



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 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 2023

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

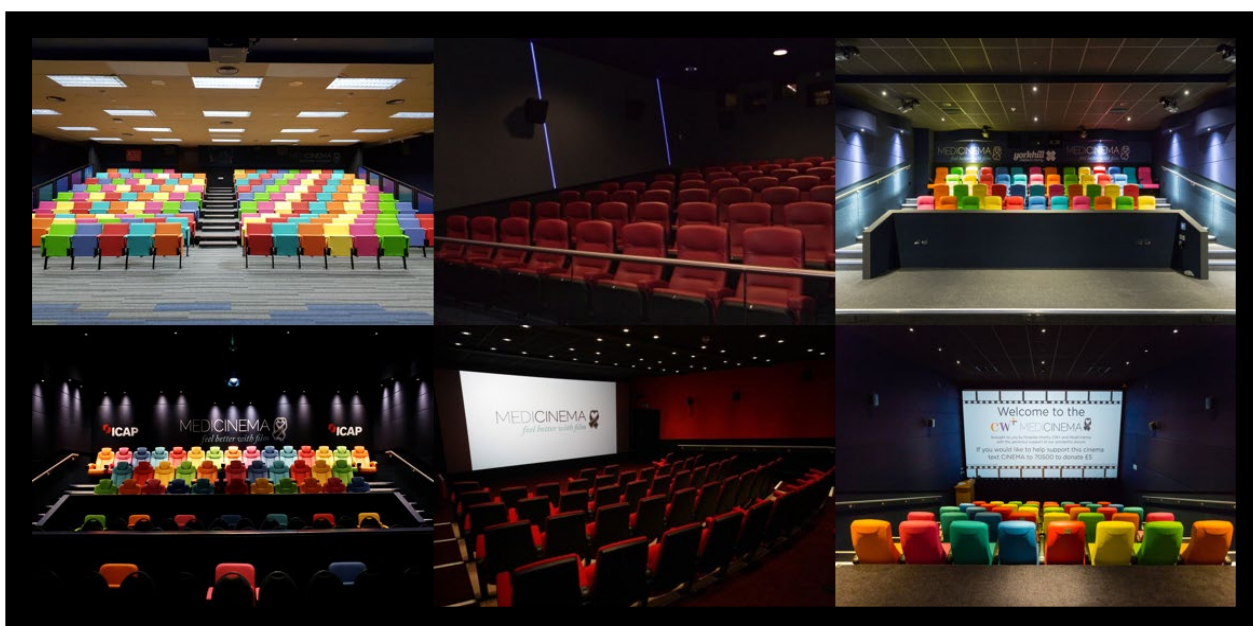
The accounts have been prepared in accordance with the accounting policies set out in Note 1 and comply with the charity's memorandum and articles of association, *the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Accounting and Reporting by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

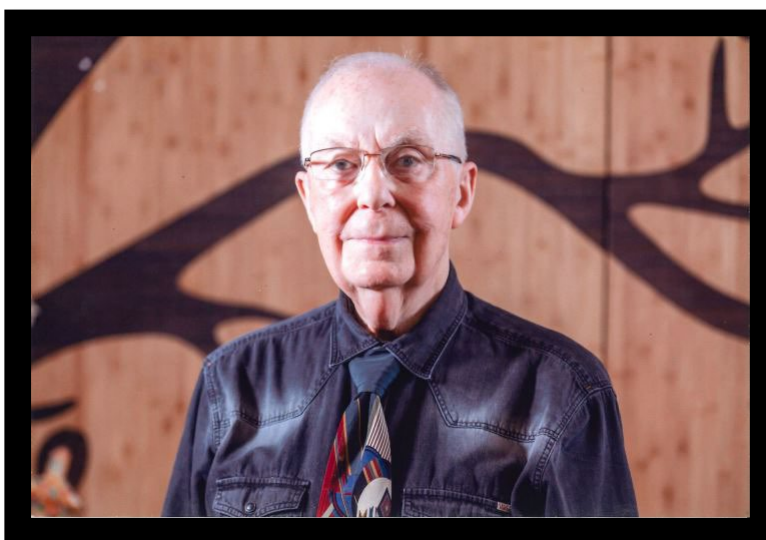
At Guy's Hospital we have been organising Tailored screenings for groups including:

- 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.

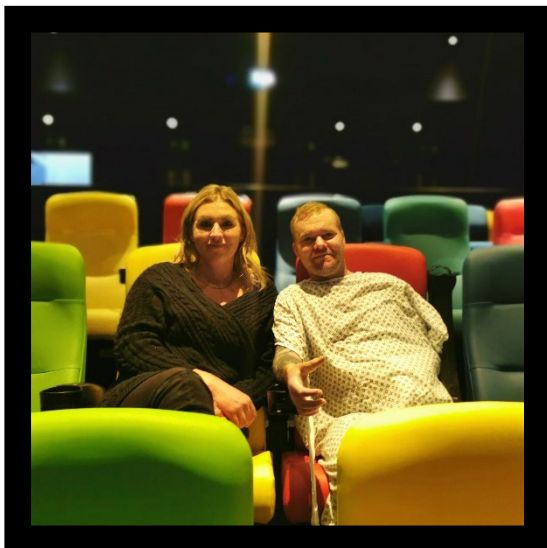
It's wonderful for us to come to the Guy's MediCinema for our special Advanced Prostate Cancer Club screenings. **When the first one happened, I signed up straight away. I would have gone whatever the film was!** Going to the cinema was something I used to do a lot

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



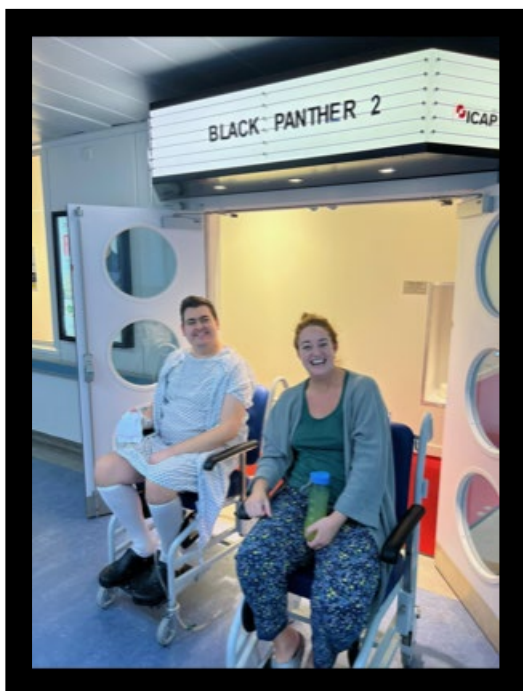
My son, David, has been at the Great North Children's Hospital in Newcastle for a stem cell transplant because of an extremely rare blood disorder. We have both lived in this hospital for over six months now, because David had complications following the transplant.

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
Income	£1,451,639	£1,017,210
<i>Of which, Gifts in kind (head office rental cost, legal advice, license and logistics of films)</i>	£110,889	£125,745
Expenditure	£1,212,420	£1,014,041
Surplus	£239,219	£3,169
Total fixed assets	£525,112 (at 31 December 2022)	£536,029 (at 31 December 2022)
Overall assets	£1,972,860	£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. 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 £
Income from:							
Donations and legacies	2	876,768	549,837	1,426,605	513,028	502,188	1,015,216
Charitable activities							
Investments	3	25,034	-	25,034	1,994	-	1,994
Total income		901,802	549,837	1,451,639	515,022	502,188	1,017,210
Expenditure on:							
Raising funds	4	200,755	-	200,755	154,746	-	154,746
Charitable activities							
Operation of Cinemas	4	418,519	593,146	1,011,665	348,779	510,516	859,295
Total expenditure		619,274	593,146	1,212,420	503,525	510,516	1,014,041
Net income / (expenditure) for the year	5	282,528	(43,309)	239,219	11,497	(8,328)	3,169
Transfers between funds		(24,026)	24,026	-	(2,652)	2,652	-
Net movement in funds	15	258,502	(19,283)	239,219	8,845	(5,676)	3,169
Reconciliation of funds:							
Total funds brought forward		555,798	1,177,843	1,733,641	546,953	1,183,519	1,730,472
Total funds carried forward		814,300	1,158,560	1,972,860	555,798	1,177,843	1,733,641

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 £
Fixed assets:					
Tangible assets	10		525,112		536,029
			<u>525,112</u>		<u>536,029</u>
Current assets:					
Debtors	11	134,505		112,551	
Cash at bank and in hand		1,523,921		1,208,919	
		<u>1,658,426</u>		<u>1,321,470</u>	
Liabilities:					
Creditors: amounts falling due within one year	12	(210,678)		(123,858)	
			<u>1,447,748</u>		<u>1,197,612</u>
Net current assets					
Total net assets			<u><u>1,972,860</u></u>		<u><u>1,733,641</u></u>
The funds of the charity:					
Restricted income funds	15a		1,158,560		1,177,843
Unrestricted income funds:					
Designated funds		75,000		275,000	
General funds		739,300		280,798	
		<u>814,300</u>		<u>555,798</u>	
Total unrestricted funds					
Total charity funds			<u><u>1,972,860</u></u>		<u><u>1,733,641</u></u>

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 £	£
Cash flows from operating activities					
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)	
Net cash (used in) / provided by operating activities		323,520			23,539
Cash flows from investing activities:					
Dividends, interest and rents from investments		25,034		1,994	
Purchase of fixed assets		(33,552)		(15,644)	
Net cash used in investing activities		(8,518)			(13,650)
Change in cash and cash equivalents in the year		315,002			9,889
Cash and cash equivalents at the beginning of the year		1,208,919		1,199,030	
Cash and cash equivalents at the end of the year		1,523,921		1,208,919	

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
Total cash and cash equivalents	1,208,919	315,002	-	1,523,921

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	372,736	276,645	2,534	279,179
Corporate Donations	461,950	66,134	528,084	224,353	77,749	302,102
Grants	56,600	358,296	414,896	12,030	296,160	308,190
Gifts in kind	-	110,889	110,889	-	125,745	125,745
	<u>876,768</u>	<u>549,837</u>	<u>1,426,605</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	-	25,034	1,994	-	1,994
	<u>25,034</u>	<u>-</u>	<u>25,034</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	700,906	554,741
Nurses cost	–	133,431	–	–	133,431	93,803
Direct cinema costs	–	85,750	–	–	85,750	106,202
Fundraising costs	24,015	–	–	–	24,015	15,797
Communication costs	–	29,947	–	–	29,947	2,357
Finance	–	–	–	26,970	26,970	30,195
IT	–	–	–	20,490	20,490	15,007
General office	–	–	–	24,573	24,573	14,653
Governance	–	–	10,980	–	10,980	10,140
Depreciation	–	44,469	–	–	44,469	45,401
Gifts in kind	–	110,889	–	–	110,889	125,745
	<u>173,028</u>	<u>916,414</u>	<u>28,882</u>	<u>94,096</u>	<u>1,212,420</u>	<u>1,014,041</u>
Support costs	20,655	70,959	2,482	(94,096)	–	–
Governance costs	7,072	24,292	(31,364)	–	–	–
Total expenditure 2023	<u>200,755</u>	<u>1,011,665</u>	<u>–</u>	<u>–</u>	<u>1,212,420</u>	
Total expenditure 2022	<u>154,746</u>	<u>859,295</u>	<u>–</u>	<u>–</u>		<u>1,014,041</u>

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)	-	-
Total expenditure 2022	<u>154,746</u>	<u>859,295</u>	<u>-</u>	<u>-</u>	<u>1,014,041</u>

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>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>18.0</u>	<u>16.0</u>

For the year ended 31 December 2023**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 £
Cost				
At the start of the year	779,630	297,814	258,165	1,335,609
Additions in year	-	4,515	29,037	33,552
Disposals in year	-	-	-	-
At the end of the year	<u>779,630</u>	<u>302,329</u>	<u>287,202</u>	<u>1,369,161</u>
Depreciation				
At the start of the year	277,267	274,802	247,511	799,580
Charge for the year	31,261	8,993	4,215	44,469
Disposals in year	-	-	-	-
At the end of the year	<u>308,528</u>	<u>283,795</u>	<u>251,726</u>	<u>844,049</u>
Net book value				
At the end of the year	<u>471,102</u>	<u>18,534</u>	<u>35,476</u>	<u>525,112</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
Net assets at 31 December 2023	<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
Net assets at 31 December 2022	<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 £
Restricted funds:					
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
Total restricted funds	1,177,843	549,837	(593,146)	24,026	1,158,560
Designated funds:					
Refurbishment	-	-	-	75,000	75,000
Strategic Development	275,000	-	-	(275,000)	-
Total designated funds	275,000	-	-	(200,000)	75,000
General funds	280,798	901,802	(619,274)	175,974	739,300
Total unrestricted funds	555,798	901,802	(619,274)	(24,026)	814,300
Total funds	1,733,641	1,451,639	(1,212,420)	-	1,972,860

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 £
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
Unrestricted funds:					
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

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
	86,008	43,592

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	-
	91,454	81,376

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
	91,057	62,234

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

	2023 £	2022 £
Sparkle	14,168	12,514
	14,168	12,514

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	-	-
	9,894	-

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
	93,583	106,970

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

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