>859,295</b>	<b>-</b>	<b>-</b>	<b>1,014,041</b>	
Total expenditure 2021	146,658	809,428	-	-		768,703

MediCinema

Notes to the financial statements

For the year ended 31 December 2022

4a Analysis of expenditure (current year)

	Charitable activities		Governance costs	Support costs	2021 Total
	Raising funds	Running cinemas			
	£	£	£	£	£
Staff costs (Note 6)	67,479	333,986	19,557	10,543	431,565
Nurses cost	-	59,000	-	-	59,000
Direct cinema costs	-	46,505	-	-	46,505
Fundraising costs	7,686	-	-	-	7,686
Communication costs	-	77	-	-	77
Finance	-	-	-	18,429	18,429
IT	-	-	-	15,144	15,144
General office	-	-	-	19,559	19,559
Governance	-	-	8,700	-	8,700
Depreciation	-	71,807	-	-	71,807
Gifts in kind	-	90,231	-	-	90,231
	<u>75,165</u>	<u>601,606</u>	<u>28,257</u>	<u>63,675</u>	<u>768,703</u>
Support costs	10,205	50,512	2,958	(63,675)	-
Governance costs	5,247	25,968	(31,215)	-	-
<b>Total expenditure 2021</b>	<b><u>90,617</u></b>	<b><u>678,086</u></b>	<b><u>-</u></b>	<b><u>-</u></b>	<b><u>768,703</u></b>

## Notes to the financial statements

## For the year ended 31 December 2022

**5 Net income / (expenditure) for the year**

This is stated after charging / (crediting):

	2022 £	2021 £
Depreciation	45,401	71,807
Auditor's remuneration (excluding VAT): Audit	<u>8,200</u>	<u>7,250</u>

**6 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2022 £	2021 £
Salaries and wages	501,278	385,372
Social security costs	40,678	35,797
Employer pension contributions	12,785	10,396
	<u>554,741</u>	<u>431,565</u>

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2022 No.	2021 No.
£60,000 – £69,999	1	-
£70,000 – £79,999	<u>1</u>	<u>-</u>

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £258,663 (2021: £195,573).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2021: Nil. No charity trustee received payment for professional or other services supplied to the charity (2021: £Nil).

**7 Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was 16 (2021: 11).

Staff are split across the activities of the charity as follows (full time equivalent basis):

	2022 No.	2021 No.
Raising funds	3.0	2.0
Operation of Cinemas	13.0	9.0
	<u>16.0</u>	<u>11.0</u>

**8 Related party transactions**

The charity received a donation of £1,000 (2021: £500) from DDA Public Relations Limited. Lawrence Atkinson is a director of this company.

During 2021, Crispin Lilly was employed as Interim CEO for a period of 3 months. He resigned from the Board of Trustees prior to his appointment and was re-elected at the end of his employment.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

**9 Taxation**

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**10 Tangible fixed assets**

	Cinema installations £	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>				
At the start of the year	771,638	290,964	257,363	<b>1,319,965</b>
Additions in year	7,992	6,850	802	<b>15,644</b>
Disposals in year	-	-	-	-
At the end of the year	<b>779,630</b>	<b>297,814</b>	<b>258,165</b>	<b>1,335,609</b>
<b>Depreciation</b>				
At the start of the year	246,140	264,732	243,307	<b>754,179</b>
Charge for the year	31,127	10,070	4,204	<b>45,401</b>
Disposals in year	-	-	-	-
At the end of the year	<b>277,267</b>	<b>274,802</b>	<b>247,511</b>	<b>799,580</b>
<b>Net book value</b>				
<b>At the end of the year</b>	<b>502,363</b>	<b>23,012</b>	<b>10,654</b>	<b>536,029</b>
At the start of the year	525,498	26,232	14,056	565,786

All of the above assets are used for charitable purposes.

**11 Debtors**

	2022 £	2021 £
Trade debtors	-	7,371
Prepayments and accrued income	<b>112,551</b>	95,680
Other debtors	-	-
	<b>112,551</b>	<b>103,051</b>

## Notes to the financial statements

For the year ended 31 December 2022

## 12 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	8,742	6,201
Taxation and social security	17,734	14,849
Other creditors	2,773	1,096
Accruals and deferred income	94,609	115,249
	<u>123,858</u>	<u>137,395</u>

## 13 Deferred income

Deferred income comprises amounts received in 2022 relating to 2023

	2022 £	2021 £
Balance at the beginning of the year	60,821	–
Amount released to income in the year	(38,520)	–
Amount deferred in the year	37,500	60,821
Balance at the end of the year	<u>59,801</u>	<u>60,821</u>

## 14a Analysis of net assets between funds (current year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	536,029	536,029
Net current assets	280,798	275,000	641,814	1,197,612
<b>Net assets at 31 December 2021</b>	<u>280,798</u>	<u>275,000</u>	<u>1,177,843</u>	<u>1,733,641</u>

## 14b Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	565,786	565,786
Net current assets	271,953	275,000	617,733	1,164,686
<b>Net assets at 31 December 2020</b>	<u>271,953</u>	<u>275,000</u>	<u>1,183,519</u>	<u>1,730,472</u>

## Notes to the financial statements

For the year ended 31 December 2022

## 15a Movements in funds (current year)

	At 1 January 2022 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2022 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	10,471	43,592	(36,563)	-	17,500
Chelsea and Westminster Hospital	-	81,376	(81,376)	-	-
Southern General Hospital Glasgow	11,137	62,234	(55,078)	-	18,293
Serennu Children's Centre	-	12,514	(12,514)	-	-
St Thomas's Hospital	6,707	-	-	-	6,707
Guy's Hospital	-	106,970	(84,082)	(12,992)	9,896
Disney Moments that Matter	-	68,737	(68,737)	-	-
Capital fund	589,418	1,020	(1,020)	-	589,418
Gifts in kind	-	125,745	(125,745)	-	-
Fixed Assets	565,786	-	(45,401)	15,644	536,029
<b>Total restricted funds</b>	<b>1,183,519</b>	<b>502,188</b>	<b>(510,516)</b>	<b>2,652</b>	<b>1,177,843</b>
<b>Designated funds:</b>					
Strategic Development	275,000	-	-	-	275,000
<b>Total designated funds</b>	<b>275,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>275,000</b>
<b>General funds</b>	<b>271,953</b>	<b>515,022</b>	<b>(503,525)</b>	<b>(2,652)</b>	<b>280,798</b>
<b>Total unrestricted funds</b>	<b>546,953</b>	<b>515,022</b>	<b>(503,525)</b>	<b>(2,652)</b>	<b>555,798</b>
<b>Total funds</b>	<b>1,730,472</b>	<b>1,017,210</b>	<b>(1,014,041)</b>	<b>-</b>	<b>1,733,641</b>

The narrative to explain the purpose of each fund is given at the foot of the note below.

## 15b Movements in funds (prior year)

	At 31 December 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2021 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	7,863	32,164	(29,556)	-	10,471
Chelsea and Westminster Hospital	-	64,456	(64,456)	-	-
Southern General Hospital Glasgow	-	51,684	(40,547)	-	11,137
Serennu Children's Centre	-	8,637	(8,637)	-	-
St Thomas's Hospital	17,336	34,932	(42,776)	(2,785)	6,707
Guy's Hospital	16,843	42,531	(59,374)	-	-
Disney Moments that Matter	-	27,319	(27,319)	-	-
Capital fund	589,418	-	-	-	589,418
Gifts in kind	-	90,231	(90,231)	-	-
Fixed Assets	628,204	-	(71,807)	9,389	565,786
<b>Total restricted funds</b>	<b>1,259,664</b>	<b>351,954</b>	<b>(434,703)</b>	<b>6,604</b>	<b>1,183,519</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Strategic Development	200,000	-	-	75,000	275,000
Total designated funds	200,000	-	-	75,000	275,000
<b>General funds</b>	<b>227,987</b>	<b>459,570</b>	<b>(334,000)</b>	<b>(81,604)</b>	<b>271,953</b>
<b>Total unrestricted funds</b>	<b>427,987</b>	<b>459,570</b>	<b>(334,000)</b>	<b>(6,604)</b>	<b>546,953</b>
<b>Total funds</b>	<b>1,687,651</b>	<b>811,524</b>	<b>(768,703)</b>	<b>-</b>	<b>1,730,472</b>

**Purposes of restricted funds**

The restricted funds relate to grants and income and expenditure for the operational cost of each MediCinema.

Grants and income received to contribute towards the running costs of the MediCinema at Royal Infirmary Hospital, Newcastle:

	2022 £	2021 £
Hadrian Trust	2,000	-
The Hospital Saturday Fund	5,000	2,000
Postcode Neighbourhood Trust	12,000	-
Newcastle Hospitals Charity	20,608	-
Masonic Charitable Foundation	-	29,713
Other small grants and individual donations	3,984	451
	<b>43,592</b>	<b>32,164</b>

Grants and income received to contribute towards the running costs of the CW+ MediCinema at Chelsea and Westminster Hospital:

	2022 £	2021 £
CW+	81,376	64,256
Other small grants and individual donations	-	200
	<b>81,376</b>	<b>64,456</b>

**Purposes of restricted funds (continued)**

Grants and income received to contribute towards the running costs of the MediCinema at Southern General, Glasgow:

	2022 £	2021 £
Glasgow Children's Hospital Charity	49,172	41,241
Kilpatrick Fraser	2,112	–
Merchant House of Glasgow	6,000	–
Schuh	4,000	–
Hugh Fraser	–	4,000
Other small grants and individual donations	950	6,443
	<u>62,234</u>	<u>51,684</u>

Grants and income received to contribute towards the running costs of the Serennu Childrens' Centre:

	2022 £	2021 £
Sparkle	12,514	8,637
	<u>12,514</u>	<u>8,637</u>

Grants and income received to contribute towards the running costs of the MediCinema at St Thomas's Hospital:

	2022 £	2021 £
Guy's and St Thomas's Charity	–	32,071
Other small grants and individual donations	–	1,015
	<u>–</u>	<u>33,086</u>

Grants and income received to contribute towards the running costs of the MediCinema at Guy's Hospital:

	2022 £	2021 £
Guy's and St Thomas's Charity	87,571	34,931
Merchant Taylors	6,407	7,600
Rose Foundation	5,000	–
Gifts in kind	7,992	–
	<u>106,970</u>	<u>42,531</u>

During the year work was undertaken at Guy's hospital to widening the entry to allow bed access. This work was funded by the Rose Foundation and gifts in kind from building contractors.

Disney supports the costs of production activity packs to create moment that matter for children in hospital.

The capital fund is income to fund the development of future MediCinemas.

**Purposes of designated funds**

The Trustees have designated funds to be used for the strategic development of new cinema sites and new complimentary services.

**16 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



MEDICINEMA   
*feel better with film*

**MEDICINEMA**

England & Wales - Charity number 1058197

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# Accounts

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**MEDICINEMA**  
(A COMPANY LIMITED BY GUARANTEE)

Trustees Report and Financial Statements  
For the year ended 31 December 2021



Charity registration no 1058197 (England and Wales)

Charity registration no SC039704 (Scotland)

Company registration no 3210199 (England and Wales)

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## Message from the CEO

### To all our stakeholders

At the start of the fiscal year in January 2021, we found ourselves in profoundly uncertain times, nine months into the Covid-19 pandemic and continuing to experience successive waves of the virus. As a charity delivering a service within the NHS, we bore witness to many of the intense challenges which those on the frontline of medical care were facing. And as we engaged with many of our funding partners across the world of cinema and film, the longer-term impact of uncertainty and economic disruption was starting to bite.

At MediCinema, our purpose and charitable aim is to improve the wellbeing and quality of life of NHS patients, their families, and carers through the power of the shared cinema experience and the magic of film. Therefore, it's the needs of our patients which have remained front of centre of our thinking throughout the year. Alongside this, we needed to take care of our own employees, many facing their own uncertainties, whilst ensuring the long-term financial sustainability of our charity.

Starting 2021 with another lockdown, we again we found ourselves having to close some of our sites. A glimmer of light however was that we were able to keep the MediCinema running socially distanced screenings for patients at Newcastle's Royal Victoria Infirmary. At this time, it would have been the only operating cinema in the country!

As regulations eased further, we were then able to start reopening more cinemas. It's thanks to the dedication of the hospital staff we work with who see the benefits that a trip to our cinemas bring that we were able to make this happen. With the ongoing risk of transmissibility, many patients in NHS hospitals have been isolated on the wards with few or no visitors at all. So it is very much within this especially challenging context, that the joy and relief offered by a visit to a MediCinema has been really heightened for our audiences.

The Mum of 11-year-old Michael told us: *"And how did he find the screening? He loved it, loved it, loved it! He was laughing and he was happy. For those two hours he could just slip into the world of the movie and stop thinking about being unwell. It helped him forget about his pain by being involved in the story. You can't put a price on taking away a child's pain for two hours of the day."*

Building on our innovation in 2020, our free bedside film channel continued to gain momentum, and for children, Moments that Matter activity packs in partnership with Disney and with themes of resilience and connections brought much needed enjoyment. Therefore, despite the operational rollercoaster, and with staff in and out of furlough, I am proud to report that our small team provided over 46,700 film experiences for patients.

It was with huge relief towards the end of the year that public cinemas and the wider film sector started to open again. Thanks to the generosity of our partners and the public, we have ended 2021 in a stable financial position.

Having joined the charity myself in September, I have recently had the opportunity to engage with several of our hospital partners and take stock. It's becoming clear that our organisational resilience and our ability to continue to benefit patients throughout the pandemic, has been built on extraordinary levels of trust, proven benefit, and the positive relationships which MediCinema has

built. And that our physical presence within hospitals has meant we have become integrated into many aspects of patient experience. In this regard, my thanks and gratitude go to our founder Christine Hill MBE and MediCinema's leaders over the ensuing years whose care and stewardship has ensured such a robust legacy.

There's no doubt that 2022 will continue to be a complex operating environment for a charity such as ours. We'll need to keep focusing on recovery, especially in working to restore screenings within our hospitals, and build on the added impact which our bedside presence has proven so well in recent times. Our hope is that via new and renewed partnerships, we can resource the development of more cinemas and ensure that the inclusive, joyous, and magical experience of film can reach more of those in need.

With warmest regards to you all,

Colin Lawrence, CEO



## Message from the Chair

This year has indeed been tough for all charities, as the pandemic has heaped additional financial and human pressures on the sector. MediCinema has had to make many shifts through a downturn in income and difficult operational environments in order to continue to deliver the services it was set up to provide.

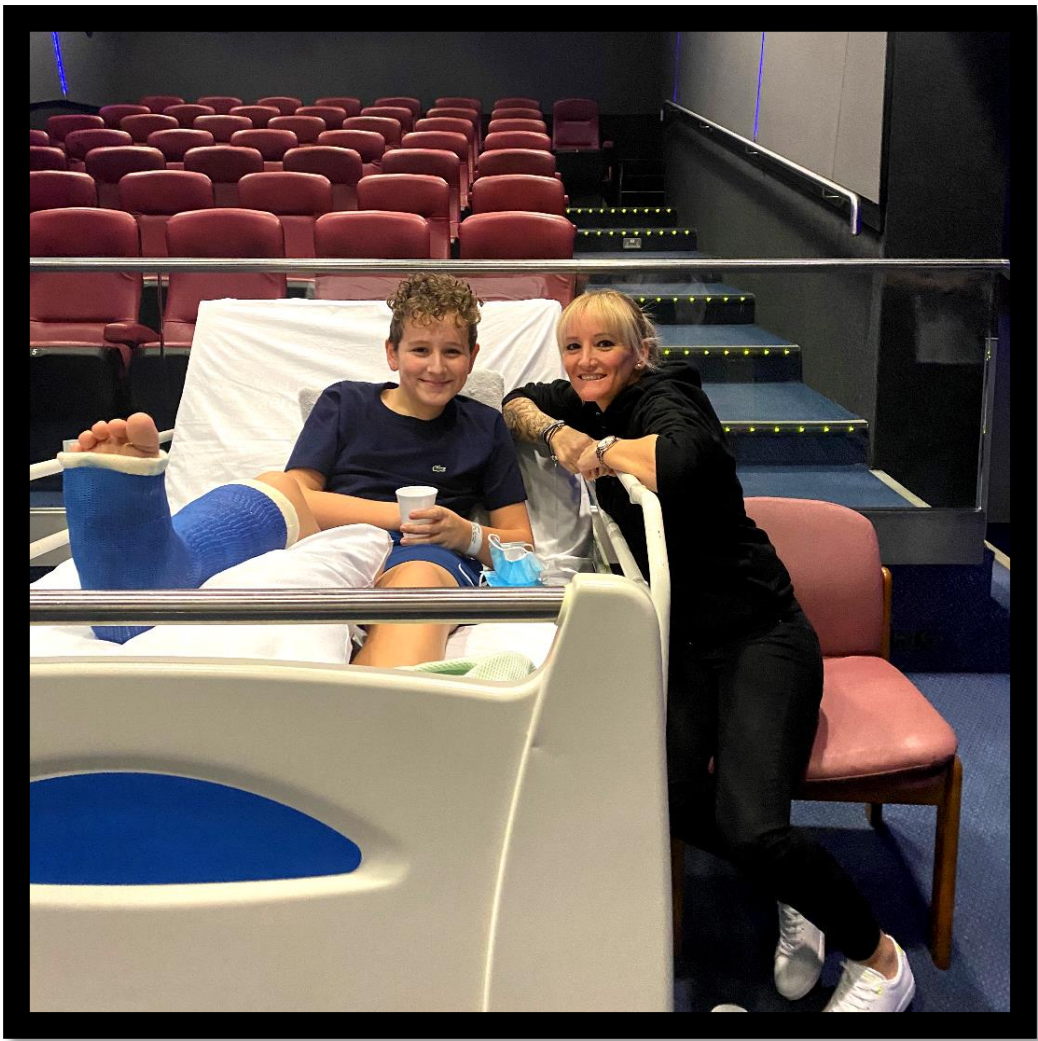
As such I would like to say a special thank you to the outgoing CEO Kat Mason who left in August after seven years in her position, and the outgoing Chair, Paul Massara, who stepped down at the end of his five-year tenure in August 2021. Their commitment to ensure that MediCinema remains resilient and continues to provide valuable impact for NHS patients during this challenging time, whilst also maintaining a team working mainly from home, some throughout periods of furlough, has left the charity in a more robust position than we might have imagined.

On behalf of the board, I wish them the very best and look forward now to continuing planning for the future, with core and additional services increasing MediCinema's impact, with Colin as our new CEO.

With warm regards

Kezia Williams, Chair





## REFERENCE AND ADMINISTRATIVE DETAILS

Charity number (England and Wales)	1058197
Charity number (Scotland)	SC039704
Company number	3210199
Registered Office	Conybeare House, Guy's Hospital, London, SE1 9RT

### ***Our advisors***

Auditors	Sayer Vincent, Invicta House, 108-114 Golden Lane, London EC1Y 0TL
Bankers	Coutts & Co, 440 Strand, London, WC2R 0QS
Solicitors	Akin Gump Strauss Hauer & Feld LLP, Bishops Square, Spitalfields, London E1 6EG

### ***Directors and trustees***

The directors of the charitable company (the charity) are its trustees for the purpose of charity law. The trustees and officers serving during the year and since the year end were as follows:

Chair	K Williams (from 1 September 2021) P Massara (resigned 31 August 2021)
Elected Trustees	L Atkinson S Bristow M Burbidge (Deputy Chair, Treasurer) J Chan (resigned 23 June 2021) P Hoy Dr N Lessof (resigned 23 June 2021) C Lilly (resigned 31 July 2021, appointed 1 November 2021) S Morrill
Secretary	L Bridger (appointed 22 September 2021) K Mason (resigned 22 September 2021)

### ***Key management personnel***

Chief Executive	Colin Lawrence Kat Mason (resigned 22 September 2021))
Chief Operating Officer	Paul Giggall
Director of Communications	Lysette Cohen

## REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 December 2021

The trustees present their report and accounts for the year ended 31 December 2021.

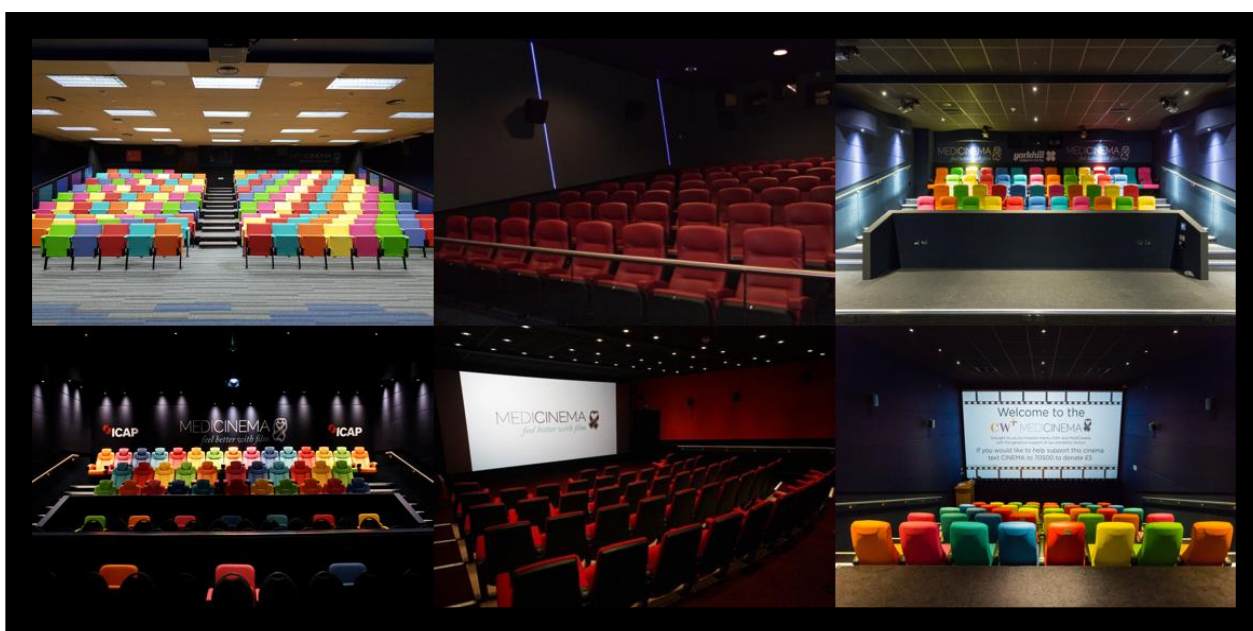
The accounts have been prepared in accordance with the accounting policies set out in Note 1 and comply with the charity's memorandum and articles of association, *the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard application in the UK and Republic of Ireland (FRS 102)*.

### ***Our objectives and activities***

The object of MediCinema is the relief of sickness, infirmity and old age by providing cinematic and kindred entertainment in hospitals, hospices, residential establishments and other establishments of a similar nature; and the promotion of any other charitable purpose for the relief of sick, infirm or elderly patients or residents as the trustees shall from time-to-time think fit. The charity aims to enrich the quality of life in hospitals and places of care for patients young and old by screening, free of charge, current cinema releases in an on-site cinema, away from the ward.

We currently have six MediCinemas in the following locations:

- MediCinema at the Royal Victoria Infirmary, Newcastle
- MediCinema at the Serennu Children's Centre, Newport
- The ICAP MediCinema at Guy's Hospital, London
- The Yorkhill MediCinema at Southern General Hospitals (Royal Hospital for Children & Queen Elizabeth University Hospital), Glasgow
- CW+ MediCinema at Chelsea and Westminster Hospital, London
- *MediCinema at St. Thomas' Hospital, London (now under reconstruction)*



MediCinemas are designed to accommodate wheelchairs and hospital beds to support as many patients as possible. Patients using the MediCinemas include those with drips and on respirators; those recovering from operations; undergoing chemotherapy or dialysis; and many, many more. As well as being looked after by our volunteers and cinema managers, patients receive constant medical care from our nurses who attend screenings throughout. Safeguarding and care are central to MediCinema's offering, and our resourcing arrangements reflect this.

Families and carers are welcome to attend alongside patients, ensuring that the cinema offers an opportunity for patients to escape the isolation of their wards and spend quality time with their loved ones outside of the medical setting, in the 'normal' activity of going to the cinema. Of course, this has changed during COVID-19 when no or very few visitors have been allowed and we have held either personal or socially distanced screenings. We hope to return to our usual practice when circumstances allow.

Outside of the MediCinemas' use as a cinema, we work in partnership with the Hospital Trusts and partner organisations to ensure the best usage of the space throughout the year. Pre-COVID-19 this has included supporting medical teaching and training, clinical multi-disciplinary meetings, external and internal lectures and meetings, as well as other arts and entertainment activities as part of the non-clinical support of patients. While our cinemas have been suspended on and off due to COVID-19, we are proud that the spaces have instead been used to train staff and for staff wellness amongst other things.

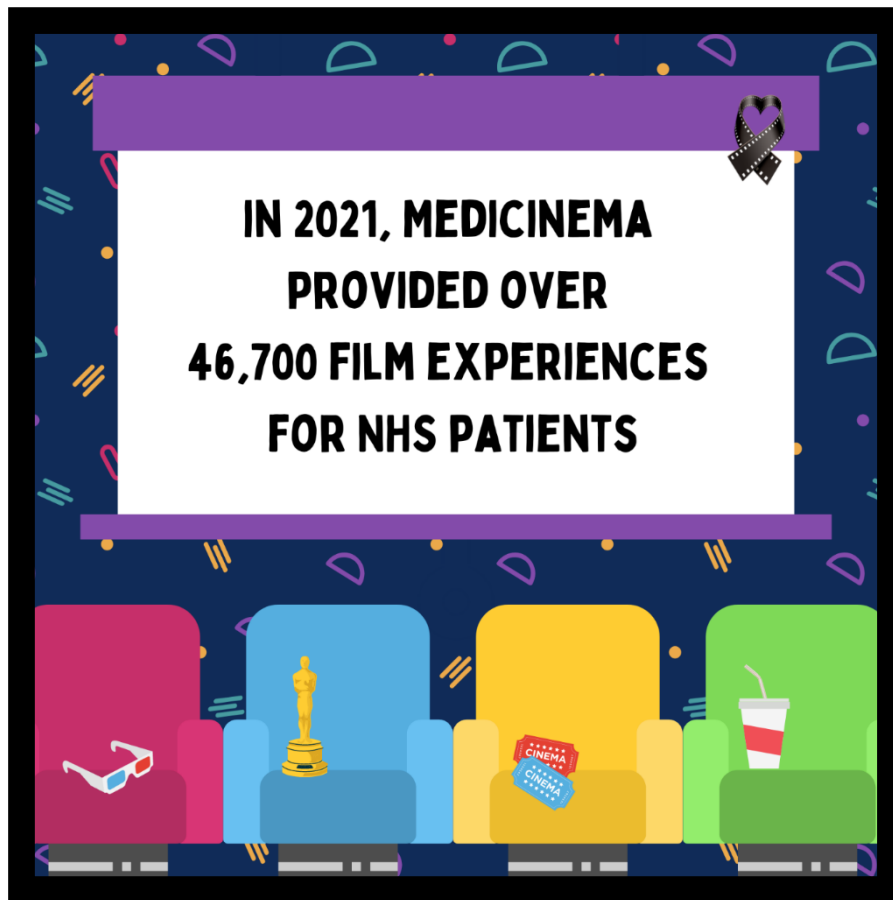
MediCinema's work benefits all patients signed off by the medical staff as well enough to attend screenings under the care of the dedicated nurses, their families, and carers. In addition, MediCinema has a wider benefit to carers, families, and staff in our sites of operation, as well as to our own staff and volunteers. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance *Public Benefit: Running a Charity (PB2)*.

The trustees have considered these matters and concluded:

- 1) that the aims of the organisation continue to be charitable;
- 2) that the aims and the work done give identifiable benefits to the charitable sector and both indirectly and directly to individuals in need;
- 3) that the benefits are for the public, are not unreasonably restricted in any way and certainly not by ability to pay; and
- 4) that there is no detriment or harm arising from the aims or activities.



## ***Achievements and Performance***



**Nearly 200,000 cinema experiences given by MediCinema since the charity started in 1999**

**In 2021 MediCinema provided 46,739 experiences to patients compared to 43,697 in 2020**

- **7.9%** of these through **core MediCinema screenings**  
3,728 attendees at 656 cinema screenings
- **65.1%** through **free bedside screen service**  
30,411 users watching for 84,810 hours at their bedside
- **27%** through **Moments that Matter activity packs**  
12,600 people through Activity Packs

In 2021 we continued to deliver our core and newer services to patients. Having pivoted to launch a new free bedside film channel in 2020 when our cinemas had to quickly shut, this channel reached more patients in 2021 coming at a time when there were once again few to no visitors in the hospitals due to COVID-19 restrictions. We continued work on the implementation of the 2018-2025 strategic plan as we also take note of changes within the NHS operating environment.

## ***Supporting patients and their families through the power of film***

### **Cinema screenings**

Throughout 2021 there were a series of lockdowns and changes to COVID-19 regulations fluctuating across the country. We continued to work closely with our hospital partners and throughout this time were able to keep our cinemas open where possible, whether by keeping socially distanced screenings, or as personal screenings only as in the case of the Glasgow's Yorkhill MediCinema at Southern General Hospital. After being closed since March 2020, we were thrilled to be able to reopen the ICAP MediCinema at Guys Hospital in London in November 2021.



**Eva Maria** has repeated visits to the Chelsea and Westminster Hospital in London.

“Being unwell and in hospital can be very difficult. **But being given opportunities, like going to the MediCinema, can help heal your mind.** That is so important when you're unwell. MediCinema gives people the chance to be normal, to carry on with normal life and not to miss out just because they are

unwell. Just the *thought* of having a few hours of cinema, gave me my energy back and made my day. **But ultimately, it gave me hope – hope that I could have my life back.”**

### **The MediCinema free to use bedside service goes from strength to strength**

Our new free bedside film channel proved to be increasingly popular. Ideated and launched by our Operations team just one month after lockdown in 2020, this service has meant that patients, the majority of whom were on their own on the wards unable to receive visitors due to COVID-19 restrictions, could at least immerse themselves in a good film.

**“When she was in hospital she said [the bedside] films not only took her mind off the pain and worry about her surgery, but it also cheered her up and she felt more relaxed and calmer in a ‘hospital’ clinical environment, especially with all the additional restrictions and PPE.”**

Parent of inpatient at Manchester’s Royal Children’s Hospital



This service is made possible thanks to the continued partnership with Hospedia, the leading supplier of hospital bedside screens, non-theatrical film distributors Filmbankmedia and the support of our theatrical film distributor partners. Two films are played each week and are on rotation every two hours. At the time of writing our bedside service has been extended to eight hospital sites.

### Moments that Matter Activity Packs for children

Throughout the COVID-19 crisis MediCinema, together with its long-term partner The Walt Disney Company, has been designing and distributing activity packs with extra-special meaning to children in hospitals and hospices. While visitors have been severely restricted, these colourful packs based on everyone's favourite Disney characters are designed to help foster positive feelings, increase confidence, help build emotional resilience and reduce isolation during a period in which connecting with others is even more challenging.

- **12,600 packs delivered**
- **28 hospitals reached**
- **4 different Disney themed packs:**  
Marvel Mania, Moana, Star Wars Day, World Princess Week

**“Wow the packs are stunning! The artwork is beautiful, and you can see all the care and thought that has gone into them to make sure they have a real positive impact on the children. We know these really do make such a difference to our children at times of anxiety and stress and can help inspire them, feel strong and shine. I really can't wait for the messages of kindness and courage to spread through the wards all week and bring everyone together – staff as well as the children and families! It's going to be so special.”**

Michele, Playworker, Evelina Children's Hospital



## ***Impact***

Since the pandemic lockdowns started the impact on hospital patients has been profound. For nearly two years they have faced increased isolation on the wards due to COVID-19 protocols. This has affected young and old patients alike, along with family members who are either not allowed to visit and children who have been allowed only one parent to visit.

A visit to one of our MediCinemas gives a much-needed opportunity to leave the wards and medical environment for a short while to enjoy the shared experience of watching a film with others. This might be the only opportunity they have to spend time operating away from the isolated hospital setting. In some instances, over this year ours have been the only operating cinemas in the country.

MediCinema's bedside screen service means that patients can watch a movie for free bringing the distraction from their daily environment and sometimes medical treatment. And the activity packs which are specifically designed and created to help build resilience and connectivity in children have been welcomed by hospital playworkers and families alike.

## **Patient Stories**

The stories our beneficiaries tell us about the difference we have made to them and their families' lives. The following case studies demonstrate the impact our services have on patients. Here are just a few from the many received throughout the year:

### **Vanessa**



Vanessa was in Newcastle's Royal Victoria Infirmary for over two months having been admitted for a bone marrow transplant. But after suffering from a stroke, she was moved to intensive care before going back to the ward. Her mum Bukie told us, **"It was a traumatic and isolating time for our family, the hardest time of my life,** where we didn't know what we were going to meet, and we didn't know how long we were going to be in there for. The stay was made harder because of Covid because Vanessa couldn't see other children on the ward and wasn't allowed any visitors other than me.

We went together, Vanessa in her wheelchair. The MediCinema was beautiful – even better than I had expected – and being able to watch a young patient come in on a bed... I thought, "Wow, that is really lovely." Everyone was included and it felt really good seeing that. Staying in hospital isn't always an easy

journey and when you have something long-term, you can be made to feel as though you have the plague. **Watching other patients come in, even in their beds, and watching their parents sit down**

next to them ... it gave me goosebumps. No matter what you're going through, life goes on and you don't have to stay in your room, you can be a part of it. Vanessa really enjoyed it. She felt so much happier afterwards – it changed her whole mood. She'd been getting agitated, and we were so worried about her, but the screening gave her something to enjoy and something we could do together that could get us out of the shock of what had happened to her. **MediCinema gives joy to people when they may be going through troubling times. It puts smiles on people's faces and gives people, like us, hope."**

### Jake



"My little boy, Jake, was three when we came to the MediCinema. We had just been hit with the news that he had Leukaemia," his Dad Craig told us. "It was a truly awful time for our family. We were faced with a rollercoaster of emotions and what felt like endless days in hospital. He didn't really understand the severity of the challenge that he had ahead of him, but we did. **It was such a difficult time for us as parents, but to spend an evening as a family at the MediCinema was the relief that we both needed. It took us out of the clinical, bright white hospital room and gave us something normal to enjoy. And to see Jake laughing was like a tonic that came at the perfect time for us both.**

And while MediCinema provided relief and normality for us, for Jake it was an adventure. He's lived a third of his life with Covid and lockdown, so it was his first ever trip to the cinema. He had no concept of what the cinema was, what he was seeing, or how he was seeing it. **After three very long weeks in hospital, he got to do something special he had never done before – something that wasn't hospital related. He wasn't getting jabbed or getting his temperature taken for the 4000<sup>th</sup> time. He was escaping into a different world.**

MediCinema provides patients and families an escape from very real and troublesome times. **Your life may have been turned upside down, but you're given this fantastic opportunity, these special moments, that you will always cherish. It was the most magical experience for my little boy and it's something me and my wife will never forget.**

## Tom



“MediCinema was fantastic!” Tom told us. “To have the opportunity to watch films within the hospital is such a need!

**The doctors and nurses can look after your physical health but unfortunately, they don't always have the time to help you with the mental health side of being in hospital.** It's such a rollercoaster of emotions and there's no escape to it all. To be able to be taken away from the ward and drift into the depths of a film is invaluable and helps the patients' overall recovery process. **And so for some of the MediCinemas to have been able to stay open during Covid – even when other cinemas have been closed – has been crucial.** I've been in and out of hospital receiving physical and mental health treatment and most recently because I had relapsed with an eating disorder. **Having the MediCinema is something that saved me from the very dark days. More and more young people have been entering hospitals because**

**of mental illness and going into hospital is such a daunting and, in some ways, a very lonely experience, so having a service like this is vital to give essential help in the darkest of hours.”**

## Shelby



Mum Emma told us: “My seven-year-old daughter, Shelby, has Down's Syndrome and there are numerous health conditions associated with that. When she was first born, I was so worried; I wanted to do the best by my little girl, and I had so many concerns about the unknown. But things changed when we started bringing Shelby to the Serennu Children's Centre. When you're there, you're listened to, and you meet so many amazing people. When the team emailed us recently to say they had some spaces for a screening of Peter Rabbit 2 me, Shelby and her older brother, Logan went along. **Nothing could have topped it. It felt normal – like a much-needed dose of normality – to be able to go to the cinema for the first time in over a year.**

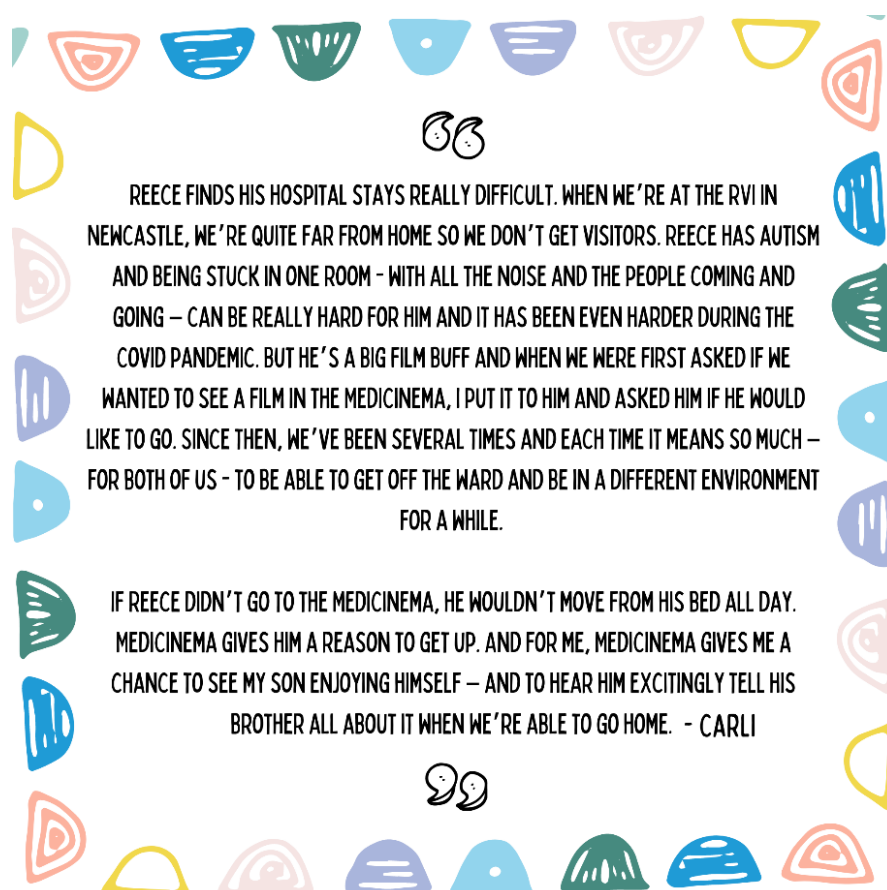
It was so lovely to see Shelby so happy. She missed out on a lot when she was shielding, and she just couldn't understand why, so to be able to see her enjoy herself and laugh throughout the film was amazing. It was lovely for Logan to see too. He's ten years old and very protective over his little sister, Shelby. He just wants to see her happy. **It was so precious to see and hear the children laughing in that cinema, to see how happy they all were. And to see parents not having to worry if their child might be showing behaviour that other parents might not understand. We were all in the same boat**

**and there's something very bonding about not feeling alone in that situation.** Having a child can be challenging and having a child with additional needs can be extra challenging. There's a certain pressure that can come with a diagnosis. It can be painted black, but **places like MediCinema and the Serennu Centre paint it yellow. They bring the light back in and remind you that people care.** I'm so very grateful for that. When I asked Shelby what she thought of the MediCinema, she just asked: "Please can I go again every day?"

## Gathering and evaluating feedback

### Screenings

Whilst we were unable to do formal surveys with patients after screenings due to COVID-19 protocols, our Operations team did continue to gather feedback by email in order to evaluate the service. **We were able to add 300 previous patients to our database, offering all of them the opportunity to provide us with feedback.**



## Activity Packs: Ultimate Princess Celebration Activity Pack Hospital Survey 2021

In the UK we delivered 7,000 Activity Packs to 28 UK hospitals, and at the same time screened Moana in our MediCinemas and showed Disney Princess films on the hospital bedside screens.

In September 2021 we sent a survey to hospital Play Teams requesting feedback on our Princess Celebration packs, produced in partnership with Disney UK.

Fifty-five respondents from across 20 UK Hospitals told us the following:



- **100%** of staff felt the packs made a **positive difference to patients' hospital stays**
- **98%** felt the packs **made a positive difference to them as staff members**
- **87%** of hospital staff felt the UPC packs **helped to reduce children's fear and anxiety**

**"These packs have been great for our patients. They have really boosted their wellbeing. It's been lovely to see children playing with the stickers and parents joining in with the activities. Thank you so much for providing such a lovely resource to celebrate Princess Week."**

Julie, Play Service Manager, Bristol Royal Hospital for Children

**"The packs help enormously, particularly at this critical time when we are short-staffed and don't have as much preparatory time for play as we might wish. We have been able to distribute the packs throughout all inpatient areas and ask parents to assist with the prepared activity, this in turn has meant we have been able to dedicate longer to the children who need our 1-1 support."**

Glasgow Royal Hospital for Children

## ***Volunteer Support***

MediCinema continues to benefit from an expansive volunteer network which works alongside our paid staff (cinema managers and nurses at our in-hospital sites and technical assistant at the Serennu Centre) to collect patients from the wards, walk with them or push wheelchairs or beds, bring them to the cinema and then return them to their wards after the film. More importantly, volunteers put patients, who may be very anxious about leaving the ward, at ease and gives them the chance to talk about something completely unrelated to their condition. This social interaction is vital for patients and their families, especially patients who don't get many, if any, visitors.

**“We simply couldn’t deliver the MediCinema screening programme without the support of our incredible volunteers. People are at the absolute heart of what we do – the patients are at the centre of everything – and our volunteers not only help on a practical level in bringing patients to the MediCinemas, but more importantly they bring the caring human side and help create the warm, welcoming, community atmosphere that makes everything so special. We cannot express how much we value their time, care and dedication - it is no mean feat to walk the wards and engage patients whilst ensuring their experience is positive and adds to their wellbeing. As we reopened each site, it has been just wonderful to welcome back our volunteers to the team doing their fantastic work again.”**

Paul Giggall, Chief Operating Officer

## ***Organisational Development***

In September 2021 Colin Lawrence was appointed as MediCinema’s new Chief Executive Officer, after Kat Mason stepped down in August following seven years in the role. In the short intervening period, Board Member Crispin Lilly stepped down as a Trustee and took over as Interim-CEO and returned to the Board once Colin took up his role.

In September 2021 Kezia Williams, was appointed MediCinema Board Chair - from her position as Deputy Chair - taking over from Paul Massara who came to the end of his five-year tenure. Treasurer Michael Burbidge also took on the role of Deputy Chair. Trustees Judith Chan and Dr. Nick Lessof resigned 23 June 2021 and we would like to thank them for their time and dedication.

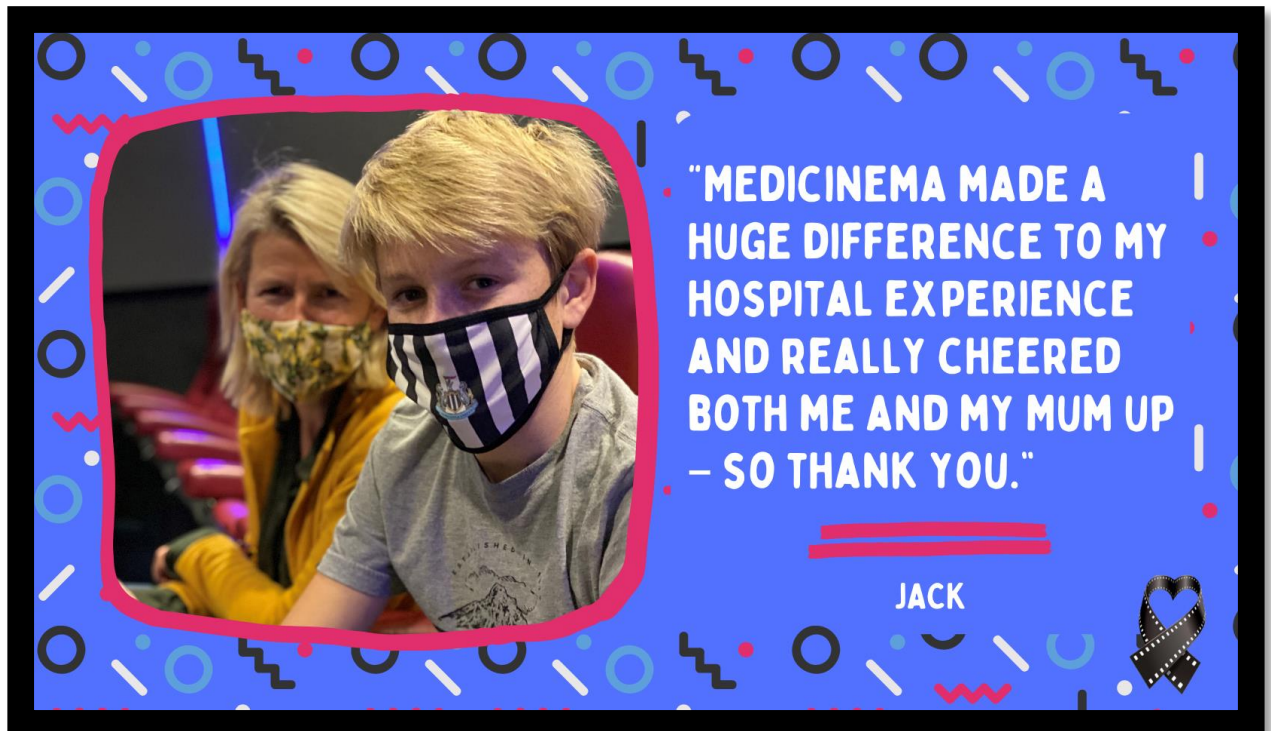
Within the staff team, in September 2021 Paul Giggall was promoted to Chief Operating Officer from his role as Director of Operations. September also saw the appointment of a new Fundraising Manager for Individual Giving and Trusts and Foundations, Mabs Rahman.

We would like to say a special thanks to our staff who have dealt with many challenges in 2021 including times on the furlough scheme when it was not possible to operate our cinemas and a period of salary reduction. As for many of our corporate partners the economic conditions have been challenging and we are grateful to staff for making this sacrifice to ensure our long-term sustainability.



## **MediCinema Ireland**

In 2021 MediCinema Ireland was in the process of registering as a charity having been registered as a company in 2020. A MediCinema Ireland Board team has now been established with Trish Long, The Walt Disney Company's VP and MD for Ireland, as Chair. Board Members are Grainne Humphreys, Allen Kiernan, Sarah Williams Gavin Worrell and Lawrence Atkinson.



## ***Fundraising***

### **Fundraising Strategy**

During 2020, as with many charities, a number of our traditional fundraising channels were impaired or put on hold. As a result we needed to make necessary adjustments to our cost base, enabling us to be sustainable until we could see some resumption of our income streams. Historically, MediCinema has enjoyed strong support from the film distribution and exhibition sectors which had previously covered over half its costs each year.

As regular cinemas began to open their doors again in 2021, and the public thankfully started to return, the industry itself was able to gain confidence. Towards the latter end of the year and with our cinema ad featuring patron Simon Pegg being shown once again, the positive impact on our income was immediate and we ended the financial year in a more stable position.

We are therefore so grateful to all our partners who showed understanding of the challenges of financially managing a charity during these uncertain times, including pivoting our services and reallocating resources to best meet the needs of our patients and the organisation.

Looking ahead, we anticipate more change in this area, as CSR programmes become more prominent across many sectors, and digital technology may enable new routes to funding.

MediCinema would like to specifically draw attention to and thank: The Atlas Fund, Bernard Sunley Foundation, Berry Farms, Disney UK, The Marketing Store, the Masonic Charitable Foundation, Merchant Taylors, Vista and Vue Entertainment.

### **Trusts and Foundations**

With our usual corporate income streams impaired by Covid, we focussed on surviving and then recovering as we managed throughout a year of continued change and uncertainty. And we are proud that we were able to respond to the increased needs of our patients, even more isolated than in normal times.

We are incredibly grateful for the support and flexibility given by our existing trust and foundation funders this year, all of whom unrestricted their grants to ensure we could use the funds where needed most in this crisis.

### **Corporate Partnerships**

It is with notable and heartfelt thanks that when cinemas started to reopen in 2021, Vue Entertainment were once again able to facilitate customer donations alongside their digital ticket sales, a vital income stream for us.

At the beginning of 2020, MediCinema was in dialogue with all eight major distributors having successfully developed a Nationwide Preview Screening (NPS) programme in 2019. However due to the pandemic and closure of cinemas we had no choice but to suspend this programme. This is an income line which was of particular significance to MediCinema and one that the organisation remains keen to re-establish when the industry is ready. At the time of writing, we are starting to open these and other discussions again.

MediCinema were the chosen charity this year to benefit from Disney UK's internal Moment Maker's fundraising programme driven by their yearly intake of Interns. Pearl and Dean have for free included us in their cinema ad reel and we know that the public have donated to us having seen this. And once again eOne and Hasbro made us the recipients of their Global Day of Joy.

In August we were chosen as the charity partner for Disney and photographer, filmmaker and cultural curator, Misan Harriman *Mickey & Friends: The Power of Friendship* photography series. Harriman captured a star-studded line-up alongside untold stories to unearth inspiring friendships. The stars were photographed with their friends and loved ones to mark International Friendship Day, and to raise awareness for MediCinema. The series featured the touching story of eight-year-old Lucas who has been in and out of hospital his whole life, and has formed a strong bond with MediCinema volunteers, Billy and John, who Lucas considers as his best friends. Also taking part were MediCinema patrons actors Simon Pegg and Nick Frost.



Picture credit: Misan Harriman

## Hospital Partners

MediCinema continues to maintain genuine and meaningful partnerships with its hospital partners. Throughout the year we have worked hand in hand with all our hospital partners to respond to the changing situations at each site and to take their clinical expertise in regard to sustaining our services. This included adjusting our procedures to be COVID-19-safe on reopening for socially distanced or personal screenings, whilst enabling us to also develop alternative service provision - such as bedside screens and activity packs - when the cinemas have been closed. Our funding arrangements with each have continued, linked to the costs of service provision at each site.

MediCinema is grateful to the teams in all its hospitals, and their associated charity trusts for working closely and flexibly with us at such a challenging time.

## Individual Giving & Philanthropy

We are grateful that despite Covid-19 and the economic challenges that have ensued, MediCinema has had amazing public support. Donations, fundraising income and challenge events have stayed strong with sponsored events like the London Marathon, Kiltwalk and the Royal Parks Half Marathon remaining an important ongoing stream of income for the charity. We have also had an increase in in-memoriam donations. Many of those who have taken part in challenges or donated have experienced MediCinema themselves or know someone who has, understanding the value we bring to patients' time in hospital.

At the end of 2021 we ran a Christmas appeal to raise money to send 1000 patients to a MediCinema screening and are thrilled to say that thanks to the generosity of the public and some corporate partners we exceeded this target, raising enough for 1134 patients.



While our means of developing philanthropic relationships was hampered these past two years, we continue to look to develop relationships and our pathways for engagement with high-net-worth individuals, to support the current recovery and future innovation of the charity in the longer term.

## **Fundraising Practice and Regulation**

We communicate with our individual supporters via email, mail and phone calls where appropriate. In previous years (pre-COVID-19) we have engaged them with invitations to patient screenings and events – these have been exceedingly limited in 2021. We recruit new supporters via an advert that would usually play in cinemas – and began its return this year – and through our various corporate partners who promote our cause to their customers. We utilise our social channels and general publicity of our work and initiatives to raise awareness of our services and our impact, encouraging people to become supporters through donating and when possible volunteering. Our main income streams are corporate, hospital partners, trusts and foundations and individual giving with a developing capability in philanthropy fundraising through developing mutually beneficial relationships with supporters. We also raise funds through community, challenge events, in memoriam and legacy activity.

MediCinema is registered with the Fundraising Regulator and seeks to adhere to its principles published in the Fundraising Code of Practice at all times when undertaking fundraising from the public. This includes being legal, open, honest, and respectful, and ensuring that no one who appears to be vulnerable is asked to commit to giving. We have a complaints policy published and received a total of 0 complaints, none of which were escalated to the Fundraising Regulator.

### ***The impact of the COVID-19 pandemic***

While the impact of Covid-19 continues, we have had financial support in some key areas. Our services have continued in some form with personal and socially distanced screenings, the free bedside film channel and specially designed activity packs. There has of course been an impact on income, but we have started to turn the corner to recovery and are hoping that in 2022 we can move forward with more confidence with an important role to play in improving the quality of life for patients in NHS hospitals.

"The atmosphere of the cinema is very authentic, but moreover it is the passionate and dedicated staff and volunteers that make the experience so incredibly special and part of the recovery process. Their accommodating natures makes each viewer have a comfortable, enjoyable experience, forgetting they are even unwell for a little while. Thank you."



PATIENT, CW+ MEDICINEMA



## FINANCIAL REVIEW

	2021	2020
<b>Income</b>	<b>£ 811,524</b>	£ 1,347,963*
<i>Of which, Gifts in kind (head office rental cost, legal advice, license and logistics of films)</i>	<b>£ 90,231</b>	£ 114,741
<b>Expenditure</b>	<b>£ 768,703</b>	£ 956,086
<b>Surplus</b>	<b>£ 42,821</b>	£ 391,877
<b>Total fixed assets</b>	<b>£565,786</b> (at 31 December 2022)	£628,204 (at 31 December 2021)
<b>Overall assets</b>	<b>£1,730,472</b>	£1,687,651

\* 2020 income includes a capital grant from Disney of £569,418 which is included in restricted funds as at 31 December 2021 and 2022.

### ***Investment powers and policy***

Aside from retaining a prudent amount in reserves each year most of the charity's funds are to be spent in the short term so there are few funds for long term investment with the exception of those raised for new MediCinema installations. All funds are remitted to MediCinema head office and held in a Coutts deposit account.

### ***Reserves policy and going concern***

It is the policy of the charity that the level of free reserves (those not tied up in fixed assets and designated and restricted funds) should be maintained at a level equivalent to three months' expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. At 31 December 2021 free reserves totalled £271,953 (against 3 months' operating costs going into 2022 of £255,000). In light of the COVID-19 pandemic and the impact on the cinema industry, the trustees believe that it is prudent to hold the current level of reserves as 2022 is likely to be a challenging fundraising environment.

In 2020 the trustees designated £200,000 to support new cinema development, during 2021 this has increased to £275,000 with a widening of the designation to include new innovations alongside new builds.

The trustees have reviewed the circumstances of the charity, its fundraising, financial and cash flow plans, and consider that adequate resources continue to be available to fund the activities of the charity for the foreseeable future. Its cost base has been reviewed and, where possible without affecting service delivery, reduced. The trustees are of the view that the charity is a going concern.

## ***Governance and Management***

### **Governing Document**

The organisation is a charitable company limited by guarantee, incorporated on June 10 1996 and registered as a charity on September 23 1996. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

### **Appointment of trustees**

As an arts-in-health charity whose work focuses on a broad range of people, the directors seek to ensure that the trustee body is representative and includes members with the relevant skills. The Board consists of members from the film industries as well as members of the medical community.

### **Trustee induction and training**

New Trustees are similarly familiarised with MediCinema and its work and also provided with an induction pack including copies of the main charity documents, latest accounts, strategy document outlining future plans and objectives and a copy of the Commission's guide 'The Essential Trustee'.

Trustees, already familiar with the practical work of the charity, are encouraged to visit the original MediCinema at St Thomas' Hospital from time to time and other MediCinemas as they open.

### **Organisation**

The trustees meet four times a year and are responsible for the strategic direction and policy of the charity, a scheme of delegation is in place and day-to-day management rests with the Chief Executive who is responsible for ensuring that the charity delivers the services specified.

### **Related parties**

None of our trustees receive remuneration or other benefit from their work with the charity.

During 2021, Crispin Lilly was employed as Interim CEO for a period of 3 months. He resigned from the Board of Trustees prior to his appointment and was re-elected at the end of his employment.

### **Pay policy for senior staff**

The Directors consider the Board of Directors, who are the charity's trustees, and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. All trustees give their time freely, however, as noted above Crispin Lilly was employed as Interim CEO during the year, he stood down as trustee during this period. No other trustees received any payments for remuneration or expenses in the year.

The pay of senior staff is reviewed annually and against responsibilities, duties and performance as well as the financial position of the charity. In view of the nature of the charity, the Directors benchmark against pay levels in other charities of a similar nature, scope, size and ambition. The remuneration benchmark is the mid-point of the range paid for similar roles adjusted for a weighting for any additional responsibilities. If recruitment has proven difficult in the recent past a market addition is also paid with the pay maximum no greater than the highest benchmarked salary for a comparable role.

### **Risk management**

The trustees have reviewed the major risks to which the charity is exposed. A risk register has been established which is updated annually. Where appropriate, systems or procedures have been established to mitigate the risks across the key areas of Operations, Fundraising, Infrastructure and Roll-Out and these are periodically reviewed to ensure that they continue to meet the needs of the charity.

The primary risk is financial, given the reduction in funding anticipated. The charity is in the process of recruiting a Director of Development who will develop a long term funding strategy.

Secondary risk is related to the safety of patients, volunteers and staff, and the trustees are confident that measures in place and approaches related to the temporary closure of cinemas and the moving of all office staff to working from home, as well as advice shared, mitigate these risks and have provided the protection required for our people. The charity continues to work with all its hospital and healthcare partners on the safe face to face service delivery in our MediCinemas, with staff offered vaccines as per the policies for frontline workers in the respective Trust, bi-weekly testing of staff undertaken, the suspension of volunteers on site, and revised policies and procedures for socially distanced screenings, when appropriate.

A further risk is to our patients themselves in terms of the loss of service, and the charity has worked incredibly hard with all its partners to establish a free bedside service to patients through this time. This is augmented where possible by activities and entertainment, especially through our activity packs and Moments that Matter programme in partnership with Disney. In 2021, given the feedback on the ongoing benefit to patients and staff of our new bedside services, we are working to extend these to ongoing services to be delivered alongside our cinema provision.

As the charity continues to extend its reach outside of UK borders through other organisations, the risks of this have been reviewed and considered. The legal structures and association of MediCinema Ireland is set up to mitigate any risks to the charity, brand, reputation and patient safety; and the work begun in 2021 to foster a closer working relationship with MediCinema Italy is being undertaken with a view to ensure the same.

### ***Trustees' responsibilities in relation to the financial statements***

The charity trustees (who are also the directors of MediCinema for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with application law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application resources. In preparing the 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 application UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to 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 the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

#### ***Statement as to disclosure to our auditors***

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the auditor is unaware, and
- the trustees, having made enquiries of fellow directors and the auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

#### **Auditor**

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The trustees' annual report has been approved by the trustees on 21 April 2022 and signed on their behalf by

By order of the board of trustees on  
K Williams

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MEDICINEMA

### Opinion

We have audited the financial statements of MediCinema (the 'charitable company') for the year ended 31 December 2021 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 December 2021 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
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

### 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 charitable company 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

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on MediCinema's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other Information**

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report has been prepared in accordance with applicable legal requirements

## **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- 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 financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

## **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes 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 charitable company'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 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## **Capability of the audit in detecting irregularities**

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Board of Trustees, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## **Use of our report**

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Joanna Pittman (Senior statutory auditor)  
22 April 2022  
for and on behalf of Sayer Vincent LLP, Statutory Auditor  
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

## MediCinema

### Statement of financial activities (incorporating an income and expenditure account)

#### For the year ended 31 December 2021

	Note	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
<b>Income from:</b>							
Donations and legacies	2	459,454	351,954	<b>811,408</b>	504,102	843,505	1,347,607
Charitable activities							
Investments	3	116	–	<b>116</b>	356	–	356
<b>Total income</b>		<b>459,570</b>	<b>351,954</b>	<b>811,524</b>	<b>504,458</b>	<b>843,505</b>	<b>1,347,963</b>
<b>Expenditure on:</b>							
Raising funds	4	90,617	–	<b>90,617</b>	146,658	–	146,658
Charitable activities							
Operation of Cinemas	4	243,383	434,703	<b>678,086</b>	425,515	383,913	809,428
<b>Total expenditure</b>		<b>334,000</b>	<b>434,703</b>	<b>768,703</b>	<b>572,173</b>	<b>383,913</b>	<b>956,086</b>
<b>Net income / (expenditure) for the year</b>	5	125,570	(82,749)	42,821	(67,715)	459,592	391,877
Transfers between funds		(6,604)	6,604	–	(2,053)	2,053	–
<b>Net movement in funds</b>	15	118,966	(76,145)	<b>42,821</b>	(69,768)	461,645	391,877
<b>Reconciliation of funds:</b>							
Total funds brought forward		427,987	1,259,664	<b>1,687,651</b>	497,755	798,019	1,295,774
<b>Total funds carried forward</b>		<b>546,953</b>	<b>1,183,519</b>	<b>1,730,472</b>	<b>427,987</b>	<b>1,259,664</b>	<b>1,687,651</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15a to the financial statements.

**MediCinema****Balance sheet**

Company no. 3210199

**As at 31 December 2021**

	Note	£	2021 £	£	2020 £
<b>Fixed assets:</b>					
Tangible assets	10		<b>565,786</b>		628,204
			<b>565,786</b>		628,204
<b>Current assets:</b>					
Debtors	11	<b>103,051</b>		98,338	
Cash at bank and in hand		<b>1,199,030</b>		1,048,473	
		<b>1,302,081</b>		1,146,811	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	12	<b>(137,395)</b>		(87,364)	
<b>Net current assets</b>			<b>1,164,686</b>		1,059,447
<b>Total net assets</b>			<b>1,730,472</b>		1,687,651
<b>The funds of the charity:</b>					
Restricted income funds	15a		<b>1,183,519</b>		1,259,664
Unrestricted income funds:					
Designated funds		<b>275,000</b>		200,000	
General funds		<b>271,953</b>		227,987	
Total unrestricted funds			<b>546,953</b>		427,987
<b>Total charity funds</b>			<b>1,730,472</b>		1,687,651

Approved by the trustees on 21 April 2022 and signed on their behalf by

Kezia Williams  
Chair

## Statement of cash flows

For the year ended 31 December 2021

	Note	2021 £	£	2020 £	£
<b>Cash flows from operating activities</b>					
Net income for the reporting period (as per the statement of financial activities)		42,821		391,877	
Depreciation charges		71,807		93,360	
Dividends, interest and rent from investments		(116)		(356)	
(Increase)/decrease in debtors		(4,713)		144,332	
Increase/(decrease) in creditors		50,031		22,048	
<b>Net cash (used in) / provided by operating activities</b>		<b>159,830</b>		<b>651,261</b>	
<b>Cash flows from investing activities:</b>					
Dividends, interest and rents from investments		116		356	
Purchase of fixed assets		(9,389)		(2,053)	
<b>Net cash used in investing activities</b>		<b>(9,273)</b>		<b>(1,697)</b>	
<b>Change in cash and cash equivalents in the year</b>		<b>150,557</b>		<b>649,564</b>	
Cash and cash equivalents at the beginning of the year		1,048,473		398,909	
<b>Cash and cash equivalents at the end of the year</b>	a	<b>1,199,030</b>		<b>1,048,473</b>	

## Analysis of cash and cash equivalents and of net debt

	At 1 January 2021 £	Cash flows £	Other non- cash changes £	At 31 December 2021 £
Cash at bank and in hand	1,048,473	150,557		1,199,030
<b>a Total cash and cash equivalents</b>	<b>1,048,473</b>	<b>150,557</b>		<b>1,199,030</b>

**1 Accounting policies**

**a) Statutory information**

MediCinema is a charitable company limited by guarantee and is incorporated in United Kingdom.

The registered office address is Conybeare House, Guy's Hospital, London, SE1 9RT.

**b) Basis of preparation**

The financial statements have been prepared in accordance with 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 (FRS102) (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

On 17th August 2020 MediCinema Ireland was registered as an Irish company. MediCinema is the sole member for this company. MediCinema Ireland is in the process of registering as a charity and no transactions took place during 2020 and 2021, therefore, consolidated accounts have not been prepared.

**c) Public benefit entity**

The charity meets the definition of a public benefit entity under FRS 102.

**d) Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

**e) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

**f) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**1 Accounting policies (continued)**

**g) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

**h) Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

**i) Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of running the cinemas and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**j) Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 72.34% |
| ● Fundraising          | 22.47% |
| ● Governance costs     | 5.19%  |

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 76.30% |
| ● Fundraising          | 23.70% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

**k) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- |                         |               |
|-------------------------|---------------|
| ● Cinema installations  | 25 years      |
| ● Fixtures and fittings | 4 or 10 years |
| ● Equipment             | 5 years       |

## Notes to the financial statements

## For the year ended 31 December 2021

## 1 Accounting policies (continued)

## l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## o) Pensions

Pension contributions are made by the company in respect of employees' individual personal money purchase pension schemes. The assets of the fund are held separately from those of the charitable company which has no liability under the scheme other than for the payment of contributions.

## 2 Income from donations and legacies

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Individual Donations and Gift Aid	120,702	6,295	126,997	130,560	3,511	134,071
Corporate Donations	322,557	950	323,507	205,831	571,022	776,853
Grants	43,513	227,160	270,673	167,711	154,231	321,942
Gifts in kind	-	90,231	90,231	-	114,741	114,741
	<u>486,772</u>	<u>324,636</u>	<u>811,408</u>	<u>504,102</u>	<u>843,505</u>	<u>1,347,607</u>

Gifts in kind represent legal services, office rental and film delivery costs.

## 3 Income from investments

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Interest receivable	116	-	116	356	-	356
	<u>116</u>	<u>-</u>	<u>116</u>	<u>356</u>	<u>-</u>	<u>356</u>

MediCinema

Notes to the financial statements

For the year ended 31 December 2021

4a Analysis of expenditure (current year)

	Charitable activities				2021 Total £	2020 Total £
	Raising funds £	Running cinemas £	Governance costs £	Support costs £		
Staff costs (Note 6)	67,479	333,986	19,557	10,543	431,565	513,151
Nurses cost	-	59,000	-	-	59,000	38,254
Direct cinema costs	-	46,505	-	-	46,505	85,988
Fundraising costs	7,686	-	-	-	7,686	11,338
Communication costs	-	77	-	-	77	41,431
Finance	-	-	-	18,429	18,429	20,443
IT	-	-	-	15,144	15,144	12,511
General office	-	-	-	19,559	19,559	16,289
Governance	-	-	8,700	-	8,700	8,580
Depreciation	-	71,807	-	-	71,807	93,360
Gifts in kind	-	90,231	-	-	90,231	114,741
	<b>75,165</b>	<b>601,606</b>	<b>28,257</b>	<b>63,675</b>	<b>768,703</b>	<b>956,086</b>
Support costs	10,205	50,512	2,958	(63,675)	-	-
Governance costs	5,247	25,968	(31,215)	-	-	-
<b>Total expenditure 2021</b>	<b>90,617</b>	<b>678,086</b>	<b>-</b>	<b>-</b>	<b>768,703</b>	
Total expenditure 2020	146,658	809,428	-	-		956,086

MediCinema

Notes to the financial statements

For the year ended 31 December 2021

4b Analysis of expenditure (prior year)

	Charitable activities				2020 Total £
	Raising funds £	Running cinemas £	Governance costs £	Support costs £	
Staff costs (Note 7)	109,422	352,278	25,291	26,160	513,151
Nurses cost	-	38,254	-	-	38,254
Direct cinema costs	-	85,988	-	-	85,988
Fundraising costs	11,338	-	-	-	11,338
Communication costs	-	41,431	-	-	41,431
Finance	-	-	-	20,443	20,443
IT	-	-	-	12,511	12,511
General office	-	-	-	16,289	16,289
Governance	-	-	8,580	-	8,580
Depreciation	-	93,360	-	-	93,360
Gifts in kind	-	114,741	-	-	114,741
	<u>120,760</u>	<u>726,052</u>	<u>33,871</u>	<u>75,403</u>	<u>956,086</u>
Support costs	16,942	54,545	3,916	(75,403)	-
Governance costs	8,956	28,831	(37,787)	-	-
<b>Total expenditure 2020</b>	<b><u>146,658</u></b>	<b><u>809,428</u></b>	<b><u>-</u></b>	<b><u>-</u></b>	<b><u>956,086</u></b>

## Notes to the financial statements

## For the year ended 31 December 2021

**5 Net income / (expenditure) for the year**

This is stated after charging / (crediting):

	2021 £	2020 £
Depreciation	71,807	93,360
Auditor's remuneration (excluding VAT):		
Audit	7,250	7,150
Other services	-	3,200
	<u>71,807</u>	<u>103,710</u>

**6 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2021 £	2020 £
Salaries and wages	385,372	458,809
Social security costs	35,797	41,282
Employer pension contributions	10,396	13,060
	<u>431,565</u>	<u>513,151</u>

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2021 No.	2020 No.
£60,000 – £69,999	-	1
	<u>-</u>	<u>1</u>

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £195,573 (2020: £252,914).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2020: £nil). No charity trustee received payment for professional or other services supplied to the charity (2020: £nil).

During 2021, Crispin Lilly was Interim CEO for a period of 3 months. He resigned from the Board of Trustees prior to his appointment and was re-elected at the end of his employment.

**7 Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was 11 (2020: 13).

Staff are split across the activities of the charity as follows (full time equivalent basis):

	2021 No.	2020 No.
Raising funds	2.0	2.0
Operation of Cinemas	9.0	11.0
	<u>11.0</u>	<u>13.0</u>

## Notes to the financial statements

For the year ended 31 December 2021

**8 Related party transactions**

The charity received a donation of £500 from DDA Public Relations Limited. Lawrence Atkinson is a director of this company.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

**9 Taxation**

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**10 Tangible fixed assets**

	Cinema installations £	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>				
At the start of the year	803,354	341,217	247,974	<b>1,392,545</b>
Additions in year	-	-	9,389	<b>9,389</b>
Disposals in year	(31,716)	(50,253)	-	<b>(81,969)</b>
At the end of the year	<u>771,638</u>	<u>290,964</u>	<u>257,363</u>	<u><b>1,319,965</b></u>
<b>Depreciation</b>				
At the start of the year	246,915	290,428	226,998	<b>764,341</b>
Charge for the year	30,941	24,557	16,309	<b>71,807</b>
Disposals in year	(31,716)	(50,253)	-	<b>(81,969)</b>
At the end of the year	<u>246,140</u>	<u>264,732</u>	<u>243,307</u>	<u><b>754,179</b></u>
<b>Net book value</b>				
At the end of the year	<u>525,498</u>	<u>26,232</u>	<u>14,056</u>	<u><b>565,786</b></u>
At the start of the year	<u>556,439</u>	<u>50,789</u>	<u>20,976</u>	<u>628,204</u>

All of the above assets are used for charitable purposes.

**11 Debtors**

	2021 £	2020 £
Trade debtors	<b>7,371</b>	46,127
Prepayments and accrued income	<b>95,680</b>	51,608
Other debtors	-	603
	<u><b>103,051</b></u>	<u>98,338</u>

## Notes to the financial statements

For the year ended 31 December 2021

## 12 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	6,201	24,894
Taxation and social security	14,849	10,330
Other creditors	1,096	2,441
Accruals and deferred income	115,249	49,699
	<u>137,395</u>	<u>87,364</u>

## 13 Deferred income

Deferred income comprises amounts received in 2021 relating to 2022

	2021 £	2020 £
Balance at the beginning of the year	-	-
Amount released to income in the year	-	-
Amount deferred in the year	73,321	-
Balance at the end of the year	<u>73,321</u>	<u>-</u>

## 14a Analysis of net assets between funds (current year)

	General unrestricted £	Restricted £	Total funds £
Tangible fixed assets	-	565,786	565,786
Net current assets	546,953	617,733	1,164,686
<b>Net assets at 31 December 2021</b>	<u>546,953</u>	<u>1,183,519</u>	<u>1,730,472</u>

## 14b Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	-	-	628,204	628,204
Net current assets	227,987	200,000	631,460	1,059,447
<b>Net assets at 31 December 2020</b>	<u>227,987</u>	<u>200,000</u>	<u>1,259,664</u>	<u>1,687,651</u>

## Notes to the financial statements

For the year ended 31 December 2021

## 15a Movements in funds (current year)

	At 1 January 2021 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2021 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	7,863	32,164	(29,556)	-	10,471
Chelsea and Westminster Hospital	-	64,456	(64,456)	-	-
Southern General Hospital Glasgow	-	51,684	(40,547)	-	11,137
Serennu Children's Centre	-	8,637	(8,637)	-	-
St Thomas's Hospital	17,336	34,932	(42,776)	(2,785)	6,707
Guy's Hospital	16,843	42,531	(59,374)	-	-
Disney Moments that Matter	-	27,319	(27,319)	-	-
Capital fund	589,418	-	-	-	589,418
Gifts in kind	-	90,231	(90,231)	-	-
Fixed Assets	628,204	-	(71,807)	9,389	565,786
<b>Total restricted funds</b>	<b>1,259,664</b>	<b>351,954</b>	<b>(434,703)</b>	<b>6,604</b>	<b>1,183,519</b>
<b>Designated funds:</b>					
Strategic Development	200,000	-	-	75,000	275,000
<b>Total designated funds</b>	<b>200,000</b>	<b>-</b>	<b>-</b>	<b>75,000</b>	<b>275,000</b>
<b>General funds</b>	<b>227,987</b>	<b>459,570</b>	<b>(334,000)</b>	<b>(81,604)</b>	<b>271,953</b>
<b>Total unrestricted funds</b>	<b>427,987</b>	<b>459,570</b>	<b>(334,000)</b>	<b>(6,604)</b>	<b>546,953</b>
<b>Total funds</b>	<b>1,687,651</b>	<b>811,524</b>	<b>(768,703)</b>	<b>-</b>	<b>1,730,472</b>

The narrative to explain the purpose of each fund is given at the foot of the note below.

## Notes to the financial statements

For the year ended 31 December 2021

## 15b Movements in funds (prior year)

	At 1 January 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2020 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	7,393	26,822	(26,352)	-	<b>7,863</b>
Chelsea and Westminster Hospital	2,045	44,893	(46,938)	-	-
Southern General Hospital Glasgow	14,298	15,654	(29,952)	-	-
Serennu Children's Centre	-	6,568	(6,568)	-	-
St Thomas's Hospital	9,772	33,086	(25,522)	-	<b>17,336</b>
Guy's Hospital	10,000	32,323	(25,480)	-	<b>16,843</b>
Capital fund	35,000	569,418	(15,000)	-	<b>589,418</b>
Gifts in kind	-	114,741	(114,741)	-	-
Fixed Assets	719,511	-	(93,360)	2,053	<b>628,204</b>
<b>Total restricted funds</b>	<b>798,019</b>	<b>843,505</b>	<b>(383,913)</b>	<b>2,053</b>	<b>1,259,664</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Strategic Development	-	-	-	200,000	<b>200,000</b>
Total designated funds	-	-	-	200,000	<b>200,000</b>
<b>General funds</b>	<b>497,755</b>	<b>504,458</b>	<b>(572,173)</b>	<b>(202,053)</b>	<b>227,987</b>
<b>Total unrestricted funds</b>	<b>497,755</b>	<b>504,458</b>	<b>(572,173)</b>	<b>(2,053)</b>	<b>427,987</b>
<b>Total funds</b>	<b>1,295,774</b>	<b>1,347,963</b>	<b>(956,086)</b>	<b>-</b>	<b>1,687,651</b>

**Purposes of restricted funds**

The restricted funds relate to grants and income and expenditure for the operational cost of each MediCinema.

Grants and income received to contribute towards the running costs of the MediCinema at Royal Infirmary Hospital, Newcastle:

	2021 £	2020 £
Children in Need	-	4,280
The Hospital Saturday Fund	<b>2,000</b>	-
Masonic Charitable Foundation	<b>29,713</b>	20,288
Other small grants and individual donations	<b>451</b>	2,254
	<b>32,164</b>	<b>26,822</b>

Grants and income received to contribute towards the running costs of the CW+ MediCinema at Chelsea and Westminster Hospital:

	2021 £	2020 £
CW+	<b>64,256</b>	42,595
Children in Need	-	2,045
Other small grants and individual donations	<b>200</b>	253
	<b>64,456</b>	<b>44,893</b>

**Purposes of restricted funds (continued)**

Grants and income received to contribute towards the running costs of the MediCinema at Southern General, Glasgow:

	2021 £	2020 £
Glasgow Children's Hospital Charity	41,241	12,813
Hugh Fraser	4,000	–
Other small grants and individual donations	6,443	2,841
	<u>51,684</u>	<u>15,654</u>

Grants and income received to contribute towards the running costs of the Serennu Childrens' Centre:

	2021 £	2020 £
Sparkle	8,637	6,568
	<u>8,637</u>	<u>6,568</u>

Grants and income received to contribute towards the running costs of the MediCinema at St Thomas's Hospital:

	2021 £	2020 £
Guy's and St Thomas's Charity	34,932	32,071
Other small grants and individual donations	–	1,015
	<u>34,932</u>	<u>33,086</u>

Grants and income received to contribute towards the running costs of the MediCinema at Guy's Hospital:

	2021 £	2020 £
Guy's and St Thomas's Charity	34,931	32,071
Merchant Taylors	7,600	–
Other small grants and individual donations	–	252
	<u>42,531</u>	<u>32,323</u>

Disney supports the costs of production activity packs to create moment that matter for children in hospital.

The capital fund is income to fund the development of future MediCinemas.

**Purposes of designated funds**

The Trustees have designated funds to be used for the strategic development of new cinema sites and new complimentary services.

**16 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



MEDICINEMA   
*feel better with film*

**MEDICINEMA**

England & Wales - Charity number 1058197

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# Accounts

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# MEDICINEMA

*feel better with film*

MEDICINEMA  
(A COMPANY LIMITED BY GUARANTEE)

Trustees Report and Financial Statements  
For the year ended 31 December 2020



Charity registration no 1058197 (England and Wales)

Charity registration no SC039704 (Scotland)

Company registration no 3210199 (England and Wales)

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## *Message from the CEO*

### Dear Reader

I do hope that you and your families have been able to stay safe and well this past year, it has been tough for everyone. At the time of submitting these accounts, COVID-19 vaccinations across the UK are being rolled out at incredible speed, and the numbers of new infections are slowly decreasing. At last we can now start to see some light on the horizon.

At the beginning of last year however, we had no idea how devastating the impact of COVID-19 would be. 2020 was defined by growing numbers of deaths, lockdowns and enormous pressure on an already overstretched NHS. We can all agree that healthcare workers have been nothing less than heroic.

The impact on non-COVID NHS hospital patients was quickly and sharply felt. With strict visitor restrictions swiftly put in place, those patients in hospital were left feeling more isolated than ever with no family or friends allowed to visit – and only limited family for children. We've all had a taste of the distress that this isolation can cause us in our own homes, away from so many of the people we love, but at least with our personal home comforts and familiarity in our settings.

When we had to close the doors to our cinemas in March 2020, we certainly didn't think that they would be closed for long. Even with this in mind, our small head office team were able to pivot incredibly quickly to set up a new service in order to bring the benefits of film to people who needed it the most. This required a fast-track bringing together of a new partnership with Hospedia, the leading supplier of hospital bedside screens, and Non-Theatrical film distributors Filmbankmedia, resulting in a free MediCinema film channel for patients on their bedside screens. I also must thank our film distributor partners also for allowing us to screen their films.

This service has been more successful than we could possibly have imagined, with over 11,000 patients watching more than 31,000 hours of films across the year.

In addition, we designed ten separate Moments that Matter activity packs with our partner The Walt Disney Company, utilising their characters and stories and distributed tens of thousands of them to support paediatric patients. These packs were specially created to foster positive feelings, increase confidence and help build emotional resilience of children in hospitals and hospices who were increasingly isolated during this period. We have expanded now to deliver these to hospitals we don't usually work with and know they have been warmly received.

A Matron at the West Middlesex Hospital told us, "Thank you so much for providing us with these activities, they have kept us going in the height of COVID and for this, we are really grateful."

We were even able to welcome thousands of patients to watch films in our cinemas, both before lockdown and for a limited number of socially distanced screenings where we have put in place new protocols with the hospitals - though we have had to open and close some cinemas dependent on developing circumstances.

Altogether MediCinema managed to provide over 43,000 experiences for patients in hospital and for this I am incredibly proud.

As for many others, the financial impact of the pandemic has been severe. While we lost a significant level of projected income, due to careful planning we had entered the year in a strong financial position with high reserves. This has enabled us to continue our work and deliver our services for patients.

We are hugely grateful for the support of the Julia and Hans Rausing Trust, Vue Cinemas, and to The Walt Disney Company through our ongoing programmes and for its significant contribution to our capital fund. This will enable MediCinema to continue to plan for future builds.

Looking back at the year now, at the challenges we've all had to face as a charity and as a team, at home and at work, I believe we have achieved an incredibly high level of support for our patients. I would like to thank all our donors for their continued help, and I'm very happy to say that we are still on track to reach our target of supporting 75,000 patients by 2025, set out in our strategic plan of 2018-2025.

On that, I will leave you with the words of Gerard who visited the CW+ MediCinema at the Chelsea and Westminster Hospital in October. Despite being in hospital he was able to experience the closing night of the London Film Festival at the same time as cinemagoers around the country, watching the premiere showing of the film Ammonite.

*"This afternoon I felt like I would pay someone £1 million to take me off the ward, but tonight it all happened for free! To be able to come along in my hospital bed, to see such an interesting drama, and meet lovely people – what a wonderful, magical evening."*

Stay safe and well and here's hoping that this next year sees us all start to emerge from the cloud of this pandemic.

With warmest regards to you all,



Kat Mason  
Chief Executive Officer





## REFERENCE AND ADMINISTRATIVE DETAILS

Charity number (England and Wales)	1058197
Charity number (Scotland)	SC039704
Company number	3210199
Registered Office	Conybeare House, Guy's Hospital, London, SE1 9RT

### ***Our advisors***

Auditors	Sayer Vincent, Invicta House, 108-114 Golden Lane, London EC1Y 0TL
Bankers	Coutts & Co, 440 Strand, London, WC2R 0QS CAF Charity Services, Kings Hill, West Malling, Kent, ME19 4TA
Solicitors	Akin Gump Strauss Hauer & Feld LLP, Bishops Square, Spitalfields, London E1 6EG

### ***Directors and trustees***

The directors of the charitable company (the charity) are its trustees for the purpose of charity law. The trustees and officers serving during the year and since the year end were as follows:

Chair	P Massara
Elected Trustees	L Atkinson S Bristow M Burbidge J Chan P Hoy Dr N Lessof C Lilly S Moore (resigned 16 Sept 2020) S Morrith K Styles (resigned 18 May 2020) K Williams
Secretary	K Mason

### ***Key management personnel***

Chief Executive	Kat Mason (maternity leave May 2019 - Feb 2020)
Interim Chief Executive	Steve Crump (maternity cover April 2019 - April 2020)
Director of Operations	Paul Giggall
Director of Fundraising	Adam Johnson (until October 2020)
Director of Communications	Lysette Cohen

## REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

The trustees present their report and accounts for the year ended 31 December 2020.

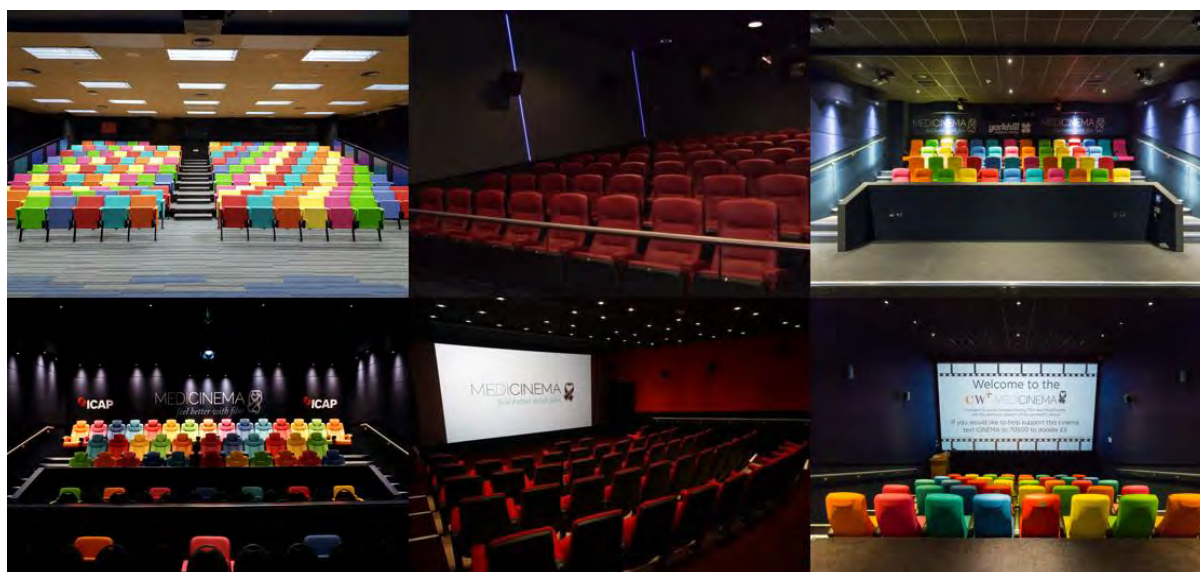
The accounts have been prepared in accordance with the accounting policies set out in Note 1 and comply with the charity's memorandum and articles of association, *the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard application in the UK and Republic of Ireland (FRS 102)*.

### ***Our objectives and activities***

The object of MediCinema is the relief of sickness, infirmity and old age by providing cinematic and kindred entertainment in hospitals, hospices, residential establishments and other establishments of a similar nature; and the promotion of any other charitable purpose for the relief of sick, infirm or elderly patients or residents as the trustees shall from time to time think fit. The charity aims to enrich the quality of life in hospitals and places of care for patients young and old by screening, free of charge, current cinema releases in an on-site cinema, away from the ward.

We currently have six MediCinemas in the following locations:

- MediCinema at St. Thomas' Hospital, London
- MediCinema at the Royal Victoria Infirmary, Newcastle
- MediCinema at the Serennu Children's Centre, Newport
- The ICAP MediCinema at Guy's Hospital, London
- The Yorkhill MediCinema at Southern General Hospitals (Royal Hospital for Children & Queen Elizabeth University Hospital), Glasgow
- CW+ MediCinema at Chelsea and Westminster Hospital, London



MediCinemas are designed to accommodate wheelchairs and hospital beds to support as many patients as possible. Patients using the MediCinemas include those with drips and on respirators; those recovering from operations; undergoing chemotherapy or dialysis; and many, many more. As well as being looked after by our volunteers and cinema managers, patients receive constant medical care from our nurses who attend screenings throughout. Safeguarding and care are central to MediCinema's offering, and our resourcing arrangements reflect this.

Families and carers are welcome to attend alongside patients, ensuring that the cinema offers an opportunity for patients to escape the isolation of their wards and spend quality time with their loved ones outside of the medical setting, in the 'normal' activity of going to the cinema. If there is capacity at individual screenings NHS staff members are also welcome to attend. This is not only a benefit to staff but also a way to engage the hospital and promote the service.

Outside of the MediCinemas' use as a cinema, we work in partnership with the Hospital Trusts and partner organisations to ensure the best usage of the space throughout the year. This includes supporting medical teaching and training, clinical multi-disciplinary meetings, external and internal lectures and meetings, as well as other arts and entertainment activities as part of the non-clinical support of patients. While our cinemas are suspended due to COVID-19, we are proud that the spaces have instead been used to train staff and for staff wellness amongst other things.

MediCinema's work benefits all patients signed off by the medical staff as well enough to attend screenings under the care of the dedicated nurses, their families and carers. In addition, MediCinema has a wider benefit to carers, families and staff in our sites of operation, as well as to our own staff and volunteers. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance *Public Benefit: Running a Charity (PB2)*.

The trustees have considered these matters and concluded:

- 1) that the aims of the organisation continue to be charitable;
- 2) that the aims and the work done give identifiable benefits to the charitable sector and both indirectly and directly to individuals in need;
- 3) that the benefits are for the public, are not unreasonably restricted in any way and certainly not by ability to pay; and
- 4) that there is no detriment or harm arising from the aims or activities.



## ***Achievements and Performance***



**Over 193,000 cinema experiences given by MediCinema since the charity started in 1999**

**In 2020 MediCinema provided 43,697 experiences to patients compared to 23,867 in 2019**

- 12.3% of these were through our core MediCinema screenings
- 25.2% were through our **new** free bedside screen service
- 62.5% were through our activity packs and Moments that Matter partnership with Disney

This consisted of:

- 5,365 attendees at 333 cinema screenings
- 11,023 users watching for 31,204 hours at their bedside
- 27,309 people through Activity Packs and Moment that Matter events.

Moments that Matter Activity packs:

- 27,050 packs delivered
- 32 hospitals reached
- 54 hospices reached
- 10 different Disney themed packs

In 2020, we continued to deliver excellent – and new – services to our patients, their families and loved ones. This year saw us broaden our services in order to adapt to the changing circumstances posed by COVID-19 and the needs and challenges this presented. We continued work on the implementation of the 2018-2025 strategic plan which aims, over the next five years, to double the scope and triple the reach of our service by 2025.

### ***Supporting patients and their families through the power of film***

#### **Cinema screenings**

Between 1<sup>st</sup> January 2020 to 11<sup>th</sup> March 2020 after which our cinemas were suspended, over 4,600 people visited a MediCinema to watch a film. We have continued to work closely with our hospital partners and from the end of August, some of our cinemas reopened with new COVID-19 procedures for socially distanced screenings. In that period more than 700 patients were able to visit one of four of our sites and watch a film. We have had to close and reopen some sites depending on individual circumstances, but we remain flexible and look forward to getting them all open again.



**Mary** came to see *The Secret Garden* at a socially distanced screening at the CW+ MediCinema in November. She told us: *"I was astounded! I'd never heard of cinemas in hospitals before. I think it's fabulous. I'm a doctor, and I've worked in hospitals all my life. Coming to CW+ MediCinema lifted me from a COVID-19 world of seclusion into a place of utter magic! And I felt, with the nurses and volunteers and other patients, as if I was amongst friends."*

### **A new free to use bedside service**

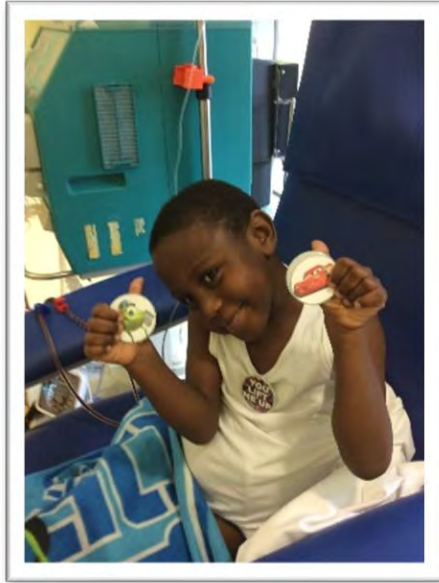
After suspending our cinemas in mid-March, in less than a month our Operations team were able to bring together a new partnership in order to screen films at patients' bedsides. We teamed up with Hospedia, the leading supplier of hospital bedside screens, and non-theatrical film distributors Filmbankmedia. A new channel was launched screening films for free for patients, the majority of whom were on their own on the wards unable to receive visitors due to COVID restrictions. This bedside service has also been made possible thanks to the support of our theatrical film distributor partners. There are two films played each week which are on rotation every two hours. At the time of writing our bedside service has been extended to seven hospitals.



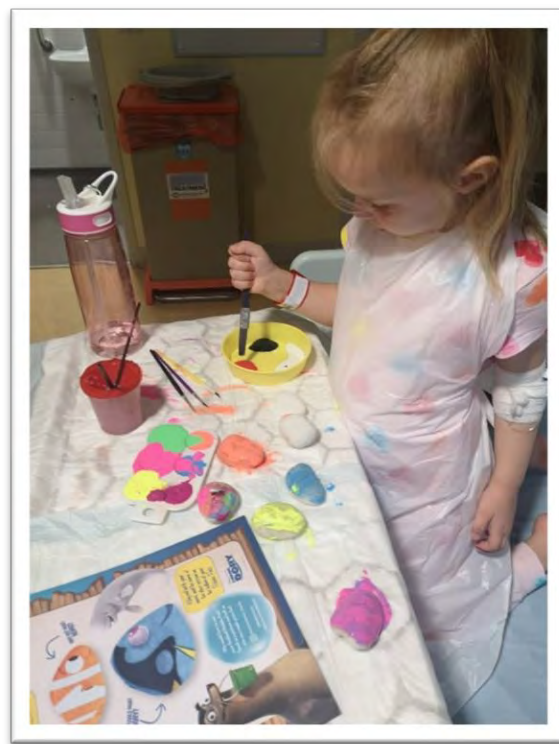
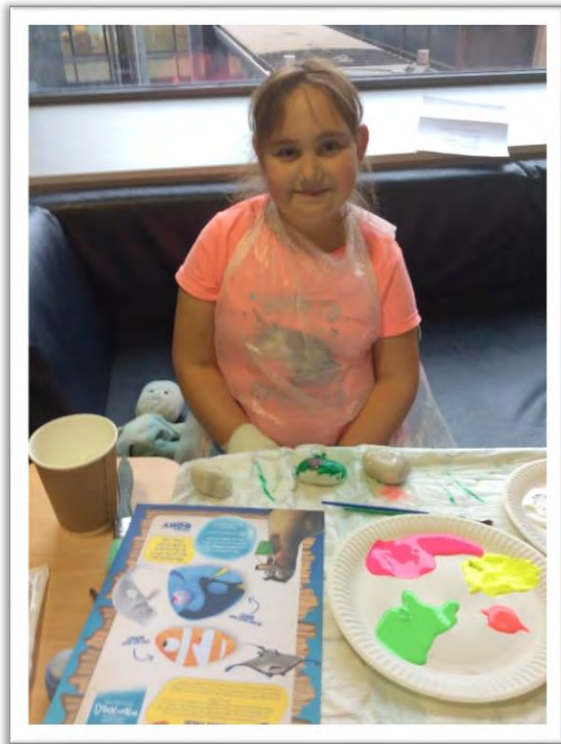
*“My son **Theo** loves seeing what film is on. As soon as he enters the dialysis unit, he goes straight onto the channel. It actually helps him keep his mind off the treatment. Before this started, he used worry as soon as he entered the ward, as treatment was the first thing on his mind. But now it's what film is on? **So thank you for helping my son not worry as much now.**”*

### **Moments that Matter Activity Packs for children**

Throughout the COVID crisis MediCinema, together with its long-term partner The Walt Disney Company, has been designing and distributing activity packs with extra-special meaning to children in hospitals and hospices. While visitors have been severely restricted, these colourful packs based on everyone's favourite Disney characters are designed to help foster positive feelings, increase confidence, help build emotional resilience and reduce isolation during a period in which connecting with others is even more challenging. More of these activity packs are planned for this year.



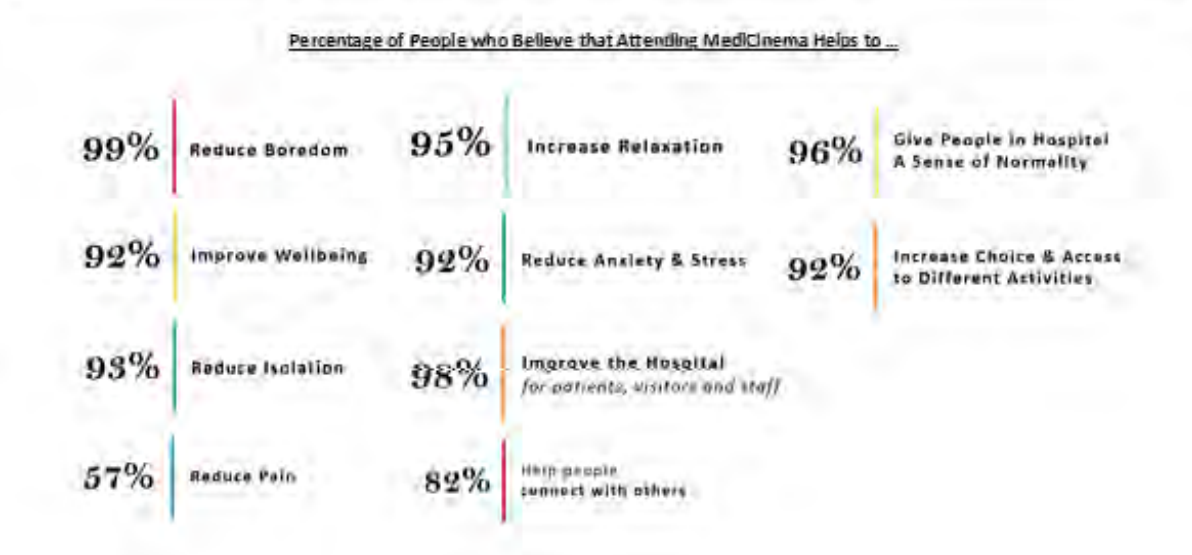
**Natalie, Play & Youth Service Team Lead** at the Chelsea and Westminster and West Middlesex Hospitals: *“As play specialists we aim to ‘normalise’ the hospital for the children, taking away their fear when they are here for treatment. By giving them things to play with, that they can take home with them and take pride in, we help to create long-lasting positive memories of their hospital experience. The MediCinema and Disney activity packs and arts & crafts fit perfectly with our objectives and were a life saver at the start of the outbreak when resources were limited. **We were in desperate need of individual activities that the children could keep and take home ... and then the activity packs arrived.** They have made such a difference here and the children absolutely love them.”*



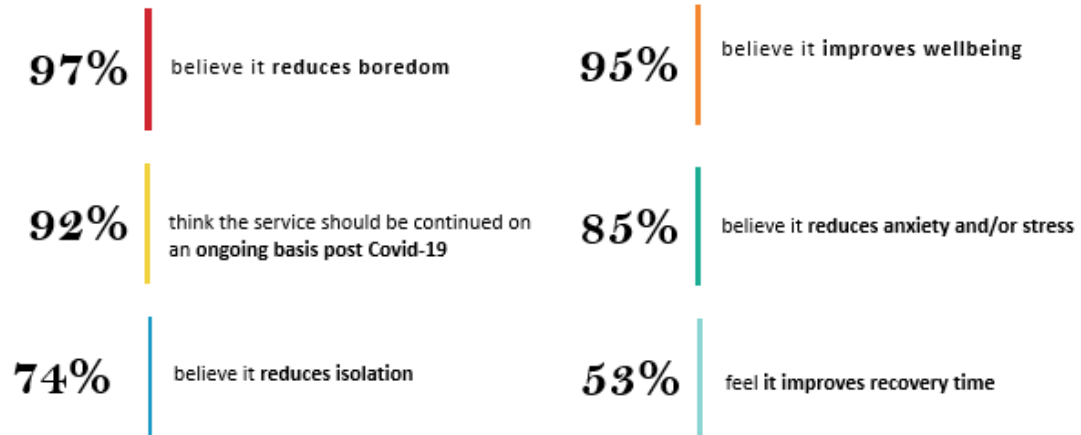
## Measuring our Impact

We know that our cinema services benefit patients, reducing anxiety, stress and feelings of isolation, increasing their quality of life and well-being. Because of the COVID-19 crisis and the suspension of our cinemas for some time, the survey data we have from 2019 is the last piece of quantitative data we were able to fully collect and was included in our last Annual Review. It is restated here for reference.

Our evaluation in 2019 evidenced that we achieve the following key outcomes:



A survey of hospital staff in November 2020 relating to our new bedside screen service showed strong support of its value:



## Patient Stories

The stories our beneficiaries tell us about the difference we have made to them and their families' lives are just as important as impact figures revealed in our surveys. Here are just a few from the many received throughout the year:

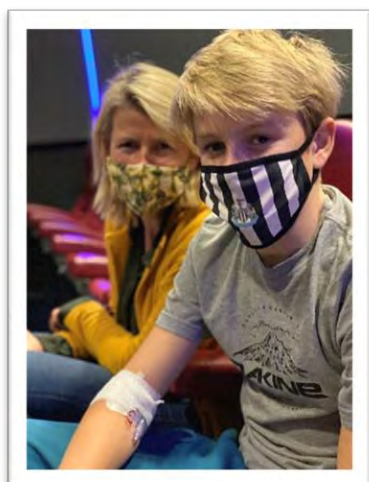
### Sophia-Hope



Six-year-old Sofia-Hope was a pre-term baby and has cerebral palsy and epilepsy. She developed severe sepsis and ended up in Emergency Intensive Care. Her mum Keleigh explains: *“Looking at the same four walls all the time is so difficult. We can’t go out for the day or do anything really. There are only so many times you can go to the ward playroom. So being able to come to the CW+ MediCinema allows us to get Sophia-Hope out of her room and means we are able to leave the ward – we can do something normal and we forget we’re in hospital. **Being able to come to***

***MediCinema is life changing for a child.** When you have a child with complex needs it is so difficult. Difficult for the whole family. Coming to MediCinema brings everyone together. On top, if you have a child whose life expectancy is not like others, it is all about making memories. **When in hospital there aren’t many opportunities to make memories, so coming to the MediCinema allows us to create these positive memories together. You cannot underestimate how much these moments really matter.***

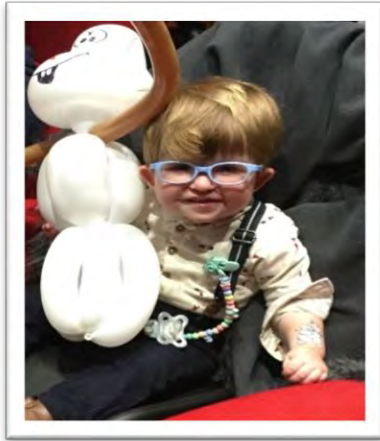
### Jack



**16-year-old Jack** was admitted to the Royal Victoria Infirmary with a bone infection. Jack told us: *“My hospital stay was difficult. I missed playing rugby, seeing my friends and being at school. I love all of these things and **it was awful to be confined to a hospital bed for 16 days without being able to see anyone, go outside or do anything physical.** I was in a lot of pain and found the hospital stay emotionally difficult too – staying in the same room for a full two weeks isn’t good for anyone. The volunteers who came to pick me up in the wheelchair were kind and chatted to me on the way there. On the way back we discussed the film which was interesting. My Mum really enjoyed it too. It was good for us both to have a change of scene and to have something else to talk about together afterwards – a shared experience. **The whole experience has made me realise how important a patient’s mental well-being is when***

***they are in hospital – and MediCinema was a good focus for the day. Without it, every day of my stay would have been pretty much the same. It made a huge difference to my hospital experience and really cheered both me and my Mum up – so thank you.”***

## Jayden



**Jayden** was adopted by Mum, Joanna in 2019 and she has been bringing him to the MediCinema at Serennu Children’s Centre for two years. He was diagnosed with Neurofibromatosis type 1 and is also unable to speak, so is reliant on Makaton for signing communication. *“When we first came across MediCinema, we thought it sounded really exciting, because it would provide a whole new experience for Jayden. We particularly like the idea that Jayden’s siblings were able to attend as well, as he loves doing things with his brothers. **We had a lot in common with the other patients there and when Jayden occasionally wanted to get down and wander a bit during the screening, we didn’t have to feel concerned about it at all.** We felt comfortable because we*

*were all in the same boat – it meant that Jayden could enjoy the film, make a few noises and wander about and it was still okay. **He was really happy afterwards and was smiling for ages. This is only cinema that we can go to. MediCinema provides a wonderful experience for the whole family to enjoy – especially for children like Jayden for whom opportunities like this can be difficult to find. It’s also provided us with something that his brothers greatly enjoy too – it’s something he can share with them.”***

## Volunteer Support

MediCinema continues to benefit from an expansive volunteer network which works alongside our paid staff (cinema managers and nurses at our in-hospital sites and technical assistant at the Serennu Centre) to collect patients from the wards, walk with them or push wheelchairs or beds, bring them to the cinema and then return them to their wards after the film. More importantly, volunteers put patients, who may be very anxious about leaving the ward, at ease and give patients the chance to talk about something completely unrelated to their condition. This social interaction is vital for patients and their families, especially patients who don't get many, if any, visitors.

Since we first suspended our cinemas in March 2020 due to COVID, we have been unable to use our volunteers even in socially distanced screenings because of strict hospital COVID-protocols.

***“We simply couldn’t deliver the MediCinema screening programme without the support of our incredible volunteers. We value their time enormously - it is no mean feat to walk the wards and engage patients whilst ensuring their experience is positive and adds to their wellbeing. Though we were only able to use volunteers before the suspension of our cinemas in March 2020 we are very much looking forward to their return once the current situation improves.”** Paul Giggall, Director of Operations*

## ***Organisational Development***

In 2020, Board member Kezia Williams was appointed to the newly created role of Vice Chair of the MediCinema Board. This role was created to work alongside the current Chair Paul Massara until he steps down this year in line with the MediCinema Board terms of appointment. He became Chair in 2016. Kezia will step up to the role of Chair as Paul leaves in 2021. Stephen Moore who between 2011-2014 had been CEO of MediCinema and then a Board member, stepped down at the end of his two-term tenure.

Within the staff team, due to the COVID crisis we have had to put several people on the furlough scheme, some full time and some partial. In addition, towards the end of 2020 our Director of Fundraising took the decision to step down. Due to the COVID situation we have not replaced this position but instead the CEO has stepped in to oversee Fundraising, working with the Senior Partnerships Manager on all fundraising streams.

## ***New MediCinema Developments***

In 2018 we commenced work to identify new sites for the development of MediCinema capabilities where they would have the most impact, as referenced in the charity's published 2018-2025 growth strategy. After extensive consultation and negotiation across the NHS space key sites emerged.

These talks have continued to take place this year but as a result of COVID there will be some varied delays in the plans moving forward and they are expected to come to fruition at a slightly later date than had been planned.

### **Key sites under discussion:**

#### **The Midland Metropolitan Hospital (Sandwell and West Birmingham NHS Hospitals Trust)**

A new acute general hospital, the Midland Metropolitan occupies a 6.5 hectares site in Smethwick near Birmingham. The hospital will have 670 beds and 15 operating theatre suites.

#### **The Royal Manchester Children's Hospital (Manchester University NHS Foundation Trust)**

A large and very busy children's hospital, the Royal Manchester has 371 paediatric beds and a further 60 neonatal cots in the adjacent tertiary neonatal unit of Saint Mary's Hospital.

### **Other discussions continue with a number of other NHS Trusts and hospitals, including**

- The New Children's Hospital (NCH) Dublin
- Great Ormond Street Hospital for Children



## Engaging the NHS: Ensuring sustainability

To further progress its work with the NHS, at the beginning of 2020 MediCinema engaged a health specific communications agency to support representation at key conferences and partnership events during 2020. Due to COVID budgetary constraints and the impracticality of being able to effectively have impact at this time, the work has been put on hold. As we work through the long-term need and structure of our bedside and on-ward services complementary to our core cinema service, we do so with our beneficiaries and healthcare partners at the heart of this development work, which will come to fruition in 2021.

## MediCinema Italy

MediCinema Italy is a separate organisation to MediCinema UK; in 2021 work is continuing to progress the MediCinema UK / Italy partnership through the exchange of information and best practice, with a view to formalising the association of all MediCinema organisations in the coming years.

## MediCinema Ireland

In 2020, MediCinema Ireland was registered as a company and it is now in the process of being registered as a charity. A MediCinema Ireland Board team has now been established with Trish Long, The Walt Disney Company's VP and MD for Ireland, as Chair.

With three countries now having a MediCinema organisation, the UK Board and Executive team will work through the coming years to ensure that the three MediCinema capabilities of the UK, Italy and Ireland are aligned and that the group entity reflects an integrated brand and corporate character with patient safety and quality service provision at the core of the three nations where MediCinema is offered.



## **Fundraising**

### **Fundraising Strategy**

2019 saw the origination and application of a fundraising strategy designed to build on the foundation of twenty-years' of successfully delivering the very best in cinematic experiences for patients and their families. The COVID crisis has, as with all charities and businesses, changed the immediate funding landscape. Our strategy has needed to be put on hold for 2020/21 with a new focus on reducing costs as far as possible and bridging the funding gap for the charity until the point at which we can rely on our previously sustainable income streams returning. We are incredibly grateful to all our partners who have shown understanding of the challenges of financially managing a charity during these uncertain times, including pivoting our services, fundraising and reallocating resources to best meet the needs of our patients and the organisation.



### **Trusts & Foundations**

With our usual corporate income streams severely damaged by COVID, our focus for surviving the year and responding to the increased needs of our patients even more isolated by COVID than usual had, of necessity, to turn to existing and new grant funding.

A number of applications were submitted to new supporters, including one who has supported the charity's mission and services through CW+ charity at Chelsea and Westminster, but not directly to MediCinema before. The resulting grant from Julia and Hans Rausing Trust for £87,000 in support of core costs as part of its Charity Survival Fund has been integral to the charity's ability to survive this year and respond to the needs of the crisis for our patients.

We are incredibly grateful for the support and flexibility given by our existing trust and foundation funders this year, all of whom unrestricted their grants to ensure the charity could use the funds where needed in this crisis. Specific grants this year were received from Children in Need (the final 3 months of our three year grant), Masonic Charitable Foundation (£20,288; year one of two), Merchant Taylors (£8,302; year one of two), and Bernard Sunley Foundation (£5,000, with a further grant received in January 2021).

## Corporate Partnerships

At the beginning of 2020, MediCinema was in dialogue with all eight major distributors having successfully developed the Nationwide Preview Screening (NPS) programme in 2019. Two NPS activities – *Dora and the Lost City of Gold* and *Shaun the Sheep: Farmageddon* had collectively generated over £167,000 and in addition helped to raise our profile in the industry. However due to the pandemic and closure of cinemas we were not able to progress this programme. This is an income line which was of particular significance to MediCinema and one that the organisation is keen to develop when the industry is ready again.

In August 2020 MediCinema was the charity partner for Disney's *PixarFest*, a month-long virtual family festival to celebrate the 25<sup>th</sup> anniversary of Disney and Pixar's *Toy Story*. To mark this occasion, Disney made a \$750,000 restricted donation to MediCinema's Capital Fund, to benefit future new builds in UK and Ireland.



Public cinemas were shut for much of the year. During the time they were open, our long-term partner Vue Cinemas continued to collect public donations on ticket sales and screened our advert with Simon Pegg and patient Sienna.

MediCinema received employee support from the sector with fundraising events that brought in substantial income, notably from Sony and also from Paramount/Viacom and Hasbro/eOne who both match funded. Obviously Creative also fundraised for MediCinema alongside providing pro-bono support by designing the new Fundraising Pack.

During the summer of 2020 MediCinema was one of two charity partners for Secret Cinema's new Drive-In by Häagen-Dazs who jointly donated a portion of its profits from all ice-cream sales to us.

## Hospital Partners

MediCinema continued to work to develop and maintain genuine and meaningful partnerships with its hospital partners. Throughout the year we have worked in close partnership with our hospital partners to examine the situation at each site and to take their clinical expertise about our services remaining open. This includes looking at adjusting our procedures to be COVID-19-safe on reopening for socially distanced or personal screenings only, and in terms of alternative service provision -such as bedside screens and activity packs - when the cinemas have been closed. Our funding arrangements with each have continued, linked to the costs of service provision at each site.




## Individual Giving & Philanthropy


Despite the economic challenges of the COVID-19 pandemic, public support for MediCinema, through donations, fundraising and challenge events has remained strong and an important ongoing stream of income for the charity.

The MediCinema advertisement that plays in cinemas had boosted awareness and led to a significant increase in individual giving in 2019. In 2020 with public cinemas closed the possibility of seeing the ad was greatly reduced. Though at the time of writing cinemas are scheduled to reopen in May, we don't know yet what the public uptake will be and therefore believe the effect will continue for some time. In spite of this, a number of patrons, high profile supporters and former beneficiaries and their families made appeals on the charity's behalf via social media. As a result, a number of partners, team members and individual supporters donated or successfully raised funds on behalf of the charity; supporting others to do the same continues to be a core part of our work on encouraging individual support for our mission.

While our means of developing philanthropic relationships was hampered this past year, we continue to look to develop relationships and our pathways for engagement with high net worth individuals, to support the immediate bridging need of the charity and in the longer term.



I SAW THE BENEFIT OF MEDICINEMA, I  
EXPERIENCED IT FIRST-HAND: THE WAY THE  
SCREENINGS CAN IMPROVE PATIENTS' OVERALL  
MENTAL WELL-BEING, REASSURE FAMILIES – AND  
PROVIDE LONGER-TERM PATIENTS SOMETHING TO  
LOOK FORWARD TO EACH WEEK



KIRSTIE, PATIENT



### **Fundraising Practice and Regulation**

We communicate with our individual supporters via email, mail and phone calls where appropriate. In previous years (pre-COVID-19) we have engaged them with invitations to patient screenings and events – these have not been able to take place this year. We recruit new supporters via an advert that would usually play in cinemas – and this year has been played in some drive-in cinemas – and through our various corporate partners who promote our cause to their customers. We utilise our social channels and general publicity of our work and initiatives to encourage people to become supporters through donating and when possible volunteering. Our main income streams are corporate, hospital partners, trusts and foundations and individual giving with a developing capability in philanthropy fundraising through developing mutually beneficial relationships with supporters. We also raise funds through community, challenge events, in memoriam and legacy activity.

MediCinema is registered with the Fundraising Regulator and seeks to adhere to its principles published in the Fundraising Code of Practice at all times when undertaking fundraising from the public. This includes being legal, open, honest, and respectful, and ensuring that no one who appears to be vulnerable is asked to commit to giving. We have a complaints policy published and received a total of 0 complaints, none of which were escalated to the Fundraising Regulator.

### ***The impact of the COVID-19 pandemic***

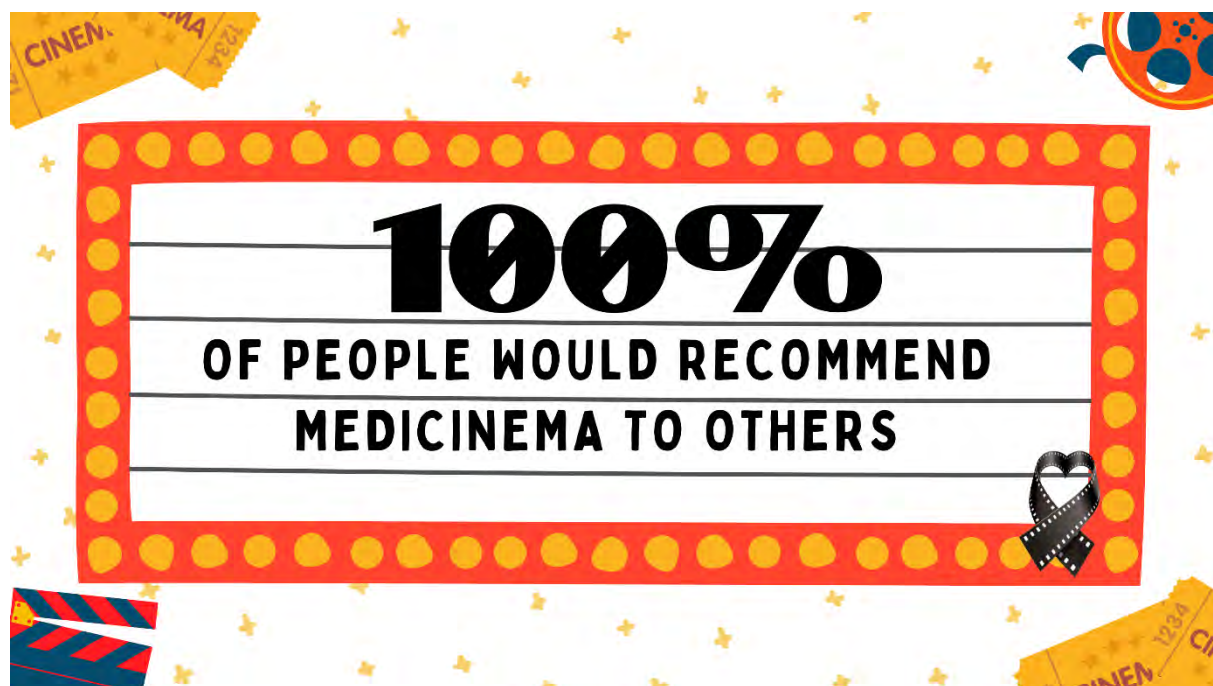
At the time of sign off for these accounts the COVID-19 global pandemic has had, and continues to have, a deep effect on our lives, healthcare and economies.

The key impacts for the charity are in operations where the cinema service has been mainly suspended, augmented instead with our pivoted bedside offerings, development of the new sites

which have mainly been put on hold while hospitals focus on the immediate and longer term needs of managing the pandemic, and fundraising.

One element of our funding relies on the generosity of the cinema-going public donating, and with no cinemas open this income stream has fallen drastically. With cinemas now not set to reopen until later in 2021, and with the unknown factor of how the public will respond to their reopening, this will have an ongoing impact on MediCinema's income. Robust financial planning and the stripping back of expenditure where possible has been undertaken and we go into 2021 focussing on individual giving, philanthropy and new sectors for corporate partnerships.

This will continue to be a challenging period to negotiate for the country as a whole and for us as a charity. But we are confident that MediCinema remains an impactful going concern with an important role to play in improving the quality of life for patients in NHS hospitals.



## FINANCIAL REVIEW

	2020	2019
<b>Income</b>	<b>£ 1,347,963*</b>	£ 1,254,338
<i>Of which, Gifts in kind (head office rental cost, legal advice, license and logistics of films)</i>	<b>£ 114,741</b>	£ 165,321
<b>Expenditure</b>	<b>£ 956,086</b>	£ 1,142,405
<b>Surplus / deficit</b>	<b>£ 391,877</b>	£ 111,933
<b>Total fixed assets</b>	<b>£628,204</b> (at 31 December 2020)	£719,511 (at 31 December 2019)
<b>Overall assets</b>	<b>£1,687,651</b>	£1,346,545

\* 2020 income includes a capital grant from Disney of £569,418 which is included in restricted funds as at 31 December 2020.

### ***Investment powers and policy***

Aside from retaining a prudent amount in reserves each year most of the charity's funds are to be spent in the short term so there are few funds for long term investment with the exception of those raised for new MediCinema installations. All funds are remitted to MediCinema head office and held in a Coutts deposit account.

### ***Reserves policy and going concern***

It is the policy of the charity that the level of free reserves (those not tied up in fixed assets and designated and restricted funds) should be maintained at a level equivalent to three months' expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. At 31 December 2020 free reserves totalled £227,987 (against 3 months' operating costs going into 2021 of £176,000). In light of the COVID-19 pandemic and the impact on the cinema industry, the trustees believe that it is prudent to hold the current level of reserves as 2021 is likely to be a challenging fundraising environment.

In 2018 the trustees designated funds to support the strategic development of new cinemas. This was released in 2019 to during the pandemic. As at 31 December 2020, £200,000 has been designated to support new cinema development.

The trustees have reviewed the circumstances of the charity, its fundraising, financial and cash flow plans, and consider that adequate resources continue to be available to fund the activities of the charity for the foreseeable future. Its cost base has been reviewed and, where possible without affecting service delivery, reduced. The trustees are of the view that the charity is a going concern.

### ***Governance and Management***

#### **Governing Document**

The organisation is a charitable company limited by guarantee, incorporated on June 10 1996 and registered as a charity on September 23 1996. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed

under its Articles of Association. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

### **Appointment of trustees**

As an arts-in-health charity whose work focuses on a broad range of people, the directors seek to ensure that the trustee body is representative and includes members with the relevant skills. The Board consists of members from the film industries as well as members of the medical community.

### **Trustee induction and training**

New Trustees are similarly familiarised with MediCinema and its work and also provided with an induction pack including copies of the main charity documents, latest accounts, strategy document outlining future plans and objectives and a copy of the Commission's guide 'The Essential Trustee'.

Trustees, already familiar with the practical work of the charity, are encouraged to visit the original MediCinema at St Thomas' Hospital from time to time and other MediCinemas as they open.

### **Organisation**

The trustees meet four times a year and are responsible for the strategic direction and policy of the charity, a scheme of delegation is in place and day-to-day management rests with the Chief Executive who is responsible for ensuring that the charity delivers the services specified. During the COVID pandemic, the trustees met once a month from March to December 2020, to ensure oversight and engagement within such a fast moving environment. This has been reduced to once every two months from the start of 2021, and will return to quarterly when appropriate to do so.

### **Related parties**

None of our trustees receive remuneration or other benefit from their work with the charity. Kevin Styles is Group MD of Vue Entertainment, which supported the charity through customer donations on Vue tickets.

### **Pay policy for senior staff**

The Directors consider the Board of Directors, who are the charity's trustees, and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. All trustees give their time freely and no trustees received remuneration in the year. No trustees received payment for expenses in the year.

The pay of senior staff is reviewed annually and against responsibilities, duties and performance as well as the financial position of the charity. In view of the nature of the charity, the Directors benchmark against pay levels in other charities of a similar nature, scope, size and ambition. The remuneration benchmark is the mid-point of the range paid for similar roles adjusted for a weighting for any additional responsibilities. If recruitment has proven difficult in the recent past a market addition is also paid with the pay maximum no greater than the highest benchmarked salary for a comparable role.



## **Risk management**

The trustees have reviewed the major risks to which the charity is exposed. A risk register has been established which is updated annually. Where appropriate, systems or procedures have been established to mitigate the risks across the key areas of Operations, Fundraising, Infrastructure and Roll-Out and these are periodically reviewed to ensure that they continue to meet the needs of the charity.

The main immediate risks presented to the charity relates to the impact and potential impact of the COVID-19 pandemic.

The primary risk is financial, given the reduction in funding anticipated. Costs have been immediately reduced as far as possible, the cinema staff furloughed, and the fundraising plan has been refocused.

Secondary risk is related to the safety of patients, volunteers and staff, and the trustees are confident that measures in place and approaches related to the temporary closure of cinemas and the moving of all office staff to working from home, as well as advice shared, mitigate these risks and have provided the protection required for our people. The charity continues to work with all its hospital and healthcare partners on the safe face to face service delivery in our MediCinemas, with staff offered vaccines as per the policies for frontline workers in the respective Trust, bi-weekly testing of staff undertaken, the suspension of volunteers on site, and revised policies and procedures for socially distanced screenings, when appropriate.

A further risk is to our patients themselves in terms of the loss of service, and the charity has worked incredibly hard with all its partners to establish a free bedside service to patients through this time. This is augmented where possible by activities and entertainment, especially through our activity packs and Moments that Matter programme in partnership with Disney. In 2021, given the feedback on the ongoing benefit to patients and staff of our new bedside services, we are working to extend these to ongoing services to be delivered alongside our cinema provision.

As the charity continues to extend its reach outside of UK borders through other organisations, the risks of this have been reviewed and considered. The legal structures and association of MediCinema Ireland is set up to mitigate any risks to the charity, brand, reputation and patient safety; and the work begun in 2021 to foster a closer working relationship with MediCinema Italy is being undertaken with a view to ensure the same.

### ***Trustees' responsibilities in relation to the financial statements***

The charity trustees (who are also the directors of MediCinema for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with application law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application resources. In preparing the 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 application UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to 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 the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

***Statement as to disclosure to our auditors***

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the auditor is unaware, and
- the trustees, having made enquiries of fellow directors and the auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

**Auditor**

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The trustees' annual report has been approved by the trustees on 23 June 2021 and signed on their behalf by



By order of the board of trustees on  
P Massara

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MEDICINEMA

### Opinion

We have audited the financial statements of MediCinema (the 'charitable company') for the year ended 31 December 2020 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 December 2020 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
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

### 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 charitable company 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

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on MediCinema's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other Information**

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report has been prepared in accordance with applicable legal requirements

## **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- 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 financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

## **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes 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 charitable company'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 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## **Capability of the audit in detecting irregularities**

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Board of Trustees, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Joanna Pittman (Senior statutory auditor)  
5 July 2021  
for and on behalf of Sayer Vincent LLP, Statutory Auditor  
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

MediCinema

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2020

	Note	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
<b>Income from:</b>							
Donations and legacies	2	504,102	843,505	<b>1,347,607</b>	707,337	469,575	1,176,912
Charitable activities							
Other trading activities	3	-	-	-	25,800	-	25,800
Investments	4	356	-	<b>356</b>	854	-	854
Other		-	-	-	-	-	-
<b>Total income</b>		<b>504,458</b>	<b>843,505</b>	<b>1,347,963</b>	<b>733,991</b>	<b>469,575</b>	<b>1,203,566</b>
<b>Expenditure on:</b>							
Raising funds	5	146,658	-	<b>146,658</b>	253,493	-	253,493
Charitable activities							
Operation of Cinemas	5	425,515	383,913	<b>809,428</b>	326,751	562,160	888,911
Other		-	-	-	-	-	-
<b>Total expenditure</b>		<b>572,173</b>	<b>383,913</b>	<b>956,086</b>	<b>580,244</b>	<b>562,160</b>	<b>1,142,404</b>
<b>Net income / (expenditure) for the year</b>	6	(67,715)	459,592	391,877	153,747	(92,585)	61,162
Transfers between funds		(2,053)	2,053	-	(4,880)	4,880	-
<b>Net movement in funds</b>		<b>(69,768)</b>	<b>461,645</b>	<b>391,877</b>	<b>148,867</b>	<b>(87,705)</b>	<b>61,162</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		497,755	798,019	<b>1,295,774</b>	348,888	885,724	1,234,612
<b>Total funds carried forward</b>		<b>427,987</b>	<b>1,259,664</b>	<b>1,687,651</b>	<b>497,755</b>	<b>798,019</b>	<b>1,295,774</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 16a to the financial statements.

MediCinema

Balance sheet

Company no. 3210199

As at 31 December 2020

	Note	£	2020 £	£	2019 £
<b>Fixed assets:</b>					
Tangible assets	11		<u>628,204</u>		<u>719,511</u>
			<b>628,204</b>		<b>719,511</b>
<b>Current assets:</b>					
Debtors	12	98,338		242,670	
Cash at bank and in hand		<u>1,048,473</u>		<u>398,909</u>	
		<b>1,146,811</b>		<b>641,579</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	13	<u>(87,364)</u>		<u>(65,316)</u>	
<b>Net current assets</b>			<u><b>1,059,447</b></u>		<u><b>576,263</b></u>
<b>Total net assets</b>			<u><u><b>1,687,651</b></u></u>		<u><u><b>1,295,774</b></u></u>
<b>The funds of the charity:</b>					
Restricted income funds	16a		<u>1,259,664</u>		<u>798,019</u>
Unrestricted income funds:					
Designated funds		200,000		-	
General funds		<u>227,987</u>		<u>497,755</u>	
<b>Total unrestricted funds</b>			<u><b>427,987</b></u>		<u><b>497,755</b></u>
<b>Total charity funds</b>			<u><u><b>1,687,651</b></u></u>		<u><u><b>1,295,774</b></u></u>

Approved by the trustees on 23 June 2021 and signed on their behalf by



Paul Massara  
Chair

MediCinema

Statement of cash flows

For the year ended 31 December 2020

	Note	2020 £	£	2019 £	£
<b>Cash flows from operating activities</b>					
Net income for the reporting period (as per the statement of financial activities)		391,877		61,162	
Depreciation charges		93,360		99,620	
Dividends, interest and rent from investments		(356)		(854)	
(Increase)/decrease in debtors		144,332		(139,202)	
Increase/(decrease) in creditors		22,048		(37,603)	
			<b>651,261</b>		<b>(16,877)</b>
<b>Net cash (used in) / provided by operating activities</b>					
<b>Cash flows from investing activities:</b>					
Dividends, interest and rents from investments		356		854	
Purchase of fixed assets		(2,053)		(4,880)	
			<b>(1,697)</b>		<b>(4,026)</b>
<b>Net cash used in investing activities</b>					
			<b>649,564</b>		<b>(20,903)</b>
<b>Change in cash and cash equivalents in the year</b>					
Cash and cash equivalents at the beginning of the year			<b>398,909</b>		<b>419,812</b>
Cash and cash equivalents at the end of the year	a		<b>1,048,473</b>		<b>398,909</b>

Analysis of cash and cash equivalents and of net debt

	At 1 January 2020 £	Cash flows £	Other non- cash changes £	At 31 December 2020 £
Cash at bank and in hand	398,909	649,564		1,048,473
<b>a Total cash and cash equivalents</b>	<b>398,909</b>	<b>649,564</b>		<b>1,048,473</b>

**1 Accounting policies**

**a) Statutory information**

MediCinema is a charitable company limited by guarantee and is incorporated in United Kingdom.

The registered office address is Conybeare House, Guy's Hospital, London, SE1 9RT.

**b) Basis of preparation**

The financial statements have been prepared in accordance with 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) – (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

On 17th August 2020 MediCinema Ireland was registered as an Irish company. MediCinema is the sole member for this company. MediCinema Ireland is in the process of registering as a charity and no transactions took place during 2020, therefore, consolidated accounts have not been prepared.

**c) Public benefit entity**

The charity meets the definition of a public benefit entity under FRS 102.

**d) Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

**e) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

**f) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**1 Accounting policies (continued)**

**g) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

**h) Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

**i) Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of running the cinemas and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**j) Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 72.34% |
| ● Fundraising          | 22.47% |
| ● Governance costs     | 5.19%  |

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

- |                        |        |
|------------------------|--------|
| ● Operation of cinemas | 76.30% |
| ● Fundraising          | 23.70% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

**1 Accounting policies (continued)****k) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Cinema installations 25 years
- Fixtures and fittings 4 or 10 years
- Equipment 5 years

**l) Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**m) Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**n) Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**o) Pensions**

Pension contributions are made by the company in respect of employees' individual personal money purchase pension schemes. The assets of the fund are held separately from those of the charitable company which has no liability under the scheme other than for the payment of contributions.

**2 Income from donations and legacies**

	Unrestricted	Restricted	2020 Total	Unrestricted	Restricted	2019 Total
	£	£	£	£	£	£
Individual Donations and Gift Aid	130,560	3,511	<b>134,071</b>	144,200	25,986	170,186
Corporate Donations	205,831	571,022	<b>776,853</b>	553,257	47,167	600,424
Grants	167,711	154,231	<b>321,942</b>	9,880	231,101	240,981
Gifts in kind	-	114,741	<b>114,741</b>	-	165,321	165,321
	<u>504,102</u>	<u>843,505</u>	<u><b>1,347,607</b></u>	<u>707,337</u>	<u>469,575</u>	<u>1,176,912</u>

Gifts in kind represent legal services, office rental and film delivery costs.

**3 Income from other trading activities**

	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
Fundraising events	-	-	-	25,800	-	25,800
	-	-	-	25,800	-	25,800

**4 Income from investments**

	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
Interest receivable	356	-	356	854	-	854
	356	-	356	854	-	854

MediCinema

Notes to the financial statements

For the year ended 31 December 2020

5a Analysis of expenditure (current year)

	Charitable activities				2020	2019
	Raising funds	Running cinemas	Governance costs	Support costs	Total	Total
	£	£	£	£	£	£
Staff costs (Note 7)	109,422	352,278	25,291	26,160	513,151	509,585
Nurses cost	-	38,254	-	-	38,254	123,644
Direct cinema costs	-	85,988	-	-	85,988	41,759
Fundraising costs	11,338	-	-	-	11,338	95,217
Communication costs	-	41,431	-	-	41,431	39,613
Finance	-	-	-	20,443	20,443	21,613
IT	-	-	-	12,511	12,511	3,346
General office	-	-	-	16,289	16,289	34,286
Governance	-	-	8,580	-	8,580	8,400
Depreciation	-	93,360	-	-	93,360	99,620
Gifts in kind	-	114,741	-	-	114,741	165,321
	120,760	726,052	33,871	75,403	956,086	1,142,404
Support costs	16,942	54,545	3,916	(75,403)	-	-
Governance costs	8,956	28,831	(37,787)	-	-	-
<b>Total expenditure 2020</b>	<b>146,658</b>	<b>809,428</b>	<b>-</b>	<b>-</b>	<b>956,086</b>	
Total expenditure 2019	253,493	888,911	-	-		1,142,404

MediCinema

Notes to the financial statements

For the year ended 31 December 2020

5b Analysis of expenditure (prior year)

	Charitable activities				2019 Total £
	Raising funds £	Running cinemas £	Governance costs £	Support costs £	
Staff costs (Note 7)	125,696	332,716	25,909	25,264	509,585
Nurses cost	-	123,644	-	-	123,644
Direct cinema costs	-	41,759	-	-	41,759
Fundraising costs	95,217	-	-	-	95,217
Communication costs	-	39,613	-	-	39,613
Finance	-	-	-	21,613	21,613
IT	-	-	-	3,346	3,346
General office	-	-	-	34,286	34,286
Governance	-	-	8,400	-	8,400
Depreciation	-	99,620	-	-	99,620
Gifts in kind	-	165,321	-	-	165,321
	<u>220,913</u>	<u>802,673</u>	<u>34,309</u>	<u>84,509</u>	<u>1,142,404</u>
Support costs	21,933	58,056	4,520	(84,509)	-
Governance costs	10,647	28,182	(38,829)	-	-
<b>Total expenditure 2019</b>	<b><u>253,493</u></b>	<b><u>888,911</u></b>	<b><u>-</u></b>	<b><u>-</u></b>	<b><u>1,142,404</u></b>

**6 Net income / (expenditure) for the year**

This is stated after charging / (crediting):

	2020 £	2019 £
Depreciation	93,360	99,620
Auditor's remuneration (excluding VAT):		
Audit	7,150	7,000
Other services	3,200	-
	<u>93,710</u>	<u>106,620</u>

**7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2020 £	2019 £
Salaries and wages	458,809	453,951
Social security costs	41,282	43,120
Employer pension contributions	13,060	12,514
	<u>513,151</u>	<u>509,585</u>

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2020 No.	2019 No.
£60,000 – £69,999	<u>1</u>	<u>1</u>

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £252,914 (2019: £259,097).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2019: £nil). No charity trustee received payment for professional or other services supplied to the charity (2019: £nil).

**8 Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was 13 (2019: 14).

Staff are split across the activities of the charity as follows (full time equivalent basis):

	2020 No.	2019 No.
Raising funds	2.0	3.0
Operation of Cinemas	11.0	11.0
	<u>13.0</u>	<u>14.0</u>

## MediCinema

### Notes to the financial statements

#### For the year ended 31 December 2020

#### 9 Related party transactions

MediCinema is delighted to have received donations totalling £51,522 (2019: £328,599) from Vue Entertainment Limited. Kevin Styles, a trustee and Managing Director of Vue International, provided his advice and support to develop this partnership.

#### 10 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

#### 11 Tangible fixed assets

	Cinema installations £	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>				
At the start of the year	1,032,779	359,760	330,612	1,723,151
Additions in year	–	–	2,053	2,053
Disposals in year	(229,425)	(18,543)	(84,691)	(332,659)
At the end of the year	803,354	341,217	247,974	1,392,545
<b>Depreciation</b>				
At the start of the year	436,519	275,860	291,261	1,003,640
Charge for the year	39,821	33,111	20,428	93,360
Disposals in year	(229,425)	(18,543)	(84,691)	(332,659)
At the end of the year	246,915	290,428	226,998	764,341
<b>Net book value</b>				
<b>At the end of the year</b>	556,439	50,789	20,976	628,204
At the start of the year	596,260	83,900	39,351	719,511

All of the above assets are used for charitable purposes.

#### 12 Debtors

	2020 £	2019 £
Trade debtors	46,127	78,630
Prepayments and accrued income	51,608	164,040
Other debtors	603	–
	<b>98,338</b>	<b>242,670</b>

#### 13 Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	24,894	20,488
Taxation and social security	10,330	12,675
Other creditors	2,441	2,699
Accruals and deferred income	49,699	29,454
	<b>87,364</b>	<b>65,316</b>

**14 Deferred income**

Deferred income comprises amounts received in 2018 relating to 2019

	2020 £	2019 £
Balance at the beginning of the year	–	51,000
Amount released to income in the year	–	(51,000)
Amount deferred in the year	–	–
	<hr/>	<hr/>
Balance at the end of the year	–	–
	<hr/> <hr/>	<hr/> <hr/>

**15a Analysis of net assets between funds (current year)**

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	628,204	628,204
Net current assets	227,987	200,000	631,460	1,059,447
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Net assets at 31 December 2020</b>	<b>227,987</b>	<b>200,000</b>	<b>1,259,664</b>	<b>1,687,651</b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

**15b Analysis of net assets between funds (prior year)**

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	719,511	719,511
Net current assets	497,755	–	78,508	576,263
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Net assets at 31 December 2019</b>	<b>497,755</b>	<b>–</b>	<b>798,019</b>	<b>1,295,774</b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

## 16a Movements in funds (current year)

	At 1 January 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2020 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	7,393	26,822	(26,352)	–	<b>7,863</b>
Chelsea and Westminster Hospital	2,045	44,893	(46,938)	–	–
Southern General Hospital Glasgow	14,298	15,654	(29,952)	–	–
Serennu Children's Centre	–	6,568	(6,568)	–	–
St Thomas's Hospital	9,772	33,086	(25,522)	–	<b>17,336</b>
Guy's Hospital	10,000	32,323	(25,480)	–	<b>16,843</b>
Capital fund	35,000	569,418	(15,000)	–	<b>589,418</b>
Gifts in kind	–	114,741	(114,741)	–	–
Fixed Assets	719,511	–	(93,360)	2,053	<b>628,204</b>
<b>Total restricted funds</b>	<b>798,019</b>	<b>843,505</b>	<b>(383,913)</b>	<b>2,053</b>	<b>1,259,664</b>
Designated funds:					
Strategic Development	–	–	–	200,000	<b>200,000</b>
<b>Total designated funds</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>200,000</b>	<b>200,000</b>
<b>General funds</b>	<b>497,755</b>	<b>504,458</b>	<b>(572,173)</b>	<b>(202,053)</b>	<b>227,987</b>
<b>Total unrestricted funds</b>	<b>497,755</b>	<b>504,458</b>	<b>(572,173)</b>	<b>(2,053)</b>	<b>427,987</b>
<b>Total funds</b>	<b>1,295,774</b>	<b>1,347,963</b>	<b>(956,086)</b>	<b>–</b>	<b>1,687,651</b>

The narrative to explain the purpose of each fund is given at the foot of the note below.

## 16b Movements in funds (prior year)

	At 1 January 2019 £	Income & gains £	Expenditure & losses £	Transfers £	At 1 January 2020 £
<b>Restricted funds:</b>					
Royal Victoria Infirmary, Newcastle	4,211	20,834	(17,652)	–	7,393
Chelsea and Westminster Hospital	4,139	73,894	(75,988)	–	2,045
Southern General Hospital Glasgow	26,530	49,422	(61,654)	–	14,298
Serennu Children's Centre	–	14,312	(14,312)	–	–
St Thomas's Hospital	–	55,687	(45,915)	–	9,772
Guy's Hospital	–	55,105	(45,105)	–	10,000
Strategic grant	36,593	–	(36,593)	–	–
Capital fund	–	35,000	–	–	35,000
Gifts in kind	–	165,321	(165,321)	–	–
Fixed Assets	814,251	–	(99,620)	4,880	719,511
<b>Total restricted funds</b>	<b>885,724</b>	<b>469,575</b>	<b>(562,160)</b>	<b>4,880</b>	<b>798,019</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Strategic Development	120,792	–	–	(120,792)	–
Total designated funds	120,792	–	–	(120,792)	–
<b>General funds</b>	<b>228,096</b>	<b>733,992</b>	<b>(580,245)</b>	<b>115,912</b>	<b>497,755</b>
<b>Total unrestricted funds</b>	<b>348,888</b>	<b>733,992</b>	<b>(580,245)</b>	<b>(4,880)</b>	<b>497,755</b>
<b>Total funds</b>	<b>1,234,612</b>	<b>1,203,567</b>	<b>(1,142,405)</b>	<b>–</b>	<b>1,295,774</b>

**Purposes of restricted funds**

The restricted funds relate to grants and income and expenditure for the operational cost of each MediCinema.

Grants and income received to contribute towards the running costs of the MediCinema at Royal Infirmary Hospital, Newcastle:

	2020 £	2019 £
Children in Need	4,280	12,909
Rothley Trust	–	1,500
Masonic Charitable Foundation	20,288	–
Hadrian Trust	–	2,000
Other small grants and individual donations	2,254	4,424
	<b>26,822</b>	<b>20,833</b>

## MediCinema

### Notes to the financial statements

#### For the year ended 31 December 2020

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##### Purposes of restricted funds (continued)

Grants and income received to contribute towards the running costs of the CW+ MediCinema at Chelsea and Westminster Hospital:

	2020 £	2019 £
CW+	42,595	55,958
Children in Need	2,045	12,319
Saturday Hospital Fund	-	5,000
Other small grants and individual donations	253	617
	<u>44,893</u>	<u>73,894</u>

Grants and income received to contribute towards the running costs of the MediCinema at Southern General, Glasgow:

	2020 £	2019 £
Glasgow Children's Hospital Charity	12,813	27,238
Merchant House of Glasgow	-	2,500
Schuh	-	2,500
Kilpatrick Fraser Charitable Trust	-	2,845
Other small grants and individual donations	2,841	14,339
	<u>15,654</u>	<u>49,422</u>

Grants and income received to contribute towards the running costs of the Serennu Childrens' Centre:

	2020 £	2019 £
Sparkle	6,568	14,312
	<u>6,568</u>	<u>14,312</u>

Grants and income received to contribute towards the running costs of the MediCinema at St Thomas's Hospital:

	2020 £	2019 £
Guy's and St Thomas's Charity	32,071	45,105
Other small grants and individual donations	1,015	10,582
	<u>33,086</u>	<u>55,687</u>

**Purposes of restricted funds (continued)**

Grants and income received to contribute towards the running costs of the MediCinema at Guy's Hospital:

	2020 £	2019 £
Guy's and St Thomas's Charity	32,071	45,105
Real D	-	10,000
Other small grants and individual donations	252	-
	<u>32,323</u>	<u>55,105</u>

The capital fund is income to fund the development of future MediCinemas.

**Purposes of designated funds**

In 2018 the Trustees designated funds to be used for the strategic development of new cinema sites. This was released in 2019 as a result of the COVID 19 pandemic but reinstated in 2020.

**20 Legal status of the charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



MEDICINEMA   
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