

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED
30 APRIL 2018
FOR
CHARITYCOMMS
(A COMPANY LIMITED BY GUARANTEE)**

Hilton Sharp & Clarke Limited
30 New Road
Brighton
East Sussex
BN1 1BN

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FOR THE YEAR ENDED 30 APRIL 2018

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**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2018**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 April 2018. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard for Smaller Entities (the FRSSE) (effective 1 January 2015).

Chair and CEO Report

The charity sector always has challenges to face. However, the recent decline in public trust, pressures on income and major changes in regulation make the current environment more challenging than ever. Communications professionals are on the frontline and CharityComms is there to support them.

We help our members to focus on core purpose and bring their values to life in everything they do. We give them the confidence and skills to engage with audiences, putting supporters and beneficiaries centre stage. We encourage them to develop their creativity and flair to communicate their impact openly and authentically.

Our focus has been on inspiring great communications, supporting skills and career development, improving the membership experience and empowering our peer to peer community to connect with and support each other.

This year we invested in membership insight to ensure we are continuously responding to our members' most urgent needs and challenges, whether getting to grips with GDPR or the changes to Google Grants and Facebook's Newsfeed algorithm or equipping small charities to tell their stories through the media. We ran the highest number of events to date, with 93% of event attendees saying they had acquired new knowledge or enhanced skills relevant to their job - a 3% rise since last year and a 7% increase in the number of delegates saying they would try something new in their work. Our impact for members can be direct and immediate.

Our income grew by £64,873 which allowed us to invest in our team, streamline our systems and processes, improve existing products and services and develop and test new ones too.

This Annual Report highlights key achievements and challenges over the past year and the positive experience our members have had both with CharityComms and as part of a thriving communications community. We are proud that the impact of our work not only increases the effectiveness of our members but makes a positive contribution to the sector as a whole.

John Grounds, Chair and Adeela Warley CEO.

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2018**

OBJECTIVES AND ACTIVITIES

Objectives and aims

Our vision

Our vision is for effective and inspiring communications to be at the heart of every charity's work for a better world.

Our purpose

We improve the standard of communications and champion its role in the sector. We represent, support, inspire, connect and inform our members and the wider charity communications community.

Our goals by 2023

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. Charities will have SMT/senior board representation from communications (i.e. an equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications will take place in the context of an integrated brand and organisational framework.

Our impact

CharityComms' theory of change states that:

Charities create change; communications create change; charities that communicate better, create better change.

Highlights and endorsements from 2017/18

- **621** organisational members, **388** individual members, **98** corporate partners adding up to a CharityComms network of over **4,000** people
- **57** events attended by over **4,000** charity communications professionals in 2017/18 - our highest number to date
- **93%** of event attendees said they had acquired new knowledge or enhanced skills relevant to their job after attending a CharityComms event (a 3% increase from the previous year)
- **91%** of CharityComms event delegates said they would try something new in their work following their attendance, a 7% increase from the previous year

Knowledge Hub - is the go to place for articles, case studies and best practice guides. We saw an 8% increase across the website with 159,538 users in 2017/18.

"CharityComms' Knowledge Hub is an invaluable resource for communications professionals across the sector. Its podcast has quickly become a firm favourite for research and learning on the move, and the quality and insight provided through its articles online means it's somewhere I regularly go back to. One of the greatest things we can do is share knowledge and experiences so we can all learn from successes and failures, and this is a great place for that."

Dan Papworth-Smyth, digital engagement manager, Breast Cancer Care

Our Peer Support Scheme - is a personal matching service we run exclusively for our members to support their professional career development. In 2017/18 we matched 69 comms individuals with their own mentors.

"Mentoring is a really great way to learn from the many experienced communications professionals out there. When I took on a new role with a wider remit, I wanted to learn from someone with experience at a senior level. Claire (Head of Stakeholder Communications, Action for Children) was absolutely fantastic and I learnt lots from our time together. She helped me a great deal with things like crisis communications planning and position statements that have been really useful in practice."

David Boorman, head of fundraising and communications, Bliss

Conferences

In 2017/18 we ran 5 flagship conferences

"Fantastic event - I learned so much, not only from the talks but from having the chance to talk to other in similar roles to me!"

Jenny Williams, digital and content marketing specialist, Ben - support for life

Seminars

In 2017/18 we ran 5 seminars on topics from video content, digital trends, communicating your charity impact to GDPR for communicators.

"Thank you for another great event. I thoroughly enjoy your events and appreciate the effort that goes into running them. Thank you!"

Laura Mitchell, marketing and communications executive, St Catherine's Hospice

Small charities communications conference

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2018**

OBJECTIVES AND ACTIVITIES

Objectives and aims

We ran this conference for the second time in 2017/18 after its successful debut in 2016/17

"This was a really, really useful conference and I have returned to the office brimming with new ideas that I can't wait to start putting into action. I think this was because it was focused specifically on small charities and therefore all the talks were directly applicable to the challenges we face as a small charity. Thank you!"

Jenny Hayes, communications executive, BookAid International

Stepping into Comms Leadership workshops

This workshop supports senior communications professionals looking to move into leadership roles. In 2017/18 we took 28 people through the programme.

"It was really useful to hear from, and question, the CEOs who spoke candidly and offered up some real nuggets of advice. Equally, the opportunity to talk things through with my peers in the sector was hugely valuable. Would really recommend."

Katie Bennett, special projects lead - policy, campaigns and partnerships, Alzheimer's Society

Free media training for small charities

This course helps our smaller charity members develop effective media engagement strategies and provides practical broadcast interview experience to help them tell their stories through the media with impact.

explore effective media engagement through three different scenarios. We also introduce strategies for you, and the spokespeople you support, to be effective when undertaking broadcast interviews on behalf of your organisation

"Just a quick note to say thank you so much for the media training day on Tuesday. I have done several sessions such as this over the years and I can honestly say this was by far the best I have ever attended. I learnt a lot of really practical stuff that is easy to put in to practice."

Jane Elston, media and communications manager, Family Action

Significant Activities

At CharityComms, our aim is to connect, inform, empower and inspire comms professionals in the charity sector. We're working with our members and the wider communications community to raise the standard of communications in not-for-profits, to enable them to deliver their world-changing missions more effectively. From our membership scheme and events to our best practice guides, reports, support for professional development and web and social media content, we aim to listen and respond to our members to deliver a service that meets their needs and exceeds their expectations.

Review of 2017/18

Our 2017-18 business plan identified the following areas of primary focus

1. Increasing our audience understanding and improving their experience of our touchpoints
2. Reviewing and improving our internal processes
3. Reviewing and improving existing services
4. Exploring opportunities for development of audiences and new services to support them.

Public benefit

The trustees confirm that they have complied with the requirement set out in the Charities (Accounts and Reports) Regulations 2008 to report on how they have carried out their charity's purposes for the public benefit, and have complied with their duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

CharityComms was established to promote the efficiency and effectiveness of charities, not for profit organisations and voluntary organisations for the benefit of the public throughout the UK by the provision of resources to optimise their communications.

CharityComms delivers public benefit by providing free or low-cost resources, skill and best practice sharing and training, all aimed at raising the standard of communications across the charity sector. The following summary of our significant activities demonstrates how we deliver both our mission and our public benefit.

STRATEGIC REPORT

Achievement and performance

Membership

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2018**

STRATEGIC REPORT

Achievement and performance

Our members are the heart of CharityComms, building, supporting and contributing to our community. We welcomed 63 new organisations to CharityComms over the year, taking our total number of organisational members to 621.

Our renewal rates were very consistent with last year, at 89% for our large organisational members (turnover of 2million+) and 84% for small organisational members (turnover of <£2million). We are delighted that so many of our members choose to remain with us year after year, and 120 organisations have been CharityComms members for 5 or more years.

Launched in 2016 to cater more specifically to their needs, our small charities conference has been met with great attendance and very positive feedback.

"This was a very valuable conference. It's so rare to go to these events and find them both inspiring and achievable. Usually it's inspiring but we'd need massive budgets to be able to do it, so we can dream! The ideas felt practical, realistic, and achievable."

Jen Smith, Education for Health, delegate at small charities conference 2017.

Whether small or large, our range of benefits ensures that organisational members can get the most value out of their subscription, as well as offering networking, resources and practical tips for the whole team.

"CharityComms membership allows me and the wider team the opportunity to learn from other organisations, regardless of their size and mission. Their events are specific to the needs of comms professionals in charities, and a great way for us to help develop our teams' skills.

The knowledge hub is a great place to find useful and inspiring ideas and thought-provoking content brought to life by interesting case studies. The opportunities to network are fun and informative whilst allowing me to develop many useful contacts, all of whom share a willingness to share knowledge and experience."

Anil Ranchod, Stroke Association (23/08/2017)

Our individual membership provides freelancers and those working solo or as part of a small communications team with a valuable range of benefits and resources to develop their skills, boost their career and inspire their work.

As in previous years our individual membership numbers, while increasing overall to 388, also saw a high turnover as people changed jobs, moved out of the sector or upgraded to organisational membership. 215 new people joined the CharityComms community as individual members and we saw a renewal rate of 46%.

"Thanks @CommsUnplugged! You've inspired me to be more proactive about my career so I've joined @CharityComms to help my #CPD."

Helen McCarroll, freelancer via Twitter (19/09/2017)

"My CharityComms membership helps me to stay up-to-date with the latest trends in communications. The free seminars for members are always thought-provoking and have some excellent speakers, meaning the membership is also brilliant value. I'm really glad I joined all those years ago!"

Navprit Rai, Trust for London (21/08/2017)

Our number of corporate partners grew by 6% to 98 organisations, with 30 new partners joining our network to offer a wealth of services and support to our members.

"Being a corporate member of CharityComms has been fantastic for our co-operative. We've had many referrals from our listing on the supplier directory, giving us the opportunity to work on brilliant projects for game-changing organisations. Thank you, Charity Comms."

Nadiya Donovan, wave (25/05/2017)

Peer Support Scheme

CharityComms champions the role of communications professionals within charities, and our Peer Support Scheme offers a unique personal matching service exclusively for those working at our member organisations. The scheme has continued to be extremely popular, with 69 matches made over the year.

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STRATEGIC REPORT

Achievement and performance

Demand has exceeded our current ability to provide the high quality matches we - and our members - have come to expect and from September 2018 we will be introducing a revised intake model for the scheme, with two applications periods each year.

As well as being someone to talk to in confidence, acting as a sounding board and sharing their experiences and expertise, being a CharityComms mentor brings its own rewards:

"Honestly, I didn't expect to get so much out of the CharityComms mentoring scheme myself but found that it can be rewarding and refreshing for both mentor and mentee. In addition to sharing 'wisdom' on the daily struggles and big strategic questions mentees are dealing with, I myself learned a lot about how to effectively coach someone and I do take away at least one valuable insight each time we meet."

Michael Thiedke as CEO, De Paul (16/10/2017)

"I've found being a mentor at CharityComms really rewarding, to coach someone and offer guidance and see them thrive and develop. I'm a great believer in continuing to learn throughout your career and I've developed through being a mentor too - learning about Joe's team and organisation has given me inspiration and ideas for best practice. I'd really recommend the CharityComms mentoring scheme. Not only is it a great way to offer support to peers in the industry, but it's also it's a great way to network, share best practice and stay informed."

Catherine Jones, Head of Media, Asthma UK Events

CharityComms' events bring our mission to life by showcasing examples of innovation and best practice and allowing our network to share their successes, failures, challenges and solutions with their peers.

"This was a great event. Fabulous value for money. All the speakers were real experts and I learned new things and got to connect with other amazing charity communicators."

Claire Melia-Tompkins, head of stakeholder engagement, Action for Children - attended the Psychology of communications conference, 29 June 2017

We aim to inform, inspire and empower delegates to use effective communications to better serve their beneficiaries and supporters. This year we ran 57 events (including seminars, conferences, special interest groups, UK-wide groups, workshops and networking events) attended by over 4,000 charity communications professionals.

"Thank you so much for Thursday's event. It was the most useful event so far that I have attended, and I feel that I have had my 'lightbulb' moment (finally!)."

Emma Collins, membership manager, Twins and Multiple Births Association (TAMBA) - attended the Is your charity GDPR ready? seminar, 16 November 2017

Over the year, 94% of conference delegates and 93% of seminar delegates rated our events as good or excellent.

"I found it really useful, with some great takeaways I could apply in my job straight away. Food was great and CharityComms staff really helpful."

Miranda Lloyd, brand communications officer, DEBRA - attended the Making the news conference, 30 November 2017

We continued to live stream our seminars and film some of our special interest group events to reach more members across the UK who are unable to attend in person.

"Originally I was booked to attend in person but due to injury had to attend via Periscope instead - thankfully I didn't miss out on this excellent content so thank you for delivering in two different ways."

Samantha Payne, marketing executive, ICE Benevolent Fund - attended the Communicating your charity's impact seminar, 28 September 2017

We ran two free media training days for our small charity members (turnover below £2m) using unrestricted funds from the Pemberton Barns Trust, enabling charities who might be unable to afford training to improve skills and share knowledge

"I thought the event was great! I've been raving about it since I got back. It was pitched just right with the right level of interaction. The trainers were fantastic."

**REPORT OF THE TRUSTEES
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STRATEGIC REPORT

Achievement and performance

Emma Hutchins, senior policy and communications officer, Association of Charitable Foundations - attended the free media training for small charities, 8 March 2018

We ran our second conference specifically for small charities, attended by 112 comms professionals working in small charities (25 more than the previous year), and 100% of delegates rated the day as good or excellent.

"It was a really excellent conference, packed with so many useful ideas. I found the whole event really inspiring. The staff were friendly and brimming with enthusiasm which was quite infectious! Excellent venue too. The whole day was paced really well. Really brilliant mixture of content I would definitely come again and recommend to others. Good networking opportunities too. Well done CharityComms!"

Caroline O'Dwyer, director of communications and campaigns, Just For Kids Law - attended the Small charities communications conference, 12 July 2017

We ran a last-minute event on digital changes in February 2018, in reaction to the changes to Google Grants and Facebook's Newsfeed algorithm. It was well attended and we live streamed the event to members who couldn't join in person.

"Thank you for organising a great session yesterday, Isabel and I really enjoyed it!"

Dina Bhadreshwari, senior digital marketing manager, Marie Curie - attended the digital changes event, 28 February 2018

We continued to run the Stepping into Comms Leadership workshops (one series in Autumn and one in the Spring) for peer groups of 14 senior communications professionals looking to move into leadership. Six charity CEOs inspired delegates, sharing their experience of moving into leadership through communications roles.

"It was really fascinating to hear how the CEOs overcame their challenges and how much they were able to learn from their experiences... It made me more self-reflective and think more strategically about my strengths, which elements of myself I need to develop, which I need to accept and which ones don't really matter all that much anyway!"

Jo McGillivray, internal communications manager, Great Ormond Street Hospital Children's Charity - attended the Autumn series of Stepping into Comms Leadership

Digital communications

CharityComms continues to deliver valued and valuable free content to a rising number of readers via our website, eNews and social media channels. Users on www.charitycomms.org.uk rose by 8% from 147,140 last year to 159,538 in 2017-18. We posted 90 new articles - a mixture of thought-leadership pieces, inspiring case studies and practical top tips - on the site, viewed by 76,462 users, accounting for 15% of overall site traffic.

We've retained subscribers, with 9,474 individuals signed up to eNews. Our Twitter following at 30 April 2018 stood at 39,710, adding 4202 followers over the year and generating 27,551 sessions to our website.

In April 2018, we also published the first episode of our podcast, The CharityComms podcast. The first episode achieved almost 400 listens in the first week of publishing, and 625 in the reporting period. The second episode has since been published and listening figures continue to grow.

Love this: 9 simple ways to create the conditions for creativity by @nickatneo <https://www.charitycomms.org.uk/the-innovative-self> via @CharityComms - @madlinsudn

Really interesting article by @rights_info's @juliakirbysmith on the Facebook algorithm changes and why they may be helping as well as hurting - via @CharityComms <https://www.charitycomms.org.uk/why-were-actually-loving-the-new-facebook-algorithm> - @AdamWagner1

Hats off to the @CharityComms team for a great start to their new podcast series - it's certainly helping to dissipate the post-holiday fog after a week away #happymonday <https://www.charitycomms.org.uk/mic-drop-listen-to-our-first-ever-podcast-episode> - @AlexGoldup

Best practice guides, reports and resources

CharityComms' best practice guides contain inspirational ideas and examples of great comms work from across the sector. Each guide has a steering group which ensures the final product is representative of the spectrum of ideas, experiences and wisdom available. Guides are designed to help communicators build their skills and address key challenges. They are free to download from the CharityComms website, and we also distribute printed copies at our events.

This year we have published two new reports:

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STRATEGIC REPORT

Achievement and performance

- Communications Benchmark 2017: taking the sector's temperature, published 22 May 2017, downloaded 1,220 times by 30 April 2018
- Charity Marketing and Communications Salary Survey 2017. Published 8 November 2017, downloaded 600 times by 30 April 2018

On top of this, the second edition of A year in the life: A Best Practice Guide to annual publications, published late in the previous financial year (19 April 2017), was downloaded 899 times between 1 May 2017 and 30 April 2018.

Our most popular best practice guide to date - Branding Inside Out, was downloaded 340 times this year, bringing total downloads for this guide alone to 4,148 since it was published in 2012.

We have also started work on:

- A second edition of our popular Book - Make it Matter - creating communications strategies in the not-for-profit sector, working in partnership with Joe Barrell of Eden Stanley - convening a series of engagement workshops with communications specialists from inside and outside the sector. Publication is planned for Spring 2019.
- A Best Practice Guide to Innovation - due for publication by the end of 2018 working in partnership with comms consultant Alex Scott, sponsoring agency Narrative.
- A content review: we have commissioned a research project to plan and put into practice new ways of producing joined up digital publications, using the Best Practice Guide to innovation as a pilot.

CharityComms Digital Benchmark

The CharityComms Digital Benchmark is a group of more than 60 UK charities who pool their digital data in order to compare and evaluate their online performance. The Benchmark is a unique collaboration aimed at improving the performance of all participating charities. It was rated good or excellent value for money by 91% of participants. A new interactive dashboard, which gives charities greater control over how they compare their data, was launched in early 2018 and received very positive feedback from users.

AskCharity

AskCharity is CharityComms' free media matching service, designed to help charities and journalists work together. Journalists use it to find case studies, spokespeople and information from charities. Charities use it to expand their media contacts lists, develop relationships and achieve more (or broader) media coverage. This year 708 requests for information were sent by journalists to AskCharity registered charities.

Understanding Charities Group

CharityComms has continued to play a lead role on the Understanding Charities Group, the cross-sector coalition aiming to maintain levels of public trust and confidence in charities while increasing understanding of the way modern charities work. In 2017/18 we helped re-convene the group to review the impact of the Charity Today project and Charity Today report produced by ACEVO, CharityComms, IoF and CAF in February 2017. NCVO is now leading this group and producing a tool kit of resources for the sector. We continue to monitor public trust and ways we can proactively promote the overarching narrative about the benefit and impact of the sector as a whole as well as tracking the media debate and supporting charities manage reputation risk.

Financial review

Financial position

The accounts report a very successful year for the charity company with net incoming resources of £60,128. Assets exceed liabilities as shown on the balance sheet with a very healthy bank balance of £508,265, giving us the opportunity to invest in products and services for our members in the year ahead. The majority of the creditors balance represents deferred income that will be realised in the coming year.

Overall income rose 10.8% year on year with costs increasing by 14.3%. The increase in expenditure was largely a result of increased staffing and pay rises required to assist with business growth.

Reserves policy

The charity company has no restricted funds therefore all are classed as unrestricted. The trustees have not designated any of these funds for a particular purpose, therefore all are general.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The charity is controlled by its governing document, the memorandum and articles of association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2018**

STRUCTURE, GOVERNANCE AND MANAGEMENT

Changes to our trustee board

There have been significant changes on the board this year:

- Lara Burns stepped down as a trustee 4.9.17
- Gail Scott-Spicer, stepped down as Vice Chair 13.10.17
- Chrystyna Chymera, Clive Gardner and Lucy Abell were elected to the Board 18.9.17
- Donna Holland stepped down as a trustee 14.2.18
- Hanif Leylabi agreed to stand as Vice Chair in March 2018

Developments 2018 - 2019

Building on our strong financial performance over the past few years, CharityComms is investing some of the cumulative profit we've built up back into our products and services.

The investments will help CharityComms realise its business objectives which include:

External:

- Proactively marketing the benefits of membership and managing and retaining members at risk of lapsing
- Increasing access to events and maximising the value of content across all channels (integrated content strategy)
- Reviewing and improving our product portfolio to provide best value for existing and new members

Internal:

- Embedding audience insight to support an audience-centric approach
- Ensuring our policies and practices are GDPR compliant and embracing the GDPR principles
- Fostering integrated ways of working across the team
- Streamlining administrative tasks to save time and money
- Creating capacity for testing and learning
- Accessing trustee expertise in a more focussed way

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06210121 (England and Wales)

Registered Charity number

1138312

Registered office

2-6 Tenter Ground
Spitalfields
London
E1 7NH

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2018**

REFERENCE AND ADMINISTRATIVE DETAILS**Trustees**

J A Grounds	
S Palmer	- resigned 30.6.17
G Scott-Spicer	- resigned 13.10.17
V Shooter	- resigned 30.6.17
Mrs L Dallmeyer	
S O'Farrell	
Ms J Ablescroft	
H Leylabi	
Ms K Hall	
Ms L S Burns	- resigned 4.9.17
L Abell	- appointed 18.9.17
C Gardiner	- appointed 18.9.17
C Chymera-Holloway	- appointed 18.9.17

Senior Managers

<u>Title</u>	<u>Name</u>	<u>Appointment/Resignation</u>
Chief Executive Officer	A Warley	Appointed 20 February 2017

Independent examiner

Hilton Sharp & Clarke Limited
30 New Road
Brighton
East Sussex
BN1 1BN

Bankers

The Co-operative Bank PLC
Business Direct
PO Box 250
Skelmerdale
Lancashire
WN8 6WT

Professional Advisers

Lucas Fettes & Partners Limited
Plough Court
37 Lombard Street
London
EC3V 9BQ

COMMENCEMENT OF ACTIVITIES

The company was incorporated and registered in England and Wales on 12 April 2007 and registered as a charity with the Charity Commission in England and Wales on 7 October 2010.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 17.9.18 and signed on the board's behalf by:



J A Grounds - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
CHARITYCOMMS**

Independent examiner's report to the trustees of Charitycomms ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2018.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of FCA which is one of the listed bodies

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached



Roger Moore
FCA
Hilton Sharp & Clarke Limited
30 New Road
Brighton
East Sussex
BN1 1BN

Date: 17th September 2018

CHARITYCOMMS

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 APRIL 2018

		2018 Unrestricted fund £	2017 Total funds £
INCOME AND ENDOWMENTS FROM	Notes		
Donations and legacies	2	432,263	385,731
Other trading activities	3	229,825	211,360
Investment income	4	1,262	1,386
Total		663,350	598,477
EXPENDITURE ON			
Raising funds			
Other trading activities	5	603,222	527,369
		603,222	527,369
NET INCOME		60,128	71,108
RECONCILIATION OF FUNDS			
Total funds brought forward		254,961	183,853
TOTAL FUNDS CARRIED FORWARD		315,089	254,961

The notes form part of these financial statements

CHARITYCOMMS

BALANCE SHEET
AT 30 APRIL 2018

		2018 Unrestricted fund £	2017 Total funds £
FIXED ASSETS	Notes		
Tangible assets	11	15,118	14,183
CURRENT ASSETS			
Debtors	12	94,110	63,312
Cash at bank and in hand		508,265	468,447
		<u>602,375</u>	<u>531,759</u>
CREDITORS			
Amounts falling due within one year	13	(51,266)	(65,545)
NET CURRENT ASSETS		<u>551,109</u>	<u>466,214</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		566,227	480,397
ACCRUALS AND DEFERRED INCOME	14	(251,138)	(225,436)
NET ASSETS		<u>315,089</u>	<u>254,961</u>
FUNDS	15		
Unrestricted funds		315,089	254,961
TOTAL FUNDS		<u>315,089</u>	<u>254,961</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2018 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees on 17.9.18 and were signed on its behalf by:


J A Grounds -Trustee

The notes form part of these financial statements

CHARITYCOMMS

**CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 APRIL 2018**

	Notes	2018 £	2017 £
Cash flows from operating activities:			
Cash generated from operations	1	<u>44,531</u>	<u>94,444</u>
Net cash provided by (used in) operating activities		<u>44,531</u>	<u>94,444</u>
Cash flows from investing activities:			
Purchase of tangible fixed assets		(5,975)	-
Interest received		<u>1,262</u>	<u>1,386</u>
Net cash provided by (used in) investing activities		<u>(4,713)</u>	<u>1,386</u>
Change in cash and cash equivalents in the reporting period		<u>39,818</u>	<u>95,830</u>
Cash and cash equivalents at the beginning of the reporting period		<u>468,447</u>	<u>372,617</u>
Cash and cash equivalents at the end of the reporting period		<u><u>508,265</u></u>	<u><u>468,447</u></u>

The notes form part of these financial statements

**NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 APRIL 2018**

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2018	2017
	£	£
Net income for the reporting period (as per the statement of financial activities)	60,128	71,108
Adjustments for:		
Depreciation charges	5,040	4,727
Interest received	(1,262)	(1,386)
(Increase)/decrease in debtors	(30,798)	489
Increase in creditors	11,423	19,506
	<u>44,531</u>	<u>94,444</u>
Net cash provided by (used in) operating activities	<u>44,531</u>	<u>94,444</u>

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2018**

1. ACCOUNTING POLICIES**Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Computer equipment	- 25% on reducing balance
Website	- 25% on reducing balance

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. DONATIONS AND LEGACIES

	2018	2017
	£	£
Donations	12,000	18,000
Subscriptions	420,263	367,731
	<u>432,263</u>	<u>385,731</u>

3. OTHER TRADING ACTIVITIES

	2018	2017
	£	£
Conferences	229,825	211,360
	<u>229,825</u>	<u>211,360</u>

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2018**

4. INVESTMENT INCOME

	2018	2017
	£	£
Deposit account interest	<u>1,262</u>	<u>1,386</u>

5. OTHER TRADING ACTIVITIES

	2018	2017
	£	£
Purchases	173,621	137,557
Bad debts	780	-
Support costs	<u>428,821</u>	<u>389,812</u>
	<u>603,222</u>	<u>527,369</u>

6. SUPPORT COSTS

	Management	Finance	Information technology
	£	£	£
Other trading activities	<u>28,839</u>	<u>5,266</u>	<u>7,748</u>

	Human resources	Other	Governance costs	Totals
	£	£	£	£
Other trading activities	<u>344,517</u>	<u>40,201</u>	<u>2,250</u>	<u>428,821</u>

7. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2018	2017
	£	£
Depreciation - owned assets	<u>5,040</u>	<u>4,728</u>

8. INDEPENDENT EXAMINER'S REMUNERATION

	2018	2017
	£	£
Independent examiner's remuneration	<u>2,000</u>	<u>2,000</u>
Total non-audit fees	<u>2,000</u>	<u>2,000</u>

9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2018 nor for the year ended 30 April 2017.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 April 2018 nor for the year ended 30 April 2017.

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2018

10. STAFF COSTS

	2018 £	2017 £
Wages and salaries	307,680	271,756
Social security costs	27,726	21,580
Other pension costs	9,111	7,479
	<u>344,517</u>	<u>300,815</u>

The average monthly number of employees during the year was as follows:

	2018	2017
Staff	<u>12</u>	<u>8</u>

No employees received emoluments in excess of £60,000.

11. TANGIBLE FIXED ASSETS

	Computer equipment £	Website £	Totals £
COST			
At 1 May 2017	5,404	46,984	52,388
Additions	620	5,355	5,975
	<u>6,024</u>	<u>52,339</u>	<u>58,363</u>
At 30 April 2018			
DEPRECIATION			
At 1 May 2017	3,219	34,986	38,205
Charge for year	702	4,338	5,040
	<u>3,921</u>	<u>39,324</u>	<u>43,245</u>
At 30 April 2018			
NET BOOK VALUE			
At 30 April 2018	<u>2,103</u>	<u>13,015</u>	<u>15,118</u>
At 30 April 2017	<u>2,185</u>	<u>11,998</u>	<u>14,183</u>

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018 £	2017 £
Trade debtors	87,466	63,312
Other debtors	4,566	-
Prepayments and accrued income	2,078	-
	<u>94,110</u>	<u>63,312</u>

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2018

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	£	£
Trade creditors	11,882	31,891
Social security and other taxes	-	4,437
VAT	31,683	24,769
Other creditors	5,701	2,448
Accrued expenses	2,000	2,000
	<u>51,266</u>	<u>65,545</u>

14. ACCRUALS AND DEFERRED INCOME

Membership income is invoiced annually and recognised in the period of consumption.

£251,138 (2017: £225,436) has been deferred to the following accounting period.

15. MOVEMENT IN FUNDS

	At 1.5.17	Net movement in funds	At 30.4.18
	£	£	£
Unrestricted funds			
General fund	254,961	60,128	315,089
	<u>254,961</u>	<u>60,128</u>	<u>315,089</u>
TOTAL FUNDS	<u>254,961</u>	<u>60,128</u>	<u>315,089</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	663,350	(603,222)	60,128
	<u>663,350</u>	<u>(603,222)</u>	<u>60,128</u>
TOTAL FUNDS	<u>663,350</u>	<u>(603,222)</u>	<u>60,128</u>

Comparatives for movement in funds

	At 1.5.16	Net movement in funds	At 30.4.17
	£	£	£
Unrestricted Funds			
General fund	183,853	71,108	254,961
	<u>183,853</u>	<u>71,108</u>	<u>254,961</u>
TOTAL FUNDS	<u>183,853</u>	<u>71,108</u>	<u>254,961</u>

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2018

15. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	598,477	(527,369)	71,108
TOTAL FUNDS	<u>598,477</u>	<u>(527,369)</u>	<u>71,108</u>

16. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 April 2018.

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2018**

	2018 £	2017 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	12,000	18,000
Subscriptions	420,263	367,731
	<u>432,263</u>	<u>385,731</u>
Other trading activities		
Conferences	229,825	211,360
Investment income		
Deposit account interest	1,262	1,386
Total incoming resources	<u>663,350</u>	<u>598,477</u>
EXPENDITURE		
Other trading activities		
Direct costs	173,621	137,557
Bad debts	780	-
	<u>174,401</u>	<u>137,557</u>
Support costs		
Management		
Consultancy fees	28,839	34,685
Finance		
Bank charges	5,266	3,094
Information technology		
Website maintenance	7,748	7,319
Human resources		
Wages	307,680	271,756
Social security	27,726	21,580
Pensions	9,111	7,479
	<u>344,517</u>	<u>300,815</u>
Other		
Computer software	2,362	2,752
Staff expenses	7,300	9,470
Rent	25,500	24,700
Computer equipment depreciation	701	728
Website depreciation	4,338	3,999
	<u>40,201</u>	<u>41,649</u>
Governance costs		
Independent examiner's remuneration	2,000	2,000
Legal fees	250	250
	<u>2,250</u>	<u>2,250</u>
Total resources expended	<u>603,222</u>	<u>527,369</u>
Net income	<u>60,128</u>	<u>71,108</u>

This page does not form part of the statutory financial statements