



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)



TABLE OF CONTENTS

MESSAGE FROM THE CEO.....	P3
MESSAGE FROM THE CHAIR.....	P5
REFERENCE AND ADMINISTRATIVE DETAILS.....	P7
REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 December 2022.....	P8
FINANCIAL REVIEW.....	P29
INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF MEDICINEMA....	P33
STATEMENT OF FINANCIAL ACTIVITES.....	P37
BALANCE SHEET.....	P38
STATEMENT OF CASH FLOWS.....	P39
NOTES TO THE FINANCIAL STATEMENTS.....	P40

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.

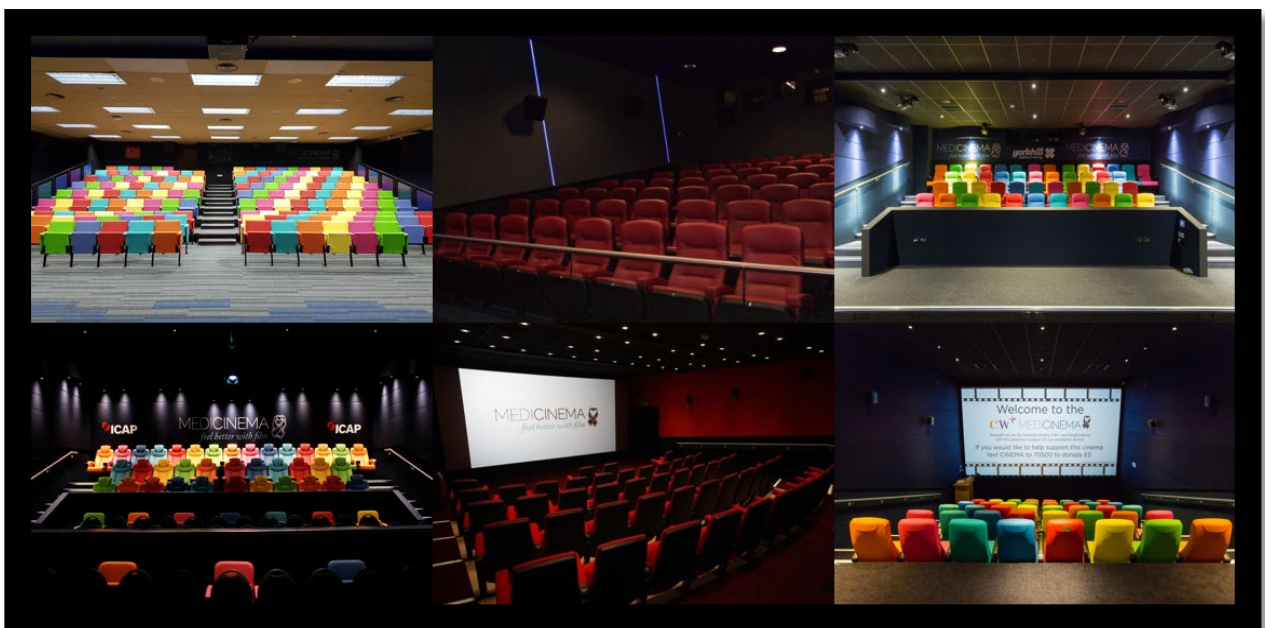
The accounts have been prepared in accordance with the accounting policies set out in Note 1 and comply with the charity's memorandum and articles of association, *the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Accounting and Reporting by 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.

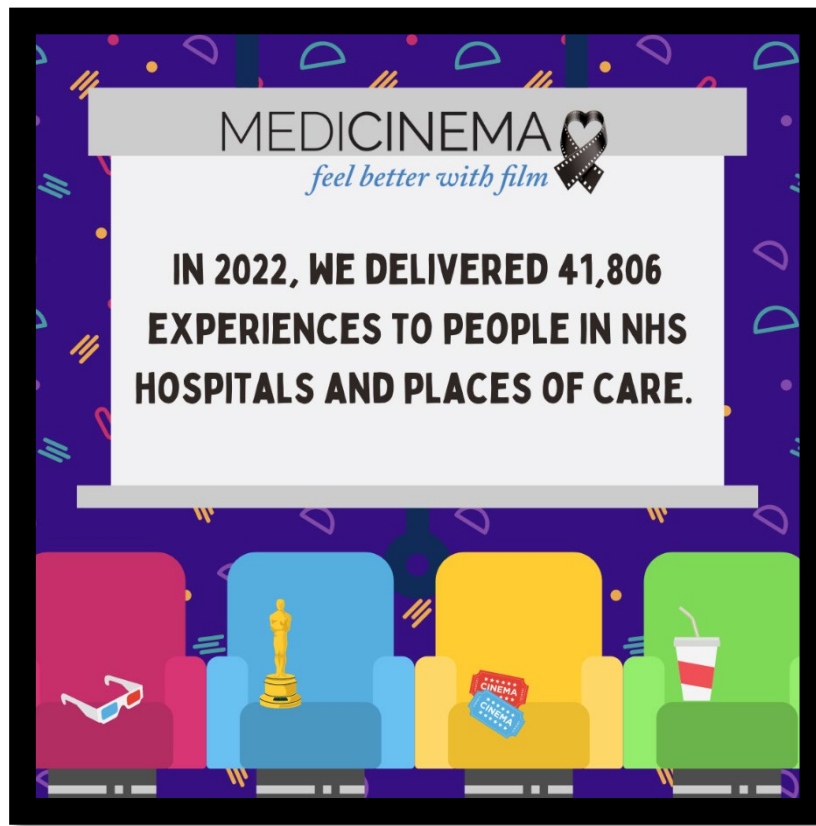
MediCinema's work benefits all patients signed off by the medical staff as well enough to attend screenings under the care of the dedicated nurses, their families, and carers. In addition, MediCinema has a wider benefit to carers, families, and staff in our sites of operation, as well as to our own staff 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 31st 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 31st 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 31st 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 10th 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.



“

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

”

FINANCIAL REVIEW

	2022	2021
Income	£ 1,017,210	£ 811,524
<i>Of which, Gifts in kind (head office rental cost, legal advice, license and logistics of films)</i>	£ 125,745	£ 90,231
Expenditure	£1,014,041	£ 768,703
Surplus	£3,169	£42,821
Total fixed assets	£536,029 (at 31 December 2022)	£565,786 (at 31 December 2021)
Overall assets	£1,733,641	£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. 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 £
Income from:							
Donations and legacies	2	513,028	502,188	1,015,216	459,454	351,954	811,408
Charitable activities							
Investments	3	1,994	–	1,994	116	–	116
Total income		515,022	502,188	1,017,210	459,570	351,954	811,524
Expenditure on:							
Raising funds	4	154,746	–	154,746	90,617	–	90,617
Charitable activities							
Operation of Cinemas	4	348,779	510,516	859,295	243,383	434,703	678,086
Total expenditure		503,525	510,516	1,014,041	334,000	434,703	768,703
Net income / (expenditure) for the year	5	11,497	(8,328)	3,169	125,570	(82,749)	42,821
Transfers between funds		(2,652)	2,652	–	(6,604)	6,604	–
Net movement in funds	15	8,845	(5,676)	3,169	118,966	(76,145)	42,821
Reconciliation of funds:							
Total funds brought forward		546,953	1,183,519	1,730,472	427,987	1,259,664	1,687,651
Total funds carried forward		555,798	1,177,843	1,733,641	546,953	1,183,519	1,730,472

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 £
Fixed assets:					
Tangible assets	10		536,029		565,786
			536,029		565,786
Current assets:					
Debtors	11	112,551		103,051	
Cash at bank and in hand		1,208,919		1,199,030	
		1,321,470		1,302,081	
Liabilities:					
Creditors: amounts falling due within one year	12	(123,858)		(137,395)	
Net current assets			1,197,612		1,164,686
Total net assets			1,733,641		1,730,472
The funds of the charity:					
Restricted income funds	15a		1,177,843		1,183,519
Unrestricted income funds:					
Designated funds		275,000		275,000	
General funds		280,798		271,953	
Total unrestricted funds			555,798		546,953
Total charity funds			1,733,641		1,730,472

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 £	£
Cash flows from operating activities					
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	
Net cash (used in) / provided by operating activities			23,539		159,830
Cash flows from investing activities:					
Dividends, interest and rents from investments		1,994		116	
Purchase of fixed assets		(15,644)		(9,389)	
Net cash used in investing activities			(13,650)		(9,273)
Change in cash and cash equivalents in the year			9,889		150,557
Cash and cash equivalents at the beginning of the year			1,199,030		1,048,473
Cash and cash equivalents at the end of the year	a		1,208,919		1,199,030

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	-	1,208,919
a Total cash and cash equivalents	1,199,030	9,889	-	1,208,919

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)	-	-	-
Total expenditure 2022	154,746	859,295	-	-	1,014,041	
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				
	Raising funds	Running cinemas	Governance costs	Support costs	2021 Total
	£	£	£	£	£
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)	-	-
Total expenditure 2021	<u>90,617</u>	<u>678,086</u>	<u>-</u>	<u>-</u>	<u>768,703</u>

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 £
Cost				
At the start of the year	771,638	290,964	257,363	1,319,965
Additions in year	7,992	6,850	802	15,644
Disposals in year	-	-	-	-
At the end of the year	779,630	297,814	258,165	1,335,609
Depreciation				
At the start of the year	246,140	264,732	243,307	754,179
Charge for the year	31,127	10,070	4,204	45,401
Disposals in year	-	-	-	-
At the end of the year	277,267	274,802	247,511	799,580
Net book value				
At the end of the year	502,363	23,012	10,654	536,029
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	112,551	95,680
Other debtors	-	-
	112,551	103,051

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
Net assets at 31 December 2021	<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
Net assets at 31 December 2020	<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 £
Restricted funds:					
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
Total restricted funds	1,183,519	502,188	(510,516)	2,652	1,177,843
Designated funds:					
Strategic Development	275,000	-	-	-	275,000
Total designated funds	275,000	-	-	-	275,000
General funds	271,953	515,022	(503,525)	(2,652)	280,798
Total unrestricted funds	546,953	515,022	(503,525)	(2,652)	555,798
Total funds	1,730,472	1,017,210	(1,014,041)	-	1,733,641

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 £
Restricted funds:					
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
Total restricted funds	1,259,664	351,954	(434,703)	6,604	1,183,519
Unrestricted funds:					
Designated funds:					
Strategic Development	200,000	-	-	75,000	275,000
Total designated funds	200,000	-	-	75,000	275,000
General funds	227,987	459,570	(334,000)	(81,604)	271,953
Total unrestricted funds	427,987	459,570	(334,000)	(6,604)	546,953
Total funds	1,687,651	811,524	(768,703)	-	1,730,472

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
	43,592	32,164

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
	81,376	64,456

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 
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