Charity number: 1100890
Company number: 3172021

Media Archive for Central England
(A company limited by guarantee)

Trustees' report and financial statements

for the year ended 31 March 2011

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Media Archive for Central England
(A company limited by guarantee)

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Media Archive for Central England
(A company limited by guarantee)

Legal and administrative information

Charity number	1100890
Company registration number	3172021
Business address	1 Salisbury Road University of Leicester Leicester Leicestershire LE1 7RQ
Registered office	1 Salisbury Road University of Leicester Leicester Leicestershire LE1 7RQ
Trustees	Christine Fyfe Eric Johnson Laraine Porter David Rose
Secretary	James M Patterson
Accountants	Bissell & Brown Limited Charter House 56 Hogh Street Sutton Coldfield Birmingham B72 1UJ
Bankers	Natwest PLC

Media Archive for Central England
(A company limited by guarantee)

Report of the trustees (incorporating the directors' report) for the year ended 31 March 2011

The trustees present their report and the financial statements for the year ended 31 March 2011 The trustees, who are also directors of Media Archive for Central England for the purposes of company law and who served during the year and up to the date of this report are set out on page 1

Structure, governance and management

MACE is a charity and also a not for profit company limited by guarantee It is governed by its articles of association and is subject to laws applicable to companies and charities

The board of trustees exercise responsibility for budgets, strategy, policies and staffing by formal meetings and enagement in sub committtees and with paid staff

Day to day operations are the responsibility of paid staff who report to the trustees

Board matters

We welcomed Garry Campbell, Head of BBC Regional Archives, and John Buckby, IP Lawyer with Berryman, Nottingham, to the board

No board members left during the year Those resigning were re-elected at the AGM

Staff changes

Following two bouts of recruitment for the Full Circle project we were pleased to be joined by Kay Ogilvie, Senior Curator; Lucie Kerley, Curator; Andrew Jenkins, Technician, and Catherine English, Cataloguer

We welcomed back Sandy Bent on a .5 freelance basis to continue the invaluable uploading of ITV information to the catalogue and were joined additionally by Kayla Thomson, a graduate of the UEA course, who has been undertaking a conservation project as part of the SHUK programme on a freelance basis

We are taking advice from Berryman to ensure that all appropriate HR policies and practices are in place in the context of this increased staff compliment
In addition we have had regular and crucial support from a cohort of volunteers

Public Benefit Statement

In the exercise of their powers as charity trustees, they have had due regard to the published guidance from the charity commission on the operation of the public benefit requirement, and

the aims of the charity are carried out for the public benefit

The trustees consider the support to disadvantaged and poorer members of the community in Birmingham, and dissemination of lessons learned to the rest of the country, to be of public benefit

Objectives and activities

Overview

The purpose of the charitable company is the selection, acquisition and documentation of the moving image culture and history of the east and west midlands for public benefit and education

Collection matters
The success of the Heritage Lottery funded Full Circle project has seen a considerable rise in the number of private collections being offered us - many of which are proving to be of very considerable interest.

The resolution of our long term analogue storage issues will be secured through the provision of new interim facilities in Lincoln and the digitisation of materials followed by deep storage with the British Film Institute to ensure long term preservation

The cataloguing of material has continued steadily throughout the year which saw the appointment of a full time cataloguer for the first time at MACE

Accessibility

Virtual

The year saw us reach c 45,000 titles available to research in our on line catalogue

We finished the year with some 4,000 extracts available to view on line These are presented alongside the catalogue so that the written and visual information can inform each other

The year ended with the development and soft launch of a new web site for MACE with much improved search engine optimisation as well as more interactive elements and an on line shopping facility

Viewing and screening

Our standard screening programmes in art centres and cinemas across the region have been further enhanced with the inclusion of material in rural touring programmes and festivals

Additionally the Full Circle project has begun to deliver public screenings locally organised and promoted and in more local venues across the midlands
In total the year saw 103 screening events across the 2 regions

Education

We continue to extend our activity in schools across the region as much as we can

Teachers' willingness to take archive film and explore its classroom use is far from universal and the development of the use of material with one teacher or group of teachers does not naturally transfer to others. The activity is time consuming and intensive None the less we continue to explore models of good practice and the opportunity that working with teachers through other partnerships can provide for us to make a bigger impact

The year saw work in schools at 30 different education events

MACE Director James Patterson revised and taught his 3rd year undergraduate module on Moving Image Archiving at the University of Leicester and taught 50% of an MA module in the School of Historical Studies as well as delivering a number of conference papers and single lectures

Commercial

MACE Development Manager Emma Morley has continued to grow the commercial activity of the company and has met all targets set for her to achieve in the year This is despite the loss of the right to sub license ITV regional material to third parties in business to business clip sales which ITV sold to ITN Source

We continue to explore the income generation opportunity that certain niche markets will provide for us in developing product for personal use

We are also continuing to explore the development of partnerships which are delivering the use of archive film in on line computer gaming and in opportunities for re-purposing material

These developments will be played into work on new business models which will be undertaken in 2011/12.

Screen Heritage UK
At the close of 2009-10 the region had developed the concept of the Future Memory Store and had submitted the Business Justification Case for the concept and an indicative budget built around one potential model of delivery This concept had been accepted and negotiations were in train around the contract

In 2010-11 the contract was agreed and signed Following a competitive selection process Focus Consultants of Nottingham were appointed to pick up the negotiations with potential HEI partners that MACE had begun and make recommendations about the partnership to take the FMS concept forward
Focus reported in October 2010 with a recommendation that MACE should proceed with a partnership at the University of Lincoln

This report was endorsed by MACE's Board and the proposal was further developed by the University of Lincoln's Faculty of Media Humanities and Technology before being accepted by the University's Board in December.
The last quarter of the year saw the beginning of the detailed planning for the project which will see MACE relocate into purpose adapted accommodation within the faculty in September 2011 This accommodation will meet the needs of MACE as well as delivering some of the ambitions of the FMS concept.
The MACE Director will be taken on by the University as Senior Academic in the Media Department with a clear line of responsibility to the Board for the ongoing direction of MACE

MACE remains an independent Company and Charity following the changes
Additional to this part of the SHUK project, MACE is leading a consortium of 4 archives in a project funded through the Challenge Fund part of the SHUK programme
This project seeks to move forward the ambition to aggregate certain back office functions of the sector as a whole The project will create shared facilities for certain technical activity and will focus on the development a new business model for the delivery of sustainable archive services in the regions

The year has seen the successful conclusion of the DFAF projects culminating in the launch of a new web site, the establishment of the Heritage Lottery Full Circle project with the creation of 4 new posts for the three year duration of the project, the expansion of the overall staff compliment to 9 5fte at the year end and the securing of a new long term partnership with the University of Lincoln

Financial review

Financial picture
The overall economic position, the change in government, the government's decision to remove UK Film Council and the knock on effects of that decision mean that we end the year facing considerable uncertainty about the source and amount of our public support

We do not expect any resolution or clarity until midway through the financial year 2011/12. We expect interim arrangements to be put in place for the first 6 months, though at the time of writing (April 6th) they have yet to be announced

This situation notwithstanding, MACE finished ended the financial year 2010/11 in good shape having achieved another small surplus through trading activities in the year The increased target for earned income (a 50% rise on 2009/10) was nearly met and only changes in our ability to license ITV material which were beyond our control prevented this

Plans for future periods

Our priorities for 2011/12 are

The development of new income streams and a revised business model for the work we do

The successful conclusion of the relocation to and developing partnership with the University of Lincoln

The continuing successful delivery of the HLF Full Circle Project

The continuation of active involvement in discussions regarding collaboration/aggregation with colleague RFAs as part of a major development of RFA strategy for England with a view to being a major player in any revised film archive landscape

Statement of trustees' responsibilities

The trustees (who are also directors of Media Archive for Central England for the purpose of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period In preparing these financial statements, the trustees are required to

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

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and which enable them to ensure that the financial statements comply with the Companies Act 2006 They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

Small company provisions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

Media Archive for Central England
(A company limited by guarantee)

Report of the trustees (incorporating the directors' report)
for the year ended 31 March 2011

On behalf of the board



James M Patterson
Secretary

Media Archive for Central England
(A company limited by guarantee)

Independent examiner's report to the trustees on the unaudited financial statements of Media Archive for Central England.

I report on the accounts of Media Archive for Central England for the year ended 31 March 2011 set out on pages 2 to 18

Respective responsibilities of trustees and independent examiner

The charity's trustees (who are also the directors of the company for purposes of company law) are responsible for the preparation of the accounts The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the Act), as amended by section 28 of the Charities Act 2006 and that an independent examination is needed It is my responsibility to examine the accounts under section 43(3)(a) of the Act, as amended, to follow the procedures laid down in the General Directions given by the Charity Commission under section 43(7)(b) of the Act, as amended, and to state whether particular matters have come to my attention

Basis of independent examiner's statement

My examination was carried out in accordance with the General Directions given by the Charity Commission An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention

(i) which gives me reasonable cause to believe that in any material respect the requirements
- to keep proper accounting records in accordance with section 386 of the Companies Act 2006, and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice Accounting and Reporting by Charities

have not been met, or

(ii) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

David Thebridge
FCA
Independent examiner
Charter House
56 Hight Street
Sutton Coldfield
Birmingham
B72 1UJ

Media Archive for Central England
(A company limited by guarantee)

Statement of financial activities (incorporating the income and expenditure account)

For the year ended 31 March 2011

	Notes	Unrestricted funds £	Restricted funds £	2011 Total £	2010 Total £
Incoming resources					
Incoming resources from generating funds					
Voluntary income	2	69,000	-	69,000	73,000
Incoming resources from charitable activities	3	251,724	119,207	370,931	66,108
Earned Income	4	32,705	-	32,705	19,988
Total incoming resources		353,429	119,207	472,636	159,096
Resources expended					
Charitable activities	5	326,131	61,085	387,216	142,232
Governance costs	7	13,035	-	13,035	8,250
Total resources expended		339,166	61,085	400,251	150,482
Net incoming resources for the year / Net income for the year		14,263	58,122	72,385	8,614
Total funds brought forward		46,267	-	46,267	37,653
Total funds carried forward		60,530	58,122	118,652	46,267

The notes on pages 12 to 18 form an integral part of these financial statements.

Media Archive for Central England
(A company limited by guarantee)

Balance sheet
as at 31 March 2011

	Notes	2011 £	2011 £	2010 £	2010 £
Fixed assets					
Tangible assets	12		59,680		2,339
Current assets					
Debtors	13	41,347		39,310	
Cash at bank and in hand		237,282		54,285	
		278,629		93,595	
Creditors: amounts falling due within one year	14	(219,657)		(49,664)	
Net current assets			58,972		43,928
Net assets			118,652		46,267
Funds	15				
Restricted income funds			58,122		-
Unrestricted income funds			60,530		46,267
Total funds			118,652		46,267

The Balance Sheet continues on the following page

The notes on pages 12 to 18 form an integral part of these financial statements.

Media Archive for Central England
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Balance sheet (continued)

Trustees statements required by the Companies Act 2006 for the year ended 31 March 2011

In approving these financial statements as trustees of the company we hereby confirm

(a) that for the year stated above the company was entitled to the exemption conferred by section 477 of the Companies Act 2006 ;

(b) that no notice has been deposited at the registered office of the company pursuant to section 476 of the Companies Act 2006 requesting that an audit be conducted for the year ended 31 March 2011

(c) that we acknowledge our responsibilities for·

(1) ensuring that the company keeps proper accounting records which comply with section 386 of the Companies Act 2006, and

(2) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the year then ended in accordance with the requirements of sections 394 and 395, and which otherwise comply with the provisions of the Companies Act relating to financial statements, so far as applicable to the company.

These financial statements are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved by the board on 26 October 2011 and signed on its behalf by

20/12/11

David Rose
Director

The notes on pages 12 to 18 form an integral part of these financial statements.

Media Archive for Central England
(A company limited by guarantee)

Notes to financial statements
for the year ended 31 March 2011

1. Accounting policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and the preceding year

1.1. Basis of accounting

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Statement of Recommended Practice 'Accounting and Reporting by Charities' issued in March 2005 (SORP 2005) and the Companies Act 2006

1.2. Fund accounting

Unrestricted funds are expendable at the discretion of the Directors in the furtherance of the objects of the charity The directors may for administrative purposes, or to comply with best accounting practice treat part of unrestricted funds as a separate fund This does not legally restrict the trustees' discretion to apply the funds as they see fit.

Restricted funds can, because of the wishes of funders' only be expended at the discretion of the Directors in accordance with the grant application and in the furtherance of the particular project

1.3. Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy The following specific policies are applied to particular categories of income

Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable Grants where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant

Grants, including those for capital expenditure, are recognised in full in the statement of financial activities in the year in which they are receivable

1.4. Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them

Support costs are those costs incurred directly in support of expenditure on the objects of the charity and include project management

Governance costs include the costs of governance arrangements which relate to the general running of the charity as opposed to the direct management functions inherent in generating funds, service delivery and programme or project work These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability They include the strategic planning processes that contribute to future development of the charity

1.5. Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less accumulated depreciation Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows

Fixtures, fittings and equipment - 25% straight line

1.6. Capital grants

Government and other grants for capital expenditure is shown as deferred income and amortised over the life of the underlying asset

2. Voluntary income

	Unrestricted funds £	2011 Total £	2010 Total £
East Midlands Media	33,000	33,000	33,000
Screen West Midlands	36,000	36,000	40,000
	69,000	69,000	73,000

3. Incoming resources from charitable activities

	Unrestricted funds £	Restricted funds £	2011 Total £	2010 Total £
Derby City Council	-	-	-	1,940
Virtually Everywhere	-	-	-	650
Pilgrim Trust	-	-	-	11,209
DFAF	177,691	-	177,691	52,309
RtR Project	65,920	-	65,920	-
Take One	1,737	-	1,737	-
My Leicestershire	5,600	-	5,600	-
GRT Services	776	-	776	-
Full Circle (HLF)	-	119,207	119,207	-
	251,724	119,207	370,931	66,108

4. Earned Income

	Unrestricted funds £	2011 Total £	2010 Total £
Earned Income	32,705	32,705	19,988
	32,705	32,705	19,988

5. Costs of charitable activities - by fund type

	Unrestricted funds £	Restricted funds £	2011 Total £	2010 Total £
Conservation and preservation of a media archive	326,131	61,085	387,217	142,232
	326,131	61,085	387,217	142,232

6. Costs of charitable activities - by activity

	Activities undertaken directly £	Support costs £	2011 Total £	2010 Total £
Conservation and preservation of a media archive	370,090	17,127	387,217	142,232
	370,090	17,127	387,217	142,232

7. Governance costs

	Unrestricted funds £	2011 Total £	2010 Total £
Staff costs - Wages & salaries	10,004	10,004	5,654
Professional - Accountancy fees	1,225	1,225	480
Professional - Other	1,806	1,806	2,116
	13,035	13,035	8,250

8. Analysis of support costs

	Conservation and preservation of a media archive £	2011 Total £	2010 Total £
Staff costs	599	599	-
Repairs and maintenance	699	699	1,061
Insurance	1,180	1,180	1,090
Motor and travelling costs	7,810	7,810	7,010
Other professional fees	326	326	-
Communication and information technology	479	479	584
Other office expenses	5,051	5,051	3,150
Depreciation and impairment	780	780	787
Bank Charges	199	199	224
Other	4	4	300
	17,127	17,127	14,206

9. Net incoming resources for the year

	2011 £	2010 £
Net incoming resources is stated after charging		
Depreciation and other amounts written off tangible fixed assets	20,154	787

10. Employees

Employment costs	2011 £	2010 £
Wages and salaries	117,699	73,957
Other costs	2,699	-
	120,398	73,957

No employee received emoluments of more than £60,000 (2010 None)

Number of employees

The average monthly numbers of employees (including the trustees) during the year, calculated on the basis of full time equivalents, was as follows.

	2011 Number	2010 Number
	7	4

11. Taxation

The charity's activities fall within the exemptions afforded by the provisions of the Income and Corporation Taxes Act 1988. Accordingly, there is no taxation charge in these accounts

12. Tangible fixed assets

	Fixtures, fittings and equipment £	Total £
Cost		
At 1 April 2010	29,435	29,435
Additions	77,496	77,496
At 31 March 2011	106,931	106,931
Depreciation		
At 1 April 2010	27,097	27,097
Charge for the year	20,154	20,154
At 31 March 2011	47,251	47,251
Net book values		
At 31 March 2011	59,680	59,680
At 31 March 2010	2,338	2,338

13. Debtors

	2011	2010
	£	£
Trade debtors	9,907	7,973
Other debtors	31,440	31,261
	41,347	39,234

14. Creditors: amounts falling due within one year

	2011	2010
	£	£
Trade creditors	14,499	522
Other taxes and social security	-	897
Accruals and deferred income	86,353	48,174
Loans held for consortium members	118,805	-
	219,657	49,593

15. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Fund balances at 31 March 2011 as represented by:			
Tangible fixed assets	1,558	58,122	59,680
Current assets	278,629	-	278,629
Current liabilities	(219,657)	-	(219,657)
	60,530	58,122	118,652

16. Unrestricted funds

	At 1 April 2010	Incoming resources	Outgoing resources	At 31 March 2011
	£	£	£	£
General Unrestricted Fund	46,267	353,429	(339,166)	60,530

17. Restricted funds

	At 1 April 2010 £	Incoming resources £	Outgoing resources £	At 31 March 2011 £
Heritage Lottery Full Circle	-	119,207	(61,085)	58,122

Purposes of restricted funds

The Heritage Lottery Full Cicle Project is to collect private archive material and arrange screenings The balance represents the portion of unamortised capital equipment acquired which will be matched by future depreciation charges

18. Company limited by guarantee

Media Archive for Central England is a company limited by guarantee and accordingly does not have a share capital

Every member of the company undertakes to contribute such amount as may be required not exceeding £1 to the assets of the charitable company in the event of its being wound up while he or she is a member, or within one year after he or she ceases to be a member